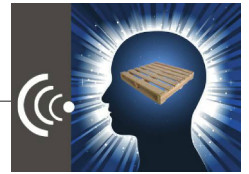




Jim McGinnis is president of McGinnis Lumber, a family-owned forest products wholesaler in Meridian, Miss.

You Said It



that I have adopted for our company, and it has served us well. Also, I've found that the Golden Rule works just as well in business as it does in the rest of your relationships. And my general philosophy is to never let business get in the way of life; in other words, keep things in their proper perspective. Our company has been around for over 90 years, and the main reason why is that we treat our customers, suppliers and employees fairly, and with courtesy and respect.

PALLET ENTERPRISE: *What is the best part of working in this industry?*

McGinnis: This is a great people business. There is something about the forest products industry that attracts good, honest people. Large transactions are done without need for written contracts; your word is your bond. The trading aspect of the business is dynamic – sometimes volatile – it's challenging, requires creativity and adaptability to be good at it, and is usually lots of fun; every once in a while, it's profitable, too!

PALLET ENTERPRISE: *If you could change any business decision that you have made in the past, what would you do differently and why?*

McGinnis: Years ago I had a very good, large volume customer that had a prob-

lem with several truckloads of lumber we sent him. I went back to the supplier and explained the situation, and made my case for what I knew was a fair settlement of the problem. The mill offered a pittance of what was really required and, although I knew it was not right, took the settlement back to my customer. He accepted it gracefully, but also let me know he was disappointed and felt like he was being mistreated. My business with him slowly but surely went away, and the worst of it for me was that he was not being vindictive – he's got a lot more character than that – it was simply that I had let him down, essentially broken his trust as a supplier and a friend.

I have never forgotten how that made me feel: I hadn't had the backbone to force the mill to accept responsibility for what was clearly mismanufactured lumber, and I made my customer bear the financial brunt of a problem that was not his. I resolved then to never let that happen again. Forget about the lost business, my integrity was what was compromised, and my customer was hurt by my weakness. It was a great lesson, and made me better as a person and as a businessman. And the beauty of it is that after many years, my old friend and I are doing business again. P E

PALLET ENTERPRISE: *What is the hardest challenge your company faces right now?*

McGinnis: Our biggest challenge today is finding enough product to sell. Our customers are industrial accounts, rather than retailers, truss manufacturers or treaters, and the products we sell are non-commodity, primarily low-grade, items. In any market, they are a small percentage of the overall production from the mills we buy from. In the current marketplace, with supply diminished in response to the dramatically reduced housing starts over the last several years, those products are now even less available. As a result, we are in the unusual position of being able to sell more product than we can purchase, and it is costing us business.

PALLET ENTERPRISE: *What is the best piece of business advice that you have ever received?*

McGinnis: I've been fortunate to receive lots of good advice over the years; I wish I'd taken all of it! "Under promise, over perform" is one piece of advice

UPGRADE YOUR NAILER THIS YEAR



Go for the ultimate in **GREEN** -
Update your nailer to the latest tech
➔ **COLOR** touch screen interface
➔ 200 programmable pallet files
➔ English and Spanish display
➔ **EASY** to use!



Call today for your custom quote,
or visit our webpage for more information
on how we can help your production.

J&J MACHINERY

WHERE DO YOU WANT TO GO?

850.712.4975 www.JANDJMACHINERY.com