

# Meiser Family

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"I told him, if you could find lumber, you'd have a business," said Terry, who was in the lumber business for 20 years as part owner and operator of Meiser Lumber Company.

"I knew how difficult it was getting timber. I spent a lot of

time and money finding timber when I was in the business, and that was years ago," he said.

"We spent three months putting together the business, the system, and how we were going to work it," said Nathan. "The first few months were spent figuring it out, deciding if it was

something we wanted to do." The company, TimberLeads, began by the beginning of March.

The Meiser family divides up the workload. Nathan takes care of the leads and contacts from the farmers, Terry handles the timber subscribers, and Terry's daughter Kathy oversees "everything else," said Terry, which includes administrative, book-

work, scheduling, advertising and marketing responsibilities. Terry's wife, Jennie, is "our biggest cheerleader," said Nathan.

The family operates with help from outlying "referral sources" such as retired county agent Tony Dobrosky, who makes contacts with producers in the York County area for Tim-

berLeads.

"We had to find a way to bridge a gap with people outside the area, so we started using referral sources," said Nathan.

"The business is new and will take a little while before the farmers catch on," said Dobrosky.

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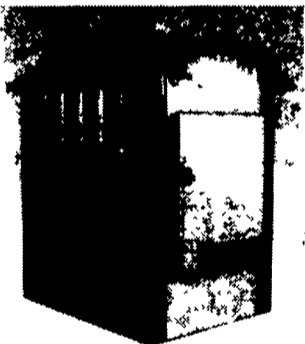


If full-scale timbering is not an option, thinning the trees may lead to greater yields in the future, an alternative the Meisers explore at this woodlot. "If you get too many stems per acre they won't grow to the maximum amount," said Terry.



Nathan Meiser checks out the size of a tree to help determine the value of the timber in a woodlot. TimberLeads will follow up with a packet of information for the producer.

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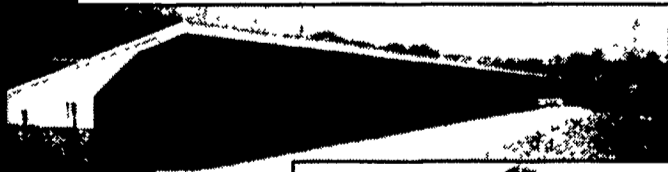
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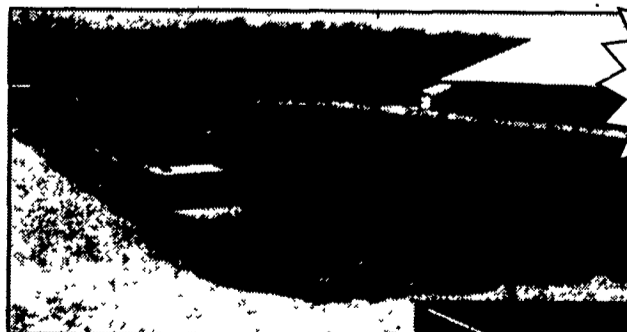
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