

All the news about fits August 2002

Inside this issue ...

Letters to the editor Members share their thoughts Page 2

Where is the truth? Thermal properties of log homes discussed Page 4

They shoot houses, don't they?

Take your marketing to the next level Page 7

A picture's worth ... An insider's peek at photo shoots Page 8

Get out those PhD cameras ILBA announces photo contest Page 10

Hats off to Chambers Bidding farewell to former LBN editor Page 11

Log Building
(R)evolution
Time to champion the revolution
Page 13

Update from the ILBA office Page 16

Committee reports
Page 17

Agreement Number 40707514

Log Building

Air out the sleeping bag and pack up the marshmallows—Rendez-vous plans are set

Ready to Rendez-vous? The ILBA Fall Rendez-vous is just around the corner and it's time to make plans to attend.

This family camping event will have something for everyone: log builder competitions, speakers and presentations, wood carving workshops, tool demonstrations and some great outdoor cooking.

Join us on Friday afternoon, Oct. 11, 2002, through Monday morning, Oct. 14, 2002 at the Gold Panner Campground in Cherryville, B.C. Just 37 miles East of Vernon on Hwy #6, the site is an hour's drive from the

Kelowna, B.C. airport.

The campground offers creek fishing, camping, hiking, historical sightseeing, Cherry Creek gold mine tours, on-site restaurant, showers and toilets; power hook-ups and laundry facilities are available.

The event starts on Friday at 4 p.m. with the Log Builder Competition followed by a great dinner and evening campfire entertainment. On Saturday you'll begin the day with campfire coffee, followed by a full weekend of great food and workshops supplied by your association.

Bring your family, your co-workers, your tent, trailer or camper and be prepared to enjoy some warm fellowship and great networking at this camp out weekend.

You'll enjoy these and other special events:

Keynote address

Mary Mackie, the "founding mother" of this association, brings this gathering full circle and will proudly share where we came from as well as her thoughts on where we're going. This Rendez-vous is like a homecoming, and our "mother" just has to be there!

French Scribe

Pre-Conference Workshop

Frédéric Brillant's encore presentation of traditional timber frame layout and joinery will have you throwing out your calculators

> and reaching for a bow saw. Be there, or be square. Further details and registration for this workshop will be on the ILBA Web site.

Benefit Auction

Join us to raise money for a good

cause and have some great laughs in the process. We have items guaranteed to raise your eyebrows and others to enhance your business. We welcome all donations for the event—from Grandma's homemade socks to the latest in jigs and tools.

Log Builder Competition

Following the Gold Medal competition we held in Park City this past April, we will again offer great prizes and a guaranteed fun time at this competition. Register early upon your arrival and pick up a copy of the new rules and regulations.

Tech Talk

Join the jig thinkers in our industry, who create better ways to get the job done! There's so much to learn and opportunities to observe these great inventions are rare—don't miss this workshop.

Mitered Truss Workshop

Improve the function and strength of

Rendez-vous—Continued on Page 15

Letters



Member offers alternative to steel and wood pinning

To the editor:

I have been building handcrafted log homes for 26 years across many parts of Canada. One thing I promoted at the very beginning was the practice of pinning all the log walls. I totally believed in using wood dowelling: if homes have stood for hundreds of years with wood, why change?

In the '70s and '80s one saw the use of steel pegging, mostly of cheap rebar. Take a ¾" piece of rebar and you can bend it over your knee. What sort of strength is that?

I kept using the 2" and 1½" fir.We lost many a contract over the cost difference of labour and materials between us and others that used ½" rebar. The sad thing is that today it is still being used and should be banned from our trade.

Over the last 15 years many of our contracts have consisted of renovating 10- to 30-year-old log homes. That includes refurbishing all the wood surfaces inside and out, constructing additions and placement of larger windows and doors. I could write a book about the things I have seen!

I have seen rot over one inch larger than the original peg size from the use of steel pins. We all know that this is the result of the convection of warm meeting cold and causing condensation.

When people ask for steel pinning—and they still do—I tell them to look at old siding or buildings with nails or spikes; you can pull them out with your fingers. That is what is going to happen in your walls if I use steel, I tell them. They usually get the point.

We all have or are forced to have through-bolting. I still don't like it. If we can, we run a PVC sleeve down the hole first to allow moisture to flow to the bottom.

Last year I worked on another company's 6-month-old building. The opening in the doors had deflected over four inches already. The walls were not pinned. What do we do about the companies that, to this day, do not pin their walls?

I no longer use wood dowel pinning, having switched to fiberglass rods. They are as smooth as glass, deadly accurate and have unbelievable strength. These days, there's very little price difference between 1" rod and 11/2" wood. Fiberglass does not convect like steel, it comes in all the shapes that steel does and there is no rust; it's great for deck beams, etc. I use fiberglass where angle iron is called for in door and window openings. It's easy to drill, dado, etc.It also comes in fiber bolt; it's pricey, but if, as a group, there is demand the price may go down and it could replace the use of steel bolting altogether.

> Sincerely, John Plowman NorthWood Log Homes

The Log Building News welcomes letters from the members of the ILBA. Letters will be edited for clarity, length and libelous content. Letters must be signed by the author and include a phone number and/or email address in the event the writer must be contacted. Send letters to Bettyann Moore, N8879 Cty. Hwy.Y, Seymour, WI 54165 USA or email them to betiam@athenet.net.

Log Building

Issue #38—August 2002
Published six times a year
© 2002 International Log Builders'
Association
P.O. Box 775
Lumby, British Columbia
V0E 2G0 Canada
800-532-2900 toll-free
250-547-8776 phone
250-547-8775 fax
www.logassociation.org

Cathy Hansen, Executive Director cathy@logassociation.org
Robert Savignac, Executive Director robert@logassociation.org
Ann Miks, Administrative Assistant ann@logassociation.org

Contributors to this issue:

Lloyd Beckedorf Dalibor Houdek Ph.D. Robèrt Savignac Nancy Wilkins

Log Building News Editor
Bettyann Moore
N8879 Cty. Hwy. Y
Seymour, WI 54165 USA
920-833-6127
betiam@athenet.net



Greetings from your new Log Building News editor



Bettyann Moore

I've never liked writing about myself, so you won't have to put up with much of that in these pages. The Powers That Be at the ILBA have asked me to

introduce myself, however, so you'll have to bear with me just this once.

About three weeks after I became editor of *Log Home Design Ideas* magazine back in 1996, I found myself in an airplane headed to Vancouver, BC. I was going to my first log home show. You could put what I knew about log homes in a thimble and still have room for a fingertip.

Seven years prior to that, as the new editor of a weekly newspaper, I knew little about small town politics or the business of newspapers either; most things are best learned in practice rather than theory.

Just as my first city council meeting was a great introduction to small town newspapering, that first log home show was a good way to begin my log home education and my rise to publisher. And, believe me, it was much more interesting than the city council meeting.

I met a lot of great people in those few days. The Canadian "loggies" with their shy, earthy candor helped me make the leap into an industry I came to love. They exuded an independent spirit the likes of which I'd never encountered.

Since then, I've attended too many log home shows and conventions to count. And last year I left the magazine. At first I thought I'd like to stay in the magazine industry, but as more and more people asked me to do their newsletters, brochures and other projects, I decided to strike out

on my own. That independent spirit of the loggies I met along the way must have rubbed off on me more than I thought.

After all, they are doing what they love to do and doing it for themselves. Their only bosses are Mother Nature and their customers. My boss is a black and white cat named Cowboy who demands belly rubs at regular intervals throughout the day. I'm happy to comply.

It's been great fun working with Cathy, Ann and Robert on my first issue of the *LBN*. This is *your* newsletter and I look forward to receiving your input, articles and photos.

There's also a conspiracy afoot to get me to the Fall Rendez-vous, so I hope to meet or become reacquainted with some of you there. The event promises to be both fun and educational ... as long as I don't have to polka.

It's a tough world out there. DEFY it.

Your home is unique. You have carefully planned every detail. But ultraviolet rays, moisture and temperature extremes can rob wood of its natural strength and beauty. Protect your investment with DEFY, a water-based wood finish that utilizes state-of-the-art technology to combine high performance and low maintenance. DEFY penetrating wood finish is recommended by professional applicators and leading log home manufacturers. It's your best defense against the elements. Regardless of your climate, DEFY protects your wood season after season.

For more information and free samples, call us at 800-860-6327 or visit our web site at www.saversystems.com.





Where is the truth?

Thermal properties of log homes

By Dalibor Houdek, Ph.D. Forintek Canada Corp.

n the last few years, as I became more involved with ILBA, I noticed an increased number of requests for reliable technical information on the thermal performance of log homes

As I studied this topic I came across various reports and articles that said everything from "log homes are very energy efficient" to "log homes are energy inefficient." So, what is the truth? Are log homes energy efficient or not?

While there is no definitive answer to such a general question (considering the number of various log building systems), I will bring up some points to help you understand the basics and the complexity of the problem.

The energy efficiency of a home is determined by so-called R-values (resistance to thermal flow) of building segments such as walls, floors,

roof, windows, etc., and by the air tightness of the building envelope. In log homes (and other heavy structures) there is also the heat mass that influences the heat-holding ability of the structure, thus influencing heating bills.

Let's start with the basics. Log homes are made of wood (well, parts of the walls are anyway). The cross section of the log under the microscope appears like a bundle of straws. Those "straws" are filled with air when the moisture content of the wood is lower than so-called fiber saturation point (somewhere around 28 percent).

It is common knowledge that air is a very good thermal insulator, and the more layers of air in the system, the better its insulating properties. Therefore, wood seems like an ideal material to separate the warm and cozy interior of your house from the freezing winter conditions outside, right? Bigger is not always better except in log walls, where the thicker wall provides better thermal performance. At least the R-value (thermal resistance) of the wall will be higher. By the way, even in this case the larger the number, the better the wall should perform. I am using *should* because it is only one of the features needed to achieve energy efficiency.

Thermal resistivity of different softwood species varies, but not significantly. Generally speaking, the higher the wood density, the lower the thermal resistivity. In the following table, please compare the R-values of common wood species used in log construction. Values in this table are approximate and should be used with caution; actual conductivities may vary by as much as 20 percent.. Note that the resistivity increases with decreasing moisture content. The specific gravities also may not represent species averages.

Comparing thermal resistivity of 1" of wood (ranging approximately between 1-1.5) with 0.00067 for aluminum, 0.0032 for steel, 0.167 for concrete, or 0.143 for glass indicates that wood is not doing all that badly. Even when comparing wood to mineral wool insulation with a resistivity of approximately 4, the wood is still quite competitive.

It is apparent that the logs used for log homes are only as large as is practical for a log builder. In my experience the majority of companies use logs averaging between 12-16 inches in diameter at midrange. That, combined with the average width of the lateral groove between ranging between 2-4 inches, almost predetermines the maximum R-value one can expect from such a log wall.

Table 1 Thermal Resistivity of Various Softwood Species Used in Log Construction.

Wood Species	Specific Gravity	Thermal Resistivity (h·ft2·°F/Btu·in)	
		Oven dry	At 12% MC
Western Red Cedar	0.33	1.7	1.5
White Spruce	0.37	1.6	1.3
Eastern White Pine	0.37	1.6	1.3
Western White Pine	0.40	1.5	1.2
Lodgepole Pine	0.43	1.4	1.2
Eastern Red Cedar	0.48	1.3	1.1
Red Pine	0.46	1.3	1.1
Douglas Fir	0.51	1.2	1

(Source: Wood Handbook-Wood as an Engineering Material, USDA, 1999)

The National Research Council of Canada (NRC) conducted a study on R-values of log walls for the National Energy Code in 1996. To facilitate the calculation of the R-value for log walls using a simple hand calculation, the NRC introduced an adjustment factor called "profile factor" to accommodate the profile of scribed log wall (thickness of the wall at the joints is less than the diameter of the logs). The profile factor for scribed fit log walls was found to be dependent on the log diameter and the wall joint detail and to range between 0.7 and 0.84. The air close to the wall (Interior and exterior) contributes to the total R-value of the wall by approximately 0.88.

The R-value of a round scribed wall can be then calculated by using following equation;

R-value = [(mean log diameter x wood resistivity) + resistivity of air films] x profile factor

It is important to understand that this very simple calculation is based on numerous simplifications and assumptions (e.g. disregards the contribution of the mineral insulation in the lateral groove). Therefore, the results should be used with caution.

Here I want to share a story with you. Once I was approached to provide technical information to a builder who was "questioned" by the building official regarding the R-values of log walls. The builder sent me a slick computer-generated picture of a log house that I would put in the category of a "glass structure with a log infill." Beautiful home, but what kind of R-values are we talking about here? One half of the house was made of material (windows) that has thermal properties equivalent to 2" thick cedar blank. In that case, the importance of R-values of log homes was overestimated.

According to research studies con-

ducted in Canada and the US^{2,3}, the heat loss through handcrafted log walls represents approximately 17 percent of total loss for the structure. On the other hand, the air infiltra-

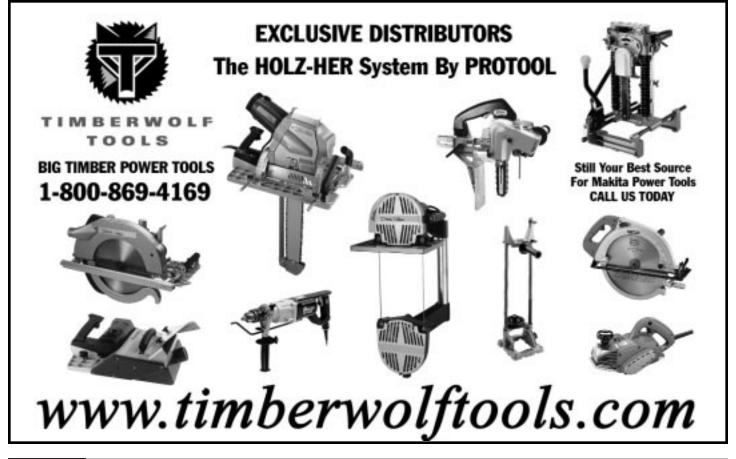


Dalibor Houdek

tion/leakage can account for up to 50 percent of all heating losses in a handcrafted, chinkless log home. Although the reports are not conclusive, the pattern for a large population of homes is quite clear.

The lateral joints were not identified as the main pathways for the air infiltration/leakage but, rather, each of the following items were shown to account for larger portions of the

Thermal Properties—Continued on Page 6



Thermal Properties

—Continued from Page 5—

total heat loss:

- the ridge area of vaulted ceilings
- the joint between the plate log and the roof
- the protrusions of logs through the exterior walls (both frame and log)
- the connections between the floor and a sill log
- the connection of the log wall with the frame wall
- the window/door-to-wall log interfaces
- the log-corner interface.

It is very important to pay attention to these structural details during design and construction, as they make a large difference in overall energy efficiency of a log structure. It was shown that gasketed walls with tightened through-bolts perform better than those just using fiberglass, and that exterior/interior chinking reduces air infiltration even further.

Last, is the issue of thermal mass; a difficult subject to address.

While it is a relatively simple exercise to calculate the thermal mass (heat storing capacity) of a log wall, it is rather difficult to estimate how this affects the overall energy consumption of a particular building. Nevertheless, the effect of heat mass was confirmed by long-term testing in a study⁴ conducted by the US Department of Commerce.

In the 28 week-long test, the test house with nominal R-10 log walls "consumed" the same amount of energy as a light frame building of the same size and shape with walls rated

R-12. It was determined that the log wall performed 17 percent better than its calculated rating and it was concluded that the relatively large thermal mass of log wall is an energy-conserving feature.

The Model Energy Code (CABO 1992) gives log walls thermal mass credits but these credits are dependent on the site specifics and regional climatic conditions, including Heating-Degree-Days (HDD).



According to the Model Energy Code, a building in a climate that has a 6600 HDD (for example Buffalo, NY, falls into the category of 6500-8000 HDD) must have walls with a combined U-value of 0.125. The combined U-value is reciprocal to summation of the R-values of each component in the walls-doors and windows included. This means that the required combined R-value for a house in that particular region is R-8.3. For buildings with a significant amount of mass (at least 20 lb. per square foot of the wall) the combined R-value in these climactic conditions (6500-8000 HDD) can be lowered to R-7.7. This means that the log walls are given the thermal mass credit of about 8 percent.

In reality, it means that the R-value of the log wall is granted a credit of 8 percent to acknowledge the effect of thermal mass. For example, in the climactic region with only 2000 HDD, the thermal mass credit would be as high as 42 percent.

The idea of combined R-value for the wall including the windows and doors seems very logical to ensure conservative estimation of heat consumption in a particular environment. However, it can also be a cause of the problem that many log builders have experienced. If the house has half of the wall area filled with high efficiency windows (R-3 would be a very good window) the rest of the wall has to be "beefed up" to bring the overall combined R-value to the required level.

As you can see, this whole issue of thermal properties of log homes is quite complicated due primarily to the influence of many factors. Additional research is clearly needed in order to better understand these complex relationships between materials and construction methods.

ILBA is currently pursuing several initiatives to address the technical issues of the log building industry and Thermal Performance will definitely be one of them.

References

- ¹ Life Cycle Costing of Log Walls for the National Energy Code for Houses, Institute for Research in Construction, National Research Council Canada, 1996.
- ² Air Leakage Performance of 11 Log Houses in Eastern Ontario and Western Quebec, CMHC, 1996
- ³ Stephen Klossner: Energy Related Performance Testing of Minnesota Log Homes, 1990.
- ⁴ A Field Study of the Effect on Wall Mass on the Heating and Cooling Loads of Residential Buildings, National Bureau of Standards, 1982.
- ⁵ Thomas Gorman: The Thermal Performance of Log Home Walls, Wood Design Focus, Fall 1995.

They shoot houses, don't they?

By Nancy Wilkins

You might be entering that period when you set the budget and plan for the coming year. I'd like to take this opportunity to be the squeaky wheel that says, this year set a chunk aside for some excellent photography.

If there's one single investment in your marketing plan that will continue to pay off for the life of your company, it's high quality photographs. Consider your photo file to be the solid foundation on which your marketing program is built. If you have high quality photos, you can be proactive, approaching magazines of all types to feature your work. You can be readily responsive—several times each year I field and forward requests from magazines for good photos to illustrate an article in progress, or for a new article accompanied by good photos. You can develop creative marketing practices in which you use photo compilations of previous houses to sell your product to new clients. But you can't do any of that if you don't have top quality photos.

As in the rest of home building, the bar has been raised over the years on what is the expected level of photographic excellence. You should plan to budget for large format shots—use a minimum of 2½" format, but 4" x 5" will give you a better photo and more options down the road for how you use it. I'm sorry to say that no matter how great a photographer you may be with a 35 mm camera, there are adjustments a professional can make with the larger format cameras that blow the 35mm away.

If you have never worked with a professional photographer, there are several ways to begin shopping for one. Look through magazines and find the photo credits on the pictures you really like. Talk to other home builders and find out what their experience is. When you do find a person



Leave the photography up to the pros for years of marketing value. (Photo by Brian Lloyd)

whose work you like, ask if they will share travel costs with other companies—that's a way to save quite a bit on a shoot. At least one photographer I work with sends out a calendar of their travel schedule early in the year, so companies can plan to join in on an existing shoot in an area where they have a home to be photographed.

Personally, if you have a limited budget, I would recommend selecting one house to shoot, and photograph it as thoroughly as you can, rather than taking a shotgun approach. For your money, you'll get more high quality photos, and you'll have a theme running through your photos that will make them more appealing to a viewer. Several photos of one home also open the door to doing an article on that home—find the story that makes that home or homeowner unique, develop an article and send it off to magazines.

Pay attention to the interior styling—it's not at all unheard of to take out some of the furniture in the house and replace it with something

that complements a photograph better. Of course, this has to be handled diplomatically with the client! But there are many small changes that can be made to improve the styling in a photograph. Check with your photographer and make sure they plan to take care of this—or arrange either to do it yourself, if you have a really good eye for interior design, or hire someone who does.

If you get a chance, it's quite an education to tag along on a photo shoot day. You will be amazed at what a real pro goes through to create those incredible photographs. I was going to say it's a lot of fun — but I'll change that adjective to interesting. Sometimes it feels a bit like watching grass grow, as they fiddle and fuss, and take two hours to get one shot just right. But you'll find yourself using that shot for many years, and it will pay for itself many times over.

Nancy Wilkins is the Executive Director of the Timber Frame Business Council in Hamilton, Mont. This article first appeared in the Feb. 2002 issue of Scantlings, the Timber Framers Guild Newsletter. It is used with permission.

A picture's worth ...

By Bettyann Moore

Reading Nancy Wilkins' article about photographing homes brought to mind a number of memorable photo shoot experiences. But more vividly, it reminded me of some of the misconceptions surrounding log home photography that I've encountered over the years. This isn't intended as a stroll down Memory Lane, but rather as a complement to what Ms. Wilkins has already shared.

You wouldn't hand over your jig and drawknife to just anyone and expect them to know how to use them. The same holds true of a camera when it comes to shooting great photos of your best work.

A log home company owner once said to me, "Photographers are a

dime a dozen." Can you guess how many of his homes were featured in a magazine? That's right, none. Unwilling to set aside a portion of his budget to pay an architectural photographer, he missed out on some terrific marketing mileage.

Of course, having a home featured on the pages of a glossy magazine isn't the end all to be all, but even one well-photographed home in your portfolio can make a world of difference to how your customers perceive your company.

When having a home photographed, keep in mind that even though you, as a builder, may be tickled pink about that fine notching job, most potential home buyers want to picture themselves in a nicely

appointed, wellcrafted home.

And though most companies like to shoot and show off their biggest, most complicated projects, the vast percentage of home buyers want to see simple, small homes.

And they don't want to see them over and over again in every magazine they pick up. Magazines serve two masters: their readers and their advertisers. But no one's interests are served when

the same home is trotted out time after time after time.

The cost of a single photo shoot starts at about \$1,800 and goes up from there. The average is about \$2,800.

People who have never had a home photographed invariably say, "Gee, you must get a heck of a lot of shots for that price!"

Um ... no. What you get is a TOTAL of 10-16 shots. As Nancy Wilkins pointed out, a photo shoot is a long, drawn out process. She called it "interesting." I call it work.

Having assisted on many photo shoots, I can attest that professional photographers earn every penny they charge. At day's end—and most full shoots last an entire day—all you want is a comfortable chair and a suitable beverage.

I once stood out on a frozen lake in sub-zero weather for two hours waiting for that "just right" light of dusk. I lost feeling in my fingers and toes long before the moment arrived. I wished the photographer well and headed inside.

While the log home company rep and I warmed our toes by the fire-place, we saw car lights sweep past the window; the owner was home. We held our breath, hoping that the arrival didn't coincide with that "just right" moment. Seconds later, shouted curses filled the frigid air. We learned later that the home owner had unkenneled her dog, which had promptly bounded across the pristine snow in search of that "just right" tree. The dog's timing couldn't have been worse.



SCHROEDER LOG HOME SUPPLY, INC.

Same day shipping from IN, MN, SD, TN

- ◆ Adzes
- ◆ Bark Spuds
- ◆ Cant Hooks
- ◆ Chainsaw Attachments
- Chinking
- **♦** Chisels
- Drawknives

- ◆ Gouges
- ◆ Lifting Tongs
- ◆ Log Cleats
- ◆ Log Home Finishes
- Scribers
- ◆ Specialty Saws
- ◆ And Much More!

1-800-359-4803 or 1-800-359-6614 www.loghelp.com

sales@loghelp.com

Nevertheless, the shot was magnificent. The log home company was thrilled with the entire shoot, as were the home owners and I. It's doubtful the dog cared one way or another.

My apologies for the aside, but I couldn't resist telling that particular story as it illustrates the lengths a good photographer—and a crazy magazine publisher—will go to get the perfect shot. That sort of attention to detail works in everyone's favor in the long run.

As Nancy Wilkins says, you can get a lot of mileage out of a photo shoot; they're well worth the price. Very often the price will include usage rights for reprints and/or advertising, though every photographer has a different policy.

Some of you are asking: What's this about usage rights? Don't I own those photos if I've paid for the shoot? If I don't own them, who does?

Generally, the photographer does, but that depends on what you've negotiated with them up front. Most will sell the copyright but that price is above and beyond what you have spent already. If the photographer retains the copyright, you're still likely to get more mileage from the shoot because it will become part of the photographer's "stock photo" file and may be sold time and time again to other publications, even ones outside the log home market.

Policies vary, of course, but generally magazines don't buy unlimited rights to the photos, purchasing only one-time usage rights. They will frequently dip into a photographer's stock photos to illustrate a particular article. The price is steep for individual stock photos, which are generally priced by how large they will appear in the magazine. And if the shot is to

be used on the cover, the magazine pays a premium price.

Photo shoots are commissioned in a variety of ways:

- A log home company calls a photographer, arranging and paying for the entire shoot and negotiating usage rights.
- A magazine editor will call a photographer to find out which area of the country or world they'll be traveling in and then call log home companies to see if they have any homes they'd like shot in that area.
- The photographer will call log home companies to let them know where they're traveling, secure "scouting shots" (usually simple 35mm photos) of prospective homes and send the scouting to the magazines to see if there's any interest.
- A log home company sends scouting shots directly to the magazine hoping it will take on the project as well as the

cost. Sometimes the magazine will co-op (share) the costs with the company.

- Some log home companies hire PR firms that specialize in strategic photo feature and article placement, or they use someone inhouse. Either way, they pay someone else to handle all the details, leaving them free to concentrate on building homes.
- Readers may send the magazine scouting shots of their own homes and maybe a note about its unusual



or special features. I like these shoots; the home owners willingly open their homes and make for good interviews.

• It's rare, but sometimes an ancillary product supplier—like chinking or finish companies, etc.—will call a magazine to let them know about a great home on which their product was used. They may or may not co-op the shoot.

Karma Industries, Ltd.



Specializing in Building Logs
Green or dry
White spruce & Lodgepole
Truck or rail arranged to Canada & the US

Don & Deb Rossman 780-674-6325 drossman@phrd.ab.ca

Get out those PhD* cameras—ILBA photo contest is on

*Press HERE, Dummy!

The ILBA wants to see your photos ... no, not the ones of Fido drinking out of the toilet bowl or Uncle Fred wearing the lampshade. We're offering prizes for those pictures that tell us something about your work.

Maybe you carved some incredible notches you're particularly proud of. Or perhaps your crew outdid itself on a stairway.

Check out the categories below and submit your photos today. But hurry, they will be judged by your peers at Rendez-vous in October. Outstanding prizes will go to the winners in each category and the winning photos will appear in upcoming issues of the *Log Building News*.

Categories

- Neat notches
- Creative carving

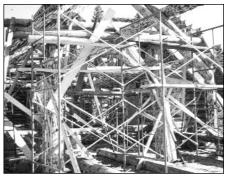
- Outstanding openings
- Terrific trusses
- · Sensational stairs & railings
- · Great gazebos
- Out of the ordinary
- · Crew shots
- · Builders with attitude
- · Picnic tables (3 angle shots)

Send your photos to: International Log Builders' Association, P.O. Box 775, Lumby, B.C., VOE 2G0, Canada.

Rules

Submitted photos may be black & white or color, but must not be the work of a professional photographer. They must be received in the ILBA office by Monday, Oct. 7, 2002.

Please include the photographer's name and company name on the back



There's no category for this shot, but it certainly shows an intricate web of wood. (Bettyann Moore photo)

and note the entry category. (Avoid using paper clips and stacking photos face-to-back; ink from the back of one photo will mar the face of the next.)

Companies may submit one entry per category.

Photos will be judged and prizes awarded at Rendez-vous. The photographer need not be present to win.

BUILDING YOUR BUSINESS IS



LOG HOME LIVING MAGAZINE

The nation's oldest and most popular monthly magazine devoted to the log home lifestyle. Each month over 100,000 copies are read by your best prospects. Place an ad in **Log Home Living** today!

LOG HOME LIVING ONLINE

The industry's Web Portal – and the most comprehensive collection of information on log homes online. Check out what a Web sponsorship can do for your company!

Advertise in the industry s most respected publication.

Hats off to Chambers

By Lloyd Beckedorf

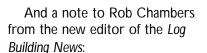
I first met Robert Chambers in the early 1980s when he was a student of mine at the B. Allan Mackie School of Log Building. I remember his inability to accept the common answer: "That's the way it has always been done."

Robert, today as then, has always wanted to get to the root of things, to know if there was a better way, to know if whether the way we do things today in log construction is based on sound principles. That alone, I feel, has made Robert an excellent editor of the Log Building News.

He leaves some really big shoes to fill, (I know this to be fact as I bought a pair of his shoes at the AGM of the Log Builders' Association in Sorrento B.C. in the early 1990s) and he will be missed from the pages of the News along with his wit and log construction education, which is second to none.

Robert has also been very instrumental in creating and keeping close ties between the Great Lakes Log Builders,

the Rocky Mountain Log Builders, the Latvian Log Builders and the New Zealand Log Builders with the International Log Builders' Association. I think the success and support worldwide of the International Log Builders' Association can largely be considered part of the efforts of Robert Chambers.





Rob Chambers

Muchas gracias, amigo, for all the help you've given the new kid on the block. Thanks, too, for laying a solid foundation for this publication. Good luck in New Zealand and whenever you get a hankering for brats and cheese curds, give me a holler; I'll see what I can do.

OUR BUSINESS

LOG HOME LIVING & TIMBER FRAME HOME SHOWS

The place to meet log home buyers! Over 50,000 of the most serious log home enthusiasts will attend the **Log Home Living & Timber** Frame Home Shows in 2003. Reserve your exhibit space early!



2002 SHOW SCHEDULE:

New York/New Jersey Sept. 20-22 Washington, DC

Nov. 1-3

Chicago, IL

Oct. 18-20

Dallas, TX

Nov. 22-24

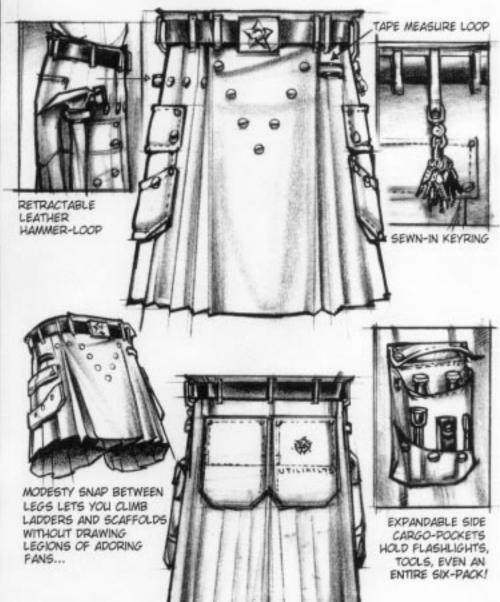
FOR MORE INFORMATION ON ADVERTISING OR EXHIBITING. CALL: 1-800-826-3893.



MODEL:

WORKMAN'S KILT

SHOWN IN NEO-TRADITIONAL STYLE. MATERIAL: BROWN DLICK CANVAS Available in Black, Chocolate or Caramel. \$165.00



The Utilikilts Company - 1819 15th Ave W - Seattle WA 98119 206.282.4226 - f ax 206.281.4173 Call for a free catalog, or order online www.utilikilts.com

Log Building (R) evolution

By Robert Savignac

Building with logs is not a new concept. Any of us with the least bit of interest has sifted through the pages of Hermann Phleps' book "The Craft of Log Building" and has been inspired by the degree of craftsmanship and attention to detail depicted by the illustrations. This is work accomplished by masters whose knowledge of wood dynamics, its form and function, are a matter of art as well as science. There were no legislated building codes to adhere to. It was incumbent of the craftsman, intimate in this craft, to execute the best work according to their abilities and understanding of the task at hand. There is also a matter of pride, where extra effort is shown off by embellishment and extraordinary details that become the signature of a particular log builder. Many of today's modern log builders subscribe to the Scandinavian and Eastern European methods depicted in Phleps' book.

For thousands of years, building with logs has survived housing revolutions, and still challenges big industry with its high energy, resource-depleting manufacture of steel, concrete and plastic housing components. The use of logs as a renewable resource keeps resurfacing even in areas where deforestation occurred so long ago, that no one would even consider the likelihood of building log homes.

Divers apparently have found remnants of log structures on the bottom of the Black Sea, some 80 to 100 feet down. History will tell us that three great rivers drained into the Black Sea, the Danube, the Dnjepr and the Volga. It was at the same time that the Caspian Sea and the Black Sea were at the same level, connected by the Sea of Azou. The icecap on the continent reached its highest point about 18,000 years ago and since retreated very slowly until about 14,000 years ago. Up until that time, the Black Sea must have been mostly dry with a river through it, draining the little melt water there

was into the Bosporous. Then the great melt came, so great that soon the world's oceans rose at a rate of 10cm per year, most of that water coming off the Eurasian continent. The Black Sea rose higher than its present level and formed the lake we know today. These structures at the bottom of the sea must therefore be approximately 14,000 to 15,000 years old!

Today, we receive inquiries from Turkey asking if log buildings would be feasible there ... after 15,000 years, it is still not a dying concept! The use of logs is often overlooked, and without the proper understanding of its attributes and methods of joinery, many opportunities are being overlooked.

A student of architecture, working in Kenya on the Sustainable Cities Program/Habitat at the UN headquarters, recently met with villagers on Mt. Kenya who are very interested in using wood again as their building material.

At the moment, the trend is to cut down the local forests, sell the timber in Nairobi and buy stone which must be transported from afar to build their villages. There's something wrong with this picture!

In my own experience teaching and consulting to First Nations on our own continent, I've also learned of a long pre-existing history of log construction, particularly on the West coast. Long houses and pit houses have been in use for 1000s of years. Although not the typical type of horizontal log stacking we ascribe to today's log homes, people all around the world have refined techniques to using the most renewable and accessible materials available, and where there are forests, there are log homes. Today, our own aboriginal neighbours are often struggling to meet housing

demands, while standing deep in the woods!

It is important for us to act individually and as an international collective, to promote the continuance and perpetuity of our craft. There is not a corner of the globe that has not expressed an interest in the understanding and construction of log homes—from the Arctic to Patagonia, Africa, Australia, all throughout Europe and Pacific Rim countries, log homes are there! Is it a revolution? Are people indeed fighting for a choice in home construction that defies today's convention of quick-built homes that are not carved from the greatest renewable building resource on earth?

The ILBA, in keeping with our mandate, promotes the highest standards of log construction and seeks to educate the public and professionals alike

(R)evolution—Continued on page 14



(R)evolution

—Continued from Page 13—

in the art and science of log building. It is important that every member of our association be dedicated to this same cause, since there seems to be so many detractors against the use of logs today—all founded on misinformation, assumptions and poor craftsmanship. It's always the bad examples that gain more notoriety.

A recent brief published by the Energy Efficiency and Renewable Energy Clearinghouse (EREC) for the US Department of Energy reveals that "Log homes are notorious for large air leaks ... these air leaks can easily account for more than 30 percent of a typical heating bill." It is no wonder log homes today are not given serious consideration overall. I would hope that we know better!

A quick glance at some of the log home "chat sites" on the Internet also confirms there's a lot of assumptions and misinformation based on a lack of standards and craftsmanship.

It is important that each of us continue our own education and development as log builders, so we can answer the distraught and confused perspective of today's log home enthusiast. The proper understanding of log construction and its *evolution*, will rally the support now required in this housing *revolution*.

Programs like our Builder Certification are meant to further promote the high standards of our trade and assist the consumer in making an informed selection of those builders indeed dedicated to understanding and maintaining standards. These are not the minimum standards required by Building Codes, but standards and practices that are meant to sort the wheat from the chaff. Our members who do not subscribe to Certification are not cast, by assumption, into a collection of substandard builders, however, it is incumbent upon them to clearly define and defend their own building process. Neither is Certification a blanket assur-

> ance that those members are a notch above the rest. Everyone is responsible for their own claims, however, Certification is a point of reference the public can gauge an understanding and approach to craftsmanship, as well as expectations of

particular business practices. This is where the log building industry has evolved and it is still just the beginning.

We no longer reside in a world where we can assume "log" builders are masters in their profession. Look at the ads and yellow pages ... everything from 10cm to 40 and 60cm are used as "logs" in a supermarket of notching and fastening systems for walls and roofs. Today's economy is very particular, and aggressive marketing by manufacturers often gives the illusion of building with "logs." As handcrafters, we are only scratching the surface of this market potential.

Without the promotion of standards, it is difficult to champion our cause. The ILBA is making efforts to reference its standards to both the NBC in Canada and the IBC in the States. Despite our efforts to promote this, there remains a (majority?) of builders who oppose the advent of any standards. Is the ILBA only a minority of representation of builders? Perhaps, but we are part of a strong and growing movement, based on a thorough understanding of where we came from.

We know our evolution. Now we must champion the Revolution. Alternative, Green, Renewable, and Responsible building practices all herald the well-built, handcrafted log home as a flagship of efficient and sound construction. Let's hope our homes still maintain their legacy thousands of years from now, hopefully in a world that has recognized the virtue of keeping our forests and building with logs. It's up to us to keep it alive!



"Excellence in Craftsmanship."

We specialize in log homes.

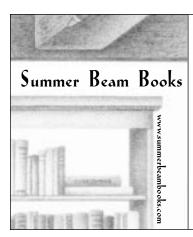


Westwood

Custom Windows & Doors Ltd. Box 216 Armstrong, B.C. Canada V0E 1B0

www.westwoodwindows.com

Tel: (250) 546-2966 Fax: (250) 546-2932



specializing in timber framing and related topics

2299 Rte 488 Clifton Springs, NY 14432 toll free 877-272-1987 315-462-3444

Charlotte Cooper, owner

Rendez-vous

—Continued from page 1—

your trusses with increased bearing and compression surfaces, while matching chord lengths and log diameters with this efficient approach to truss building. Brooks Minde will spend half a day with us and expound on the layout and cutting of the mitered truss, using the mighty Minde miter jig. There's more to just plopping down a log and slicing down the jig, but it can almost be that simple!

Is it Overscribed or Underscribed?

Del Radomske's session on how to use scribed wedges in all openings to support the overscribe gap and to slow compression will close the gap in your approach to joining logs and shrink your hesitation to this approach.

Beyond the Saddle Notch

Egils Artmanis and Ed Shure will lead us through selecting and sharpening your edge tools, and developing layout and cutting sequences during a full-day session on the preparation and execution of their notch and the long scarfing of log beams. More so, they will scribe us an approach that leads to understanding joinery with a better appreciation of acquired skills and a respect for the wood we work. No need to bring tools.

Raw Goods

Les Jozsa joins us with a presentation on the form and structure of logs—log quality issues which are important to log home builders. Les recently presented at our conference in Park City and members have requested he return and be given a longer presentation time, as he was so interesting as well as entertaining. He will also bring along an array of his carvings, which he completes in his spare time.

Your company's insurance needs

How are you shopping for your company's insurance needs? Will your coverage be there when you need it? Are you properly insured? Come and talk to the expert who has been researching the handcrafted industry in detail and can answer your questions.

Web site Stuff ...

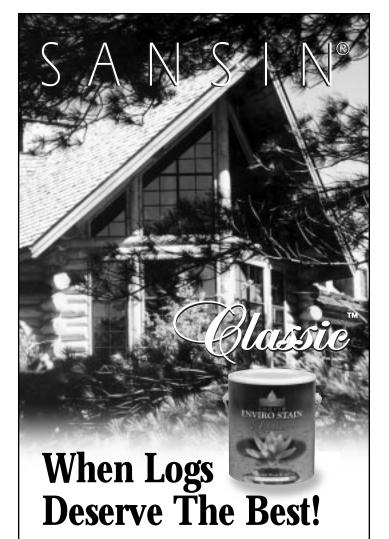
Do you have Web site questions? Are you confused? You need to talk to the company assisting the ILBA. They'll be on site and there to show you some tips and provide a few ideas to assist you.

And there is more being planned. Watch the ILBA Web site for updates and register early as space is limited. Registration materials are being mailed to all members.

NOMINEES SOUGHT

Nominees for ILBA director positions are now being accepted. Election ballots will be mailed out in December.

Contact the ILBA office ASAP if you are interested or know of another member who is.



Logs need to breathe. While non-penetrating (film-build) coatings repel water and UV rays, they tend to inhibit evaporation, which results in wood-decay.

1000 years in the making, Sansin Classic is an advanced technology. Its base of modified natural oils is carried into the wood by one of the commonplace miracles of nature ~ water. In this way Sansin Classic is able to migrate into wood of variable moisture-content and create a "breathable," water repellent, UV and weather-protective shield.

Sansin Classic's Naturally Beautiful Wood Protection is totally designed for the long-term care and simple maintenance of Log and Timber structures.



1-877-SANSIN-1 • Tel: (519) 245-4623 www.sansin.com

LBA OFFICE

Well, first off, we'd like to welcome Bettyann Moore, our new Log Building News editor. We've been having a fun month working together and trying new ideas. We're excited to announce you will now receive a new Log Building News every other month ... that's right, double the issues!

It's been a busy summer at the ILBA headquarters. Just as we finished up the details of our Utah conference, we began preparation for our 1st Annual Fall Rendez-vous. This event will happen in October at Cherryville, BC, and is shaping up to be a great get-together. We've even been in touch with Mary Mackie, who will join us as keynote

speaker. Mary helped co-found the ILBA back in the '70s, and having her attend is a real privilege.



Robèrt Savignac

Cathy Hansen



Ann Miks

Recently we sent out the new membership directory along with our membership survey. Response to the surveys has been great so far, and those individuals who have responded can anticipate receiving their ILBA pewter pin this month.

Our office building has taken on a new exterior look, thanks to the donation of log siding from our new member Rouck's Sawmill. The last of the stain is now on thanks to

> Cathy's son, Matthew. Our windows still look out over a valley full of nature's wonders. The latest visitors to our site include hawks, a resident skunk and a doe with her twin fawns.

Some new projects to announce, including a photo competition. See details on page 10 of this edition of the LBN and submit your entries for the October Rendez-vous judging.

Ann and Cathy also have decided to take advantage of all the great cooks we have in our membership and have taken on the task of creating Volume 1 of the Log Builders' Cook Book. Submit your recipes to the office ASAP, and see your name published in our first edition!

Deadline for submissions is Sept. 15, 2002—please send your favourite recipes to the office by email or fax.

We look forward to seeing many of you in October at the Rendezvous. It's a great opportunity to come out and get a taste of what the ILBA can offer you! Where else can you network with so many industry professionals from all over the world? See you there!



Increase Sales with Proven Techniques

"Selling New Homes - Sales & Marketing Workbook for Million-Dollar Producers" is the definitive workbook for sales success in the systems built industry by Jerry Rouleau, the industry's pre-eminent sales and marketing trainer.

This workbook is ideal for corporate training and use as a handy reference.

Take the first step in becoming a million-dollar producer today!

Call and order your Sales and Marketing manual today. \$60.00 + 3.50 for shipping and handling. M/C, Visa, A/X accepted

Rouleau & Associates Nouncau d'Associates D Box b11b1 • Hanover, NH 03755 03-643-5033 • fax 603-643-504 • Email: jerry.f.rouleau@valley.net





Sheep Wool Insulation For Log Homes in Rope, Batts or Loose-Fill

Ph/Fax: 403-845-6705 e-mail: swpotter@telusplanet.net www.GoodShepherdWool.com

Call STAN for a Free Sample

Now in Europe, Africa, South America, 31 states & 11 Prov./Terr.

Building Healthy Log Homes Naturally!

R.C.M. CAD Design & Drafting Ltd.

Exclusively designing log homes & Post and Beam since 1994

Bus: (604) 702-1188 Fax: (604) 702-0022 E-mail: rcmcaddesign@shawbiz.ca Web Page: www.rcmcaddesign.com

"Check out our Web page to learn about us & our product"

ILBA COMMITTEE REPORTS

FUNDRAISING

STANDARDS & LOG GRADING

PUBLIC RELATIONS, MARKETING & WEB SITE

MEMBERSHIP & PUBLICATIONS CONFERENCES EDUCATION & TRAINING RESEARCH & DEVELOPMENT

Membership Committee

We still need to finalize a budget and need your help with the budget



Jeff Patterson

items for that report. We have talked about some new classifications for membership including those for homeowners and building officials. If anyone has any other ideas, they

would be greatly appreciated.

We have also discussed the fee structure for members and are in the process of reviewing all of the member services. New or additional member services need to be discussed as

well.

I am looking for members to become involved on the Membership Committee and would appreciate anyone interested to contact me directly at jeff@edgewoodlog.com or home at 208-683-1712 in the evenings.

Research & Development Committee

The R&D committee prepared a "wish list" of topics that the ILBA would like to address in the future to enhance the growth of the log building industry and also to put the ILBA Log Building Standards to a test.

The ILBA office has been in contact with NRCan which is interested

in participating in research projects relating to thermal properties of log homes. NRCan also is prepared to carry some of the costs involved.



Ed Burke

We have been in contact with IRAP (Industry Research and Assistance Program) which provides funding to the industry for specific research projects.

The meeting held in Lumby was very positive and encouraged the ILBA to develop a proposal for scientific research and submit it to IRAP for review. The R&D committee will be working on the proposal and will keep you up to date on the progress.

Learn about timber framing

Experience the joy of building community through craft

Timber Framers Guild

education • inspiration







OKANAGAN PLANT TELEPHONE 250.545.2341 FAX 250.545.4530 TOLL FREE IN BC 1.800.663.6432

3304 - 33rd Street, P.O. Box 446 Vernon, BC V1T 6M3

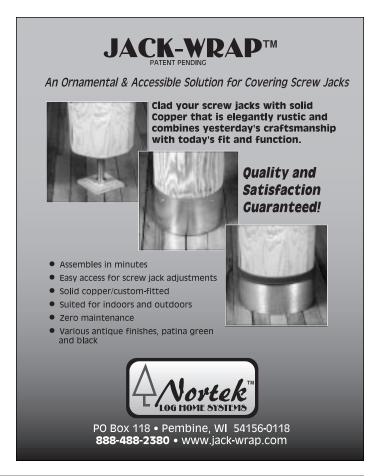
PEEBLESS PLANT TELEPHONE 250.372.3373 FAX 250.828.6848 TOLL FREE IN BC 1.877.372.3373

> 1172 Battle Street Kamloops, BC V2C 2N5

EMAIL mel@waysidepress.com

WEBSITE www.waysidepress.com

PROUD TO SERVE THE International Log Builders' Association



Classified Ads

LOG BUILDING TOOLS - STARRETT & MACKIE scribers; heavy duty drawknives up to 30"; peeling spuds; chopping & finishing axes; broadaxes; adzes; GRANSFORS axes; ENGLISH slicks; ROBERT SORBY, HENRY TAYLOR, FOOTPRINT & PHEIL chisels and gouges; JAPANESE slicks, chisels, saws, ink lines & flex squares; hand-forged Flarens, shovel gouges, flat & scarf slicks, drawknives & draw-gouges; BARR Specialty Tools; peavies; cant hooks; lifting tongs; log dogs & cleats; log horses; water stones; Diamond whetstones; NORTHWEST calipers, tenon cutters & long auger bits; ship augers; chainsaw mills & attachments; MAKITA & MAFELL planers, saws & chain mortisers; MACKIE log building books & videos. FREE 32-page catalogue, MAGARD VENTURES LTD, 8365 Domagala Road, Prince George, B.C., Canada V2K 5R1; Phone: 250-962-9057; Fax: 250-962-9157—Maurice Grady.

Now available through the ILBA office: Log Span Tables \$20USD; Land to Lock Up manuals \$15USD (on sale, reg. \$20USD); Log Building News Special Edition Book containing issues 1-30 (\$150USD); back issues of Log Building News \$6USD each; Log Shell Contracts \$75USD-\$150USD; Log Building Construction Manual by Rob Chambers \$29USD. Shipping & handling fees will also be applied to above orders. Please phone the office at 800-532-2900 to place your order or email us at ann@logassociation.org.

LYRA PENCILS and MARKERS have arrived in Canada. It's about time we have a HIGH QUALITY PENCIL for writing on everything from glass to wet wood. Carpenter pencil: 10-lnch long, dry & wet. Contact Northwood Log Homes, Phone: 867-872-4261; Fax: 867-872-4645; email: logdognwt@hotmail.com.

Valuable Information For Clients on How to Work Efficiently with Their Handcrafted Log Home Builder



- Includes 30 plans for beautifully handcrafted log homes.
- Floor plans featured in the book are available to log builders and trade professionals. Set of 5 construction plans range from \$325 to \$845.
- Each stock plan has 12-17 full size pages of illustrated design, details and specifications.



Beaver Creek Construction Designs (315) 235-4112

Best Log Home Plans by Robbin Obomsawin \$24.95 - Gatefold paperback • 1-58685-146-2



Gibbs Smith, Publisher • 1-800-748-5439 • www.gibbs-smith.com

How to get Log Building News

Log Building News is mailed to all ILBA members. Articles, photos and letters are welcomed. Contact the ILBA office for the LBN 39 deadline.

If you submit articles in Microsoft Word® on CD or by email, send them directly to the ILBA office.

Back issues of *Log Building News #1-37* are available from the Association office. Call 800-532-2900 to order.

Copyright notice

Log Building News is copyrighted in Canada and the United States. Express written permission is required from the ILBA and, in some cases, from the author, before any article or photo can be photocopied, distributed or republished. Contact the ILBA office for details.

Disclaimer

The views and information expressed in articles and ads appearing in Log Building News are those of the authors of those articles and ads. The International Log Builders' Association assumes no responsibility for the accuracy of the information contained herein and does not edit or investigate any article or ad for that purpose.

Log Building Standards

The ILBA Log Building Standards, the "building code for handcrafted, scribe-fit log homes" are available online at the ILBA Web site, www.logassociation.org and can be downloaded to your computer at no charge as an Adobe Acrobat PDF file.

Advertising

The *Log Building News* welcomes advertisers. Please contact the ILBA office for deadlines.

Advertisers can send files in QuarkXpress format (Mac preferred, but PC is acceptable) with the appropriate fonts (screen and printer), images, and graphics included. All images should be scanned at 266 or higher and in an EPS or TIF format. Ads can also be sent as PhotoShop (5.0 or below) or Illustrator (9.0 and below) EPS files or as 300 dpi greyscale TIFs. Submissions can be made on Zip disk, CD-ROM, floppy disk or via email. Compressed .sit, .zip or .sea files are acceptable.

Editorial submissions can be made in MicroSoft Word, Works, Simpletext, PDF, or QuarkXpress formats and can be sent as above. Any line drawings should be sent in TIF format scanned at 1200 dpi or as original art for scanning.

Contact the ILBA for other digital file information by email at cathy@logassociation.org.

Log Building News is a great way to contact the best log home builders. The ILBA is the largest group of builders of handcrafted log homes in the world — our members made well over \$250 million of logwork last year.

Please contact the office at 800-532-2900 for an advertising specification sheet and ad rates.

For more information

Cathy Hansen, Executive Director cathy@logassociation.org
Robert Savignac, Executive Director robert@logassociation.org
Ann Miks, Administrative Assistant ann@logassociation.org

International Log Builders' Association P.O. Box 775

Lumby, British Columbia V0E 2G0 Canada 800-532-2900 toll-free 250-547-8776 phone 250-547-8775 fax



www.logassociation.org

2002 ILBA officers

President Jerry Wait Ph: 715-547-6222 Fax: 715-547-3118 jerrywait@hotmail.com

Vice-President Dave Gardner Ph: 250-547-2400 Fax: 250-547-8888 djg@uniquetimber.com

Treasurer Murray Arnott Ph/Fax: 519-829-1758 mail@designma.com

Secretary Mark Fritch Ph: 503-668-7130 Fax: 503-668-3285 mfritch@loghomz.com

Directors

Dalibor Houdek 780-413-9031 dalibor@edm.forintek.ca

Elaine Nosaka 703-227-5275 enosaka@loghomeliving.com

Jeffrey Patterson 208-676-0422 jeff@edgewoodlog.com

Kurt Overholt 406-821-4602 logcrafter@earthlink.net

Dr. Edwin Burke 406-251-4325 eburke@bigsky.net

Joining the ILBA

Membership in the International Log Builders' Association is open to any interested person. Members get one year of *Log Building News*, membership certificate, voting privileges, discounted conference registration, a listing in the Annual Directory, a copy of the Association Constitution and Bylaws, use of computerized help wanted and work wanted ads, and all ILBA mailings and notices. Company memberships have additional benefits. Company members can consider becoming Certified & Pledged Builders. The ILBA accepts Visa or MasterCard.

For more information on dues and member benefits, please call the ILBA office at 800-532-2900.

SPECIAL OFFERS FOR ILBA MEMBERS

WEB SITE DESIGN SERVICE

Having a Web site has become a measure of credibility in today's marketplace and it offers a conduit of communication with your customers. Since the ILBA conference, we have been busy putting together an outstanding Web site promotion for ILBA members and the deal we have for you is unbelievable:

Basic 1 page site with up to 4 photos and 200 words \$150 1 year hosting \$120

Your own domain name (optional but a good idea) \$50

Additional pages with up to 4 photos and 200 words \$150

Check out this site to get an idea of what your own Web site could look like:

Let **Log Home Design Ideas** help you develop a complete marketing package that matches the quality of the homes you build.

For more information on creating:

Your logo, color scheme, Web site, outbound sales program and advertising strategy, call me at 1-800-279-7361 ext. 242 and we can start working together on a step-by-step plan.

Sincerely,

Jerry Stoeckigt Advertising Director The Garlinghouse Company

www.pacificommultimedia.com/bkcypress/dealerdemo.html



Log Home Design Ideas 2003 DESIGN GUIDE

The January issue of Log Home Design Ideas is our annual DESIGN GUIDE. Distribution of over 180,000 copies with accompanying CD-ROM is sure to make this our biggest seller of the year. January would be a great time to introduce our buyers to your new products, logo and Web site.

Call 800-279-7361 and reserve your space today.