

## THE HLPA MISSION

Our goal is to promote lumber products as a preferred building material based on the proven track record of wood and its achievement of long-term performance success in Hawaii's construction industry. This goal will be achieved by promoting lumber as a renewable building material resource that provides benefits to the environment, produces sound construction economics, creates architectural flexibility and meets the highest structural engineering standards. We will work to bring this positive message about lumber products to the public and industry professionals on a consistent basis through education and promotion supported by widespread industry stakeholders.

## HLPA GOALS

1. To increase the demand for lumber products by consumers.
2. To position lumber building materials as a high quality, environmentally sound and cost effective choice.
3. To promote lumber products as a preferred material based on a proven track record and achievement of long-term success in Hawaii's construction industry.
4. To increase the knowledge about the "greenness" of lumber products in the minds of consumers, architects, contractors, children and teachers.
5. To speak-up for lumber products against the myths, half-truths and exaggerations of competitive materials, with regards to improving performance, durability and consumer safety.

*Wood framed structures have withstood the test of time in Hawaii's climate conditions.*



## HLPA's KEY MESSAGES / LUMBER FACTS

1. Lumber is the clear environmental choice for construction material.
2. Lumber is a sound economical choice for construction material.
3. Lumber, in architecture, promotes the beauty and the warmth of wood.
4. Lumber is the only renewable, sustainable building material.
5. Lumber has excellent thermal and sound reducing values.
6. Lumber is the natural choice for today's designers, builders and homeowners.
7. The U.S. and Canada are not running out of trees. There are more trees growing today than 100 years ago.
8. With today's technology, treated lumber is safe and effective from termites.
9. The supply of wood is increasing due to sustainable forest management practices.
10. Wood is the only building material that uses the sun's energy to renew itself.
11. Wood reduces energy and resource use, minimizes pollution, and reduces environmental impact.
12. The use of wood promotes forest conservation, protection and sustainability.
13. A wood framed home is a high quality home and will provide long term values and comfort in Hawaii's climate.

*Wood framed structures have withstood the test of time in Hawaii's climate conditions.*



## HLPA MARKETING STRATEGIES

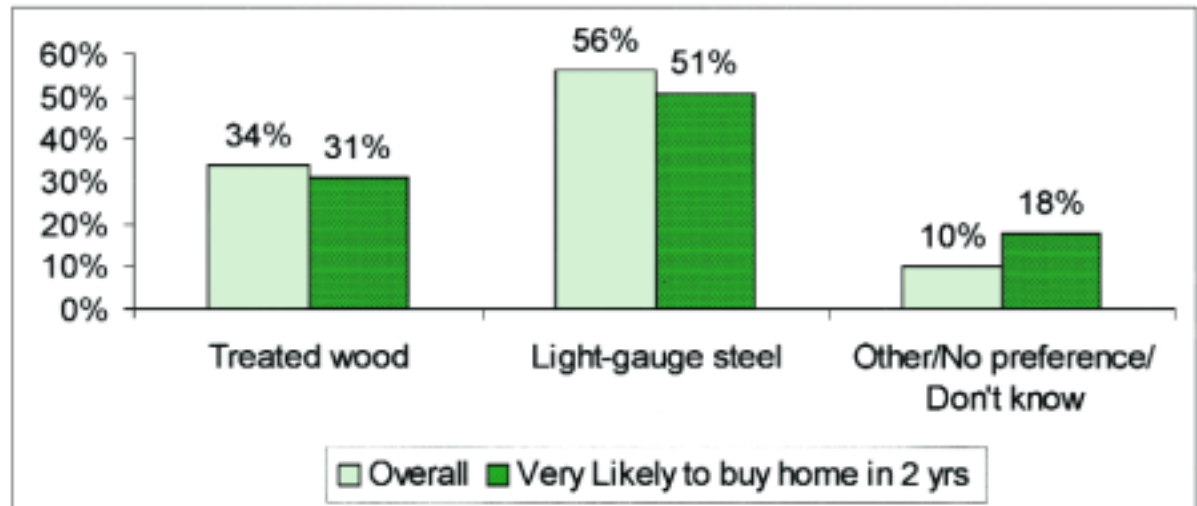
1. **Implement an advertising campaign to communicate HLPA's key messages.**
  - a. Annual advertising program begins in April 2004.
  - b. Monthly print ads will appear in dailies (statewide and neighbor island papers), trade publications and key directories.
  - c. Monthly radio ads will air on top Hawaii stations on Oahu, Big Island, Maui and Kauai.
  - d. Many added value components will strengthen the reach, frequency and efficiency of our annual advertising program including on-air radio contesting, editorial opportunities and regular on-air interviews.
2. **Develop an HLPA website with member/stakeholder links and contact information.**
  - a. A dynamic, informative, ever evolving marketing website HawaiiLumber.com will be the virtual home of HLPA. Advertisements will drive both the trade and consumers to HawaiiLumber.com. Some of the elements of this website will include: Building tips, Press Room, Membership Links and Directory, Programs and Events, Public Education, Research and much, much more.
3. **Implement an HLPA speaker's bureau for educational and promotional purposes.**
  - a. HLPA members will speak and appear at schools, organizations, and other venues whenever the opportunity to promote lumber as the preferred building material should arise.
4. **Develop an ongoing public relations program.**
  - a. HLPA will develop and distribute current press kits, press releases and accurate collateral materials to help educate the people of Hawaii about the truth of lumber as a building material. In addition, HLPA will be available to provide ongoing counterpoint to competitive materials promoted untruths and myths.
5. **Establish a program working with the DOE.**
  - a. HLPA will begin investigating a program to work directly with the DOE and private schools throughout the state to educate students about forest management practices, renewability and other advantages of wood products.
6. **Obtain complete market penetration of the truth about the "differences" of building with wood vs. steel or concrete.**
  - a. Through our annual marketing program we will begin to change public understanding, knowledge and perception about building with wood.



# LUMBER vs. STEEL

February 2004

Each respondent was asked if they had a choice between treated wood or light-gauge steel for the framing of a new home which would they choose.



Overall, 34% of those polled would choose treated wood if they were to build a new home in the near future. Fifty-six percent would choose light-gauge steel while one in ten are undecided. The numbers are very similar when the data is based just on those who say they are very likely to purchase a new home within the next two years.

- Preference for wood (45%) is higher on the Neighbor Islands than it is on Oahu (30%).

Based on their choice above each individual was asked why they chose the material they did.

	TREATED WOOD	LIGHT-GAUGE STEEL
Lower costs	31%	13%
Durable/ lasts a long time	29%	59%
Easier to use	25%	4%
Protects from termites	20%	50%
Stronger	18%	35%
Environmentally friendly	10%	5%
Environmentally safe	9%	9%
Protects from rust	9%	4%

Lower cost (31%) is the top response among respondents choosing treated wood. Twenty-nine percent of this segment chose wood because of its durability while one in four chose it because of its perceived ease of use. Twenty percent chose wood due to its ability to protect it from termites.

## ARE YOU CONSIDERING BUILDING WITH STEEL OR CONCRETE?



- Most lumber today is not taken from needed forests, but from planted lands like other crops intended for human use.
- Lumber is the most economical choice for construction material.
- With lumber treatments available today, lumber is durable and safe from rot and termites.
- Lumber has excellent thermal and sound reducing values for Hawaii conditions.
- Lumber is the clear environmental choice for construction material.
- Lumber promotes the beauty and warmth of wood in architecture.

## BE SMART. USE WOOD.

### Hawaii Lumber Products Association

Our goal is to promote lumber products as a preferred building material based on the proven track record of wood and its achievement of long-term performance success in Hawaii's construction industry. This goal will be achieved by promoting lumber as a renewable building material resource that provides benefits to the environment, produces sound construction economics, creates architectural flexibility and meets the highest structural engineering standards.

A member of

**WOOD**  
PROMOTION NETWORK  
BE CONSTRUCTIVE  
[www.beconstructive.com](http://www.beconstructive.com)

For more information  
call 381-9821





In May of 2003, several owners and leaders of Hawaii companies from all major Hawaiian islands joined together to form the Hawaii Lumber Products Association. The goal of the HPLA is to educate and further the use of lumber products as a preferred building material of Hawaii's construction industry.

Wood and lumber is being challenged by steel and other competitive building material interests. It is impacting all of us in the wood and lumber service industries. If your company promotes or profits from lumber products, whether as a manufacturer, wholesale/retail supplier, service provider or affiliated organizations, let your voice be heard in a campaign to tell the truth and protect your interests.

The HPLA as an industry association begins a major campaign and ongoing effort to provide factual information about wood and lumber products in the minds of Hawaii's consumers and professionals as the very best choice of building material available today and for the future.

As the President of the HPLA, I would like to invite you and your company, to join our association in this new and most worthwhile endeavor.

With your companies commitment, participation and influence, we will work together to tell the truth and share the many positive messages of lumber products to Hawaii's decision makers.

Is your business or organization's past, present and future built on the values and uses of wood/lumber products or services? Do you feel the current negative and often-untrue public information campaign by some competitive anti-lumber products is impacting your market and sales unfairly? Then isn't it time we join together in a united voice to tell the truth about wood as a high quality and durable building product?

A membership and fund raising drive has begun. Strong Hawaii business participation already exists. Substantial funding has already been raised from major lumber and service industry companies on all islands. Many mainland lumber mills, preservation suppliers and shipping or handling companies have already committed to support and fund this effort. Be a part of the true value story of wood and lumber.

One of our board members will be in touch with you very soon to discuss your interest and support of the Hawaii Lumber Products Association. Please join this important and momentous effort. The future belongs to those who show up today.

Sincerely,

Hap Person  
President, Hawaii Lumber Products Association

**President**

Hap A. Person  
*President*  
*HWT Co., LTD.*

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*President/CEO*  
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David Miyake  
*Owner/CEO*  
*Miyake Concrete Acc., Inc.*

Connie Smales  
*President*  
*Plywood Hawaii*

A Renewable Resource



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Fax: 808-621-0688

# ANNUAL MEMBERSHIP DUES

## *Mainland Based Companies*

By choosing to become a supporting member of the HLPAs, you are taking an active position in the direction and future success for the education, promotion and use of Lumber Products as the best choice by consumers for safe quality home construction.

**Membership Level:** A full registered member of the HLPAs including the use of its member web page and association logo on your company's letterhead or promotions, and you are encouraged to participate in all HLPAs functions and general meeting agendas.

**Partnership Level:** All the benefits of the Membership level plus the ability to use the volume ad placement or other discounted rates provided under contracts to HLPAs.

**Leadership Level:** All the benefits of the Partnership level plus your company will be given a leadership position on the Advisory Counsel of the association and asked to participate as a leader of policy, direction, budgeting and resource in furthering the HLPAs.

DUES GROUPS	ANNUAL MEMBERSHIP DUES	
<b>Lumber &amp; Plywood Producers</b>	Brokers & Drop Shippers Membership	\$ 500
	Lumber Wholesale Suppliers Membership	\$ 1,000
	Partnership	\$ 2,000
	Leadership	\$ 5,000
	Lumber Mill & Manufacturers Membership	\$ 2,000
	Partnership	\$ 5,000
Leadership	\$ 10,000	
<b>Lumber &amp; Plywood Shippers</b>	Trucking & Handling Co.'s Membership	\$ 500
	Ocean Freight Consolidators Membership	\$ 1,000
	Partnership	\$ 2,000
	Leadership	\$ 5,000
	Ocean Barge & Container Co.'s Membership	\$ 2,000
	Partnership	\$ 5,000
Leadership	\$ 10,000	
<b>Lumber &amp; Plywood Chemical Preservation Supply, Inspection &amp; Treatment Service</b>	Inspection & Treatment Plants Membership	\$ 1,000
	Partnership	\$ 2,000
	Leadership	\$ 5,000
	Wood Preservation Suppliers Membership	\$ 2,000
	Partnership	\$ 5,000
	Leadership	\$ 10,000



# HPLA MEMBERSHIP APPLICATION

Name \_\_\_\_\_ Company Position \_\_\_\_\_ Years in Current Position \_\_\_\_\_

Firm name \_\_\_\_\_ Years in Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Ph: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax# \_\_\_\_\_ Nature of Business \_\_\_\_\_

E-mail Address \_\_\_\_\_ Company Website URL \_\_\_\_\_

What is you company's product or service? \_\_\_\_\_

Please check if you do not want to receive information from HPLA via the Internet.

Are you interested in serving on an HPLA committee?

- Education       Communications       Membership  
 Programs       Speakers Bureau       Board of Directors

*Personal data:*

Nickname \_\_\_\_\_ Spouse's Name \_\_\_\_\_  
(as you would like it to appear on your name badge)

What other related industry organizations are you a member of?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicate the following from the chart found on the *ANNUAL MEMBERSHIP DUES* sheet.

HAWAII BASED COMPANIES

**DUES GROUPS** (*check one*)

- Lumber & Plywood Producers  
 Lumber & Framing Related Building Material or Services  
 Builder / Developer / Construction Trades  
 Professional Organizations

DUES \$ \_\_\_\_\_  
(Please fill in appropriate dues.)

MAINLAND BASED COMPANIES

**DUES GROUPS** (*check one*)

- Lumber & Plywood Producers  
 Lumber & Shippers  
 Lumber & Plywood Chemical Preservation Supply, Inspection & Treatment Service

DUES \$ \_\_\_\_\_  
(Please fill in appropriate dues.)

*The information furnished on this application is true to the best of my knowledge. By signing this form, I agree to adhere to the bylaws of HPLA.*

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Recommended for Membership by Current HPLA Member \_\_\_\_\_

*All information supplied in this application is for the exclusive use of HPLA and will be held in strictest confidence.  
Mail with your photo and payment to: P.O. Box 30866, Honolulu, HI 96820  
For more information call 808-381-9821*

