

## Potential Candidates for First Check-off Board Sought

The Blue Ribbon Commission for Check-off (BRC) seeks to identify industry leaders who wish to express interest in possible candidacy for the first check-off Softwood Lumber Board.

Board members would govern a promotion program funded by a check-off aimed at counteracting the aggressive marketing campaigns of competing materials, and establishing wood as the most practical, affordable and environmentally sustainable choice building product. The vision is to implement this strategy as a B2B (business to business, not business to consumer) program aimed at architects, builders, and others who specify lumber products in residential, non-residential, commercial and out-door living applications.

The BRC will submit names of candidates to the Secretary of Agriculture, who will appoint the Board. Each Board member will serve a three year term of office with the exception of the initial Board members who will serve either a two, three, or four-year term. No member may serve more than two consecutive terms. The Board will be appointed in 2011.

Qualifications for Serving on the Softwood Lumber Board:

1. The Board will be composed of manufacturers for the U.S. market who:
  - a. Manufacture and domestically ship 15 million board feet or more of softwood lumber in the United States during a fiscal period;
  - b. Import 15 million board feet or more of softwood lumber into the United States during a fiscal period.
2. Heads of business and senior executives are preferred.
3. If they wish, interested domestic manufacturers and importers may provide short background statements outlining their qualifications to serve on the Board. The details of an individual's track record of relevant experience as demonstrated by active participation in generic industry research and promotion activities, along with the reasons for wishing to serve, will be appreciated.

Other Requirements:

1. No two members of the Board may be employed by a single company.
2. Seats on the Board will be apportioned by region based on the volume of softwood lumber manufactured or imported.
  - a. Domestic manufacturers who manufacture softwood lumber in more than one region may seek nomination only in the region in which they manufacture the majority of their softwood lumber.
  - b. Importer nominees shall certify that the majority of their softwood lumber is imported from the respective region for which they are seeking to represent on the Board and shall provide documentation to verify this if requested.
3. The composition of the full Board must reflect the different size operations within the softwood lumber industry.
4. Board members serve without compensation, but will be reimbursed for reasonable travel expenses which they incur when performing Board business.

Interested parties should send their qualifications to Steve Lovett, staff executive for the Blue Ribbon Commission at [stephenlovett@verizon.net](mailto:stephenlovett@verizon.net) or Steve Lovett, Blue Ribbon Commission, 5400 Grosvenor Lane, Bethesda, MD 20814.