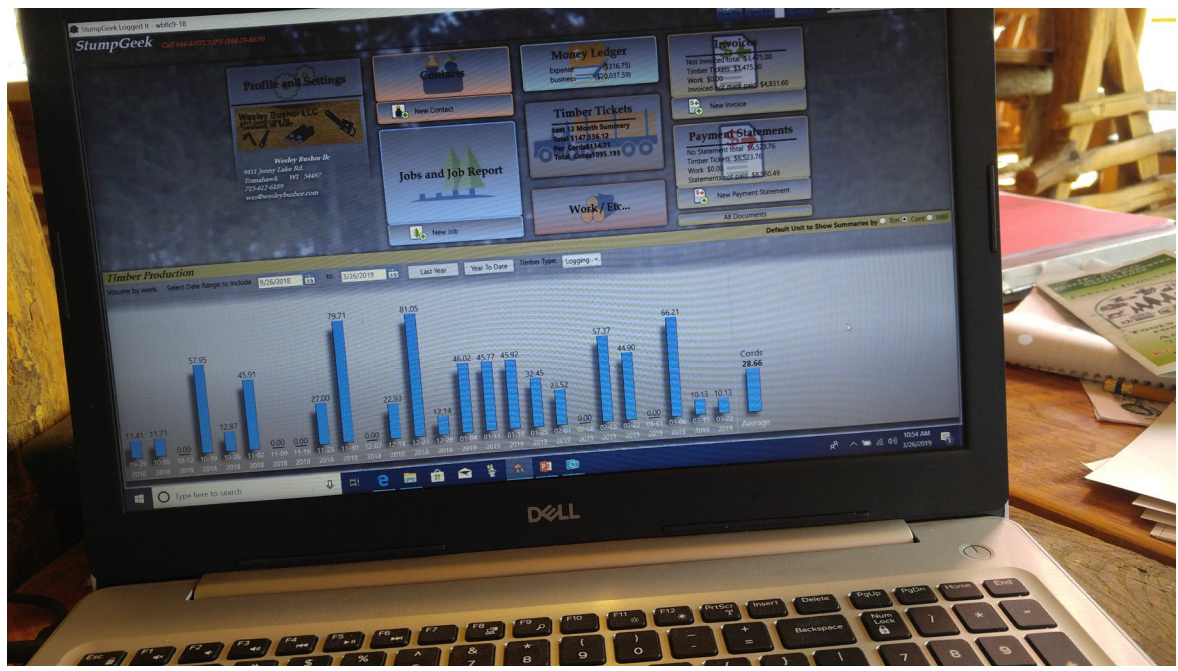


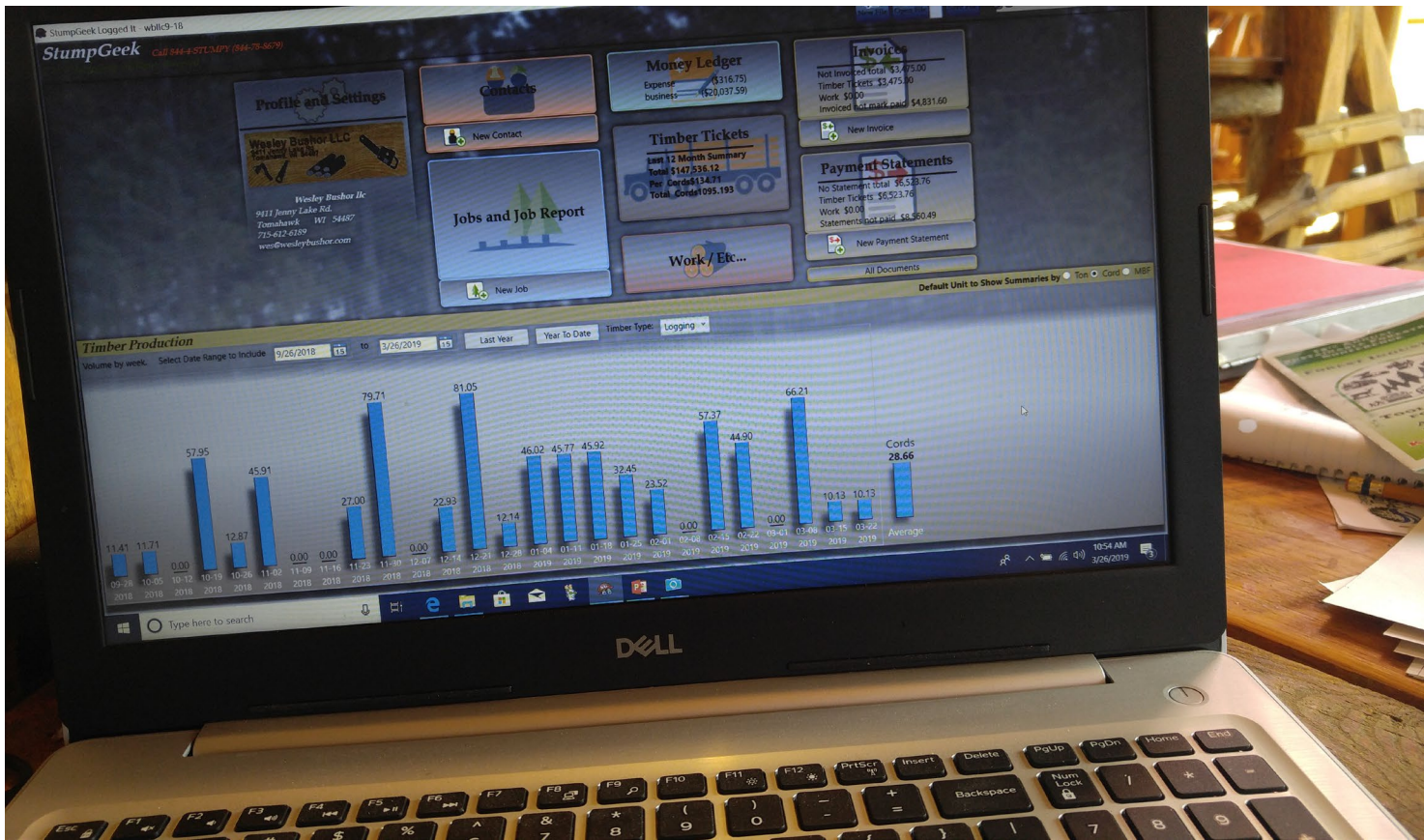
Who am I?

1. A Scholar
2. A Business Man
3. A Public Speaker
4. A Tree Hugger

Timber business management in the digital age







1. Managing the Product
2. Tracking the money
3. The power of averages

Timber business management
in the digital age

Who am I?

1. A Scholar
2. A Business Man
3. A Public Speaker
4. A Tree Hugger

Logging is in
my roots

Axel Hanson

Marathon

County

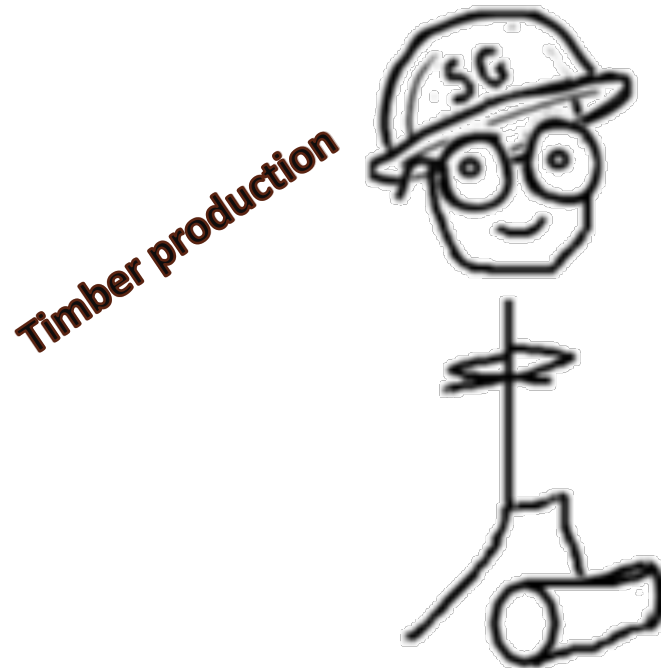
1912



Business management is not easy in the timber industry.



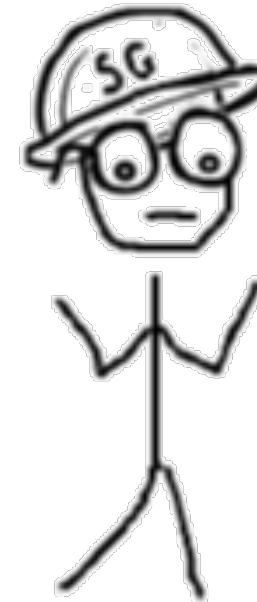
Many loggers and truckers are great at running equipment and producing and hauling timber but not to good when it comes to business concepts.



Net per unit ?

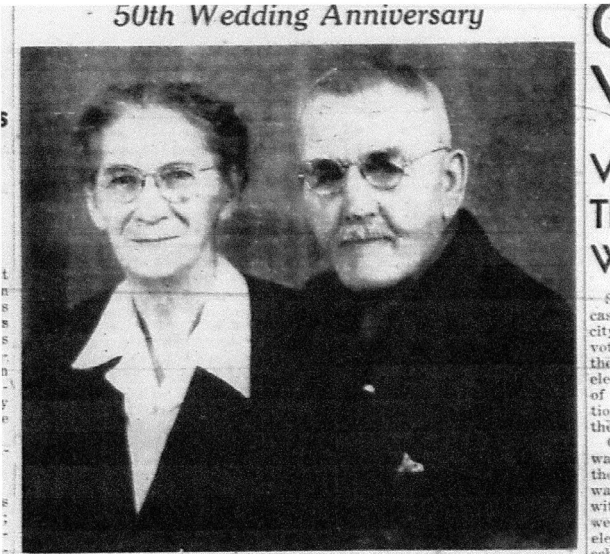
Average ?

Production = \$?



Logging is in my roots

George Hanson &
George Bushor
Both loggers



MR. AND MRS. FRANK BUSHOR, 222 N. Tomahawk ave., (above), celebrated their 50th wedding anniversary on April 6. They were married in 1899 and have been residents of the Tomahawk area for 30 years.

Mr. and Mrs. Frank Bushor Observe 50th Wedding Anniversary on April 6

Mr. and Mrs. Frank Bushor, 222 N. Tomahawk ave., quietly observed their 50th wedding anniversary at their home on April 6. A dinner is planned for April 10 at the home of a son, Gervase Bushor. The celebration will also serve as an observance of the wedding anniversary of a daughter, Mrs. Melvin Hoff, who will be married 11 years April 10.

The Bushors were married in 1899, in Hurley, at the Catholic church. Mrs. Bushor's maiden name was Exila Brozzo. They lived in Cedar, Wis., and other parts of the state before moving to the Tomahawk area in 1919. They have been residents of the city since 1927.

Mrs. Bushor was born in Silesia, Mich., in 1883. New York state is the birthplace of Mr. Bushor who was born on a farm there in 1871. He moved to Michigan with his family when nine years old.

Mr. Bushor has worked most of his life as a logger before retiring in 1940. Part of his working career was spent in doing job work for Jack Griffith. He also worked six years for Frank Theiler as a logger, and held a job at the local mill for one year.

The Bushors have 11 children, 37 grandchildren and four great-grandchildren. Another son, Ansel, is deceased. His wife Mrs. Ansel Bushor.

Mosinee Police Chief

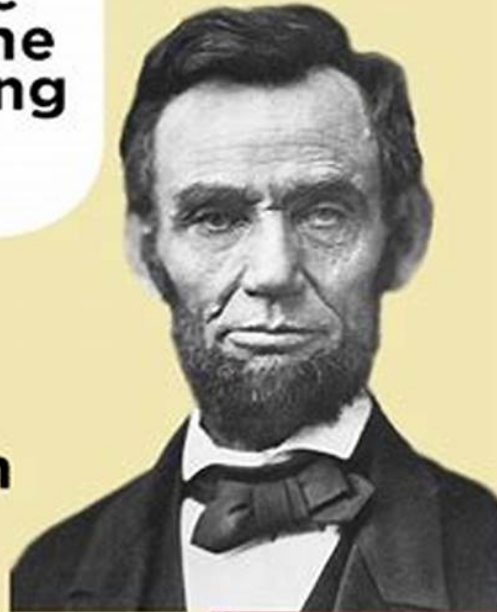
Frank Bushor
Life long Logger

To have a plan and manage a business You need a Tool



“Give me 6 hours to chop down a tree and I will spend the first four sharpening the axe.”

-abraham lincoln



Stumpy's Tip

**You don't use an ax to cut down a tree.
Don't use a calculator to run your business.**



AutoSave Off | wesley bushor llc.xlsx - Excel | Sign in | Share

File Home Insert Draw Page Layout Formulas Data Review View Help Tell me what you want to do

Clipboard: Paste, Cut, Copy, Format Painter

Font: Arial, 6, Bold, Italic, Underline, Color, Background Color

Alignment: Wrap Text, Merge & Center

Number: General, \$, %, .00, .00

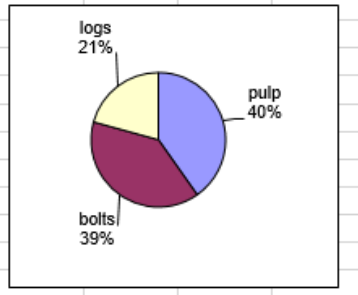
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Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

A2: =VLOOKUP(A1,jobs!A1:M2447,3,FALSE)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
7			acres	orientation	contract		weeks on job																				
8	win4 basics		#N/A	#N/A	#N/A		1							load id
9														win4,1	2/19/15	fta	aspr	bolt	wb	67	Timber Creek	1318	\$175.00		12.52	\$2,191.0	\$41.0
10														win4,2	2/19/15	fta	aspr	pulp	wb	32	pca	1542673	\$120.00		13.00	\$1,560.0	\$41.0
11	wood summery	total	per load			av value	net value							win4,3	2/25/15	fta	aspr	bolt	wb	67	Timber Creek		\$175.00		12.37	\$2,164.8	\$41.0
12	win4 cords pulp	84.75	1.03			\$126.48	\$64.10							win4,4	2/26/15	fta	aspr	pulp	wb	32	pca		\$123.75		12.67	\$1,567.9	\$41.0
13	win4 cords bolts	82.35	1.00			\$168.42	\$95.64							win4,5	3/4/15	fta	aspr	pulp	wb	32	pca	1544875	\$123.75		12.32	\$1,524.6	\$41.0
14	win4 mbf logs	19.42	0.24			\$524.76	\$337.16							win4,6	3/6/15	fta	aspr	bolt	wb	67	Timber Creek	1442	\$175.00		13.67	\$2,392.3	\$41.0
15														win4,7	3/6/15		aspr	bolt	wb	67	Timber Creek	1443	\$175.00		12.57	\$2,199.8	\$41.0
16	win4 total	210.78	2.55			\$164.99	\$94.19							win4,8	3/10/15	fta	oak	pulp	wb	32	pca	1545693	\$148.50		10.96	\$1,627.6	\$41.0
17	money	total	hauled	scaled	av per cord	per load								win4,9	3/11/15	fta	aspr	pulp	wb	32	pca	1545807	\$123.75		13.53	\$1,674.3	\$41.0
18	win4 gross	34776.38	32272.90	\$2,503.48	\$164.99	\$421.53								win4,1	3/11/15	fta	pine	logs	wb	18	pukall lumber c	22840	\$321.67	6.42	\$2,065.1	\$125.0	
19	win4 stumpage	\$10,493.34	9661.34	\$832.00	\$49.78	\$127.19								win4,1	3/12/15	fta	aspr	bolt	wb	67	Timber Creek	1534	\$175.00		12.74	\$2,229.5	\$41.0
20	win4 freight	\$4,717.66	4240.78	\$476.88	\$22.38	\$57.18								win4,1	3/12/15	hwd	bolt	wb	67	Timber Creek		\$150.00		12.48	\$1,872.0	\$41.0	
21	win4 sub net	\$19,585.38	\$18,370.78	\$1194.60	\$92.82	\$237.16								win4,1	3/12/15	fta	hwd	pulp	wb	32	pca	1546019	\$130.48		12.27	\$1,601.0	\$41.0
22	win4 payroll	\$6,521.79	\$6,123.59	\$398.20	\$79.05									win4,1	1/30/15	oak	logs	wb			Park Falls Hard		\$625.00	12.05	\$7,528.1	\$220.0	
23	win4 net	\$13,043.58	\$12,247.18	\$796.40	\$92.82	\$158.10								win4,1	1/30/15	hwd	logs	wb			Park Falls Hard		\$500.00	0.15	\$75.0	\$92.3	
24	win4 purchaser,typ	hwd,pulp	aspr,pulp	pine,pulp	oak,pulp	np,pulp	hwd,bolt	aspr,bolt	np,aspr	pine,bolt	*,logs	mis,adj		win4,-2													
25	win4 scaled	3		5	2		1	5					win4,-1														
26	win4 hauled	12.27	51.52		10.96		12.48	63.87					win4,-1														
27	win4 total wood	15.27	51.52	5	12.96		13.48	68.87					win4,-1														
28	win4 price	\$128.65	\$122.80	\$112.00	\$144.10		\$149.63	\$172.10					win4,-1														
29	win4 stumpage	\$41.00	\$41.00	\$41.00	\$41.00		\$41.00	\$41.00					win4,-1														
30	win4 freight	\$20.06	\$19.81	\$37.00	\$23.14		\$31.78	\$31.78					win4,-1														
31	win4 net roadside	\$67.59	\$61.99	\$34.00	\$79.96		\$76.85	\$99.32					win4,-1														
32	win4 wood value	\$1,964.5	\$6,326.9	\$560.0	\$1,867.6		\$2,017.0	\$11,852.3					win4,-1														
33	win4 stumpage val	\$626.1	\$2,112.3	\$205.0	\$531.1		\$552.7	\$2,823.7					win4,-1														

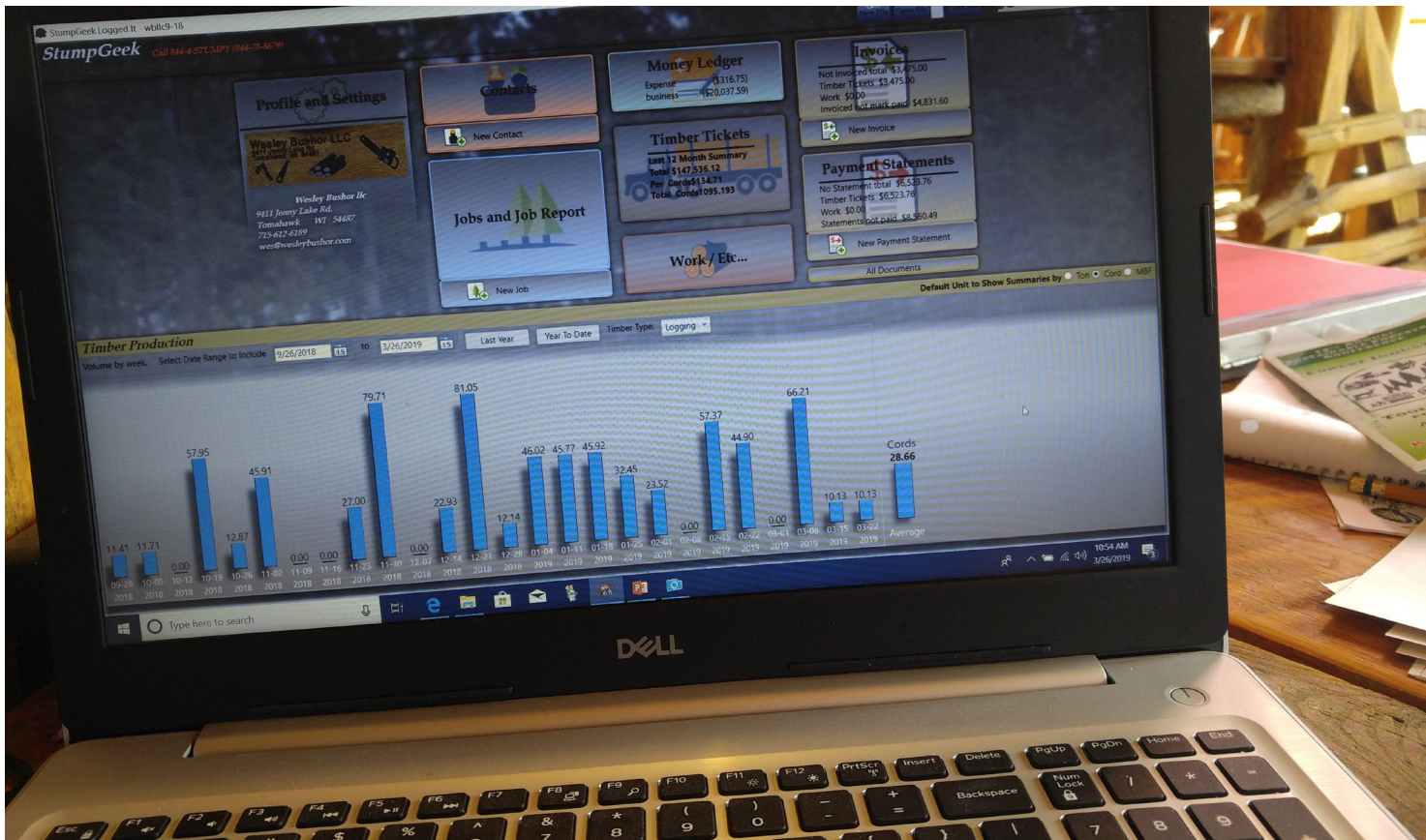




Introducing StumpGeek

- 2012 started
- Released StumpGeek1 in 2015
- Released version 2 in fall 2018
- Currently around 40 users in 9 states





1. Managing the Product
2. Tracking the money
3. The power of averages

Timber business management
in the digital age

Sawdust between my ears



I grew up in the woods.

Who am I?

1. A ~~Scientist~~
2. A Business Man
3. A Public Speaker
4. A Tree Hugger

Sawdust
between my
ears



Sawdust
between my
ears



Manage Products

- **Loggers and Truckers product**
- UOM/volume
- Making a list



Raw Forest Products

Manage Products

- Loggers and Truckers product
- **UOM/volume**
- Making a list



Logging is in my roots



Wayne Bushor Sr.
at a Logging camp
near Ely MN 1964
Dad always
thought in cords.



Conversions for Cord, Ton, and MBF



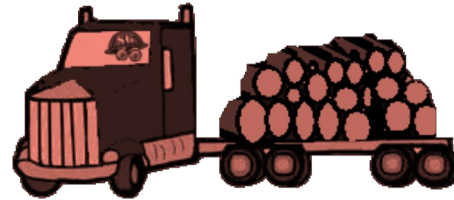
Money in from the mill
paid by Ton

Conversion

Money out



Stumpage by Cord



Freight by Ton



Skidder by Cord

Manage the Product

- Loggers and Truckers product
- UOM/volume
- **Making a list**



StumpGeek Logged It - wbl1c9-18
StumpGeek Version: 2.0.4.0
Call 844-4-STUMPY (844-78-3679)
© 2013 StumpGeek. All Rights Reserved.

Timber Tickets Log

Enter New Timber Information

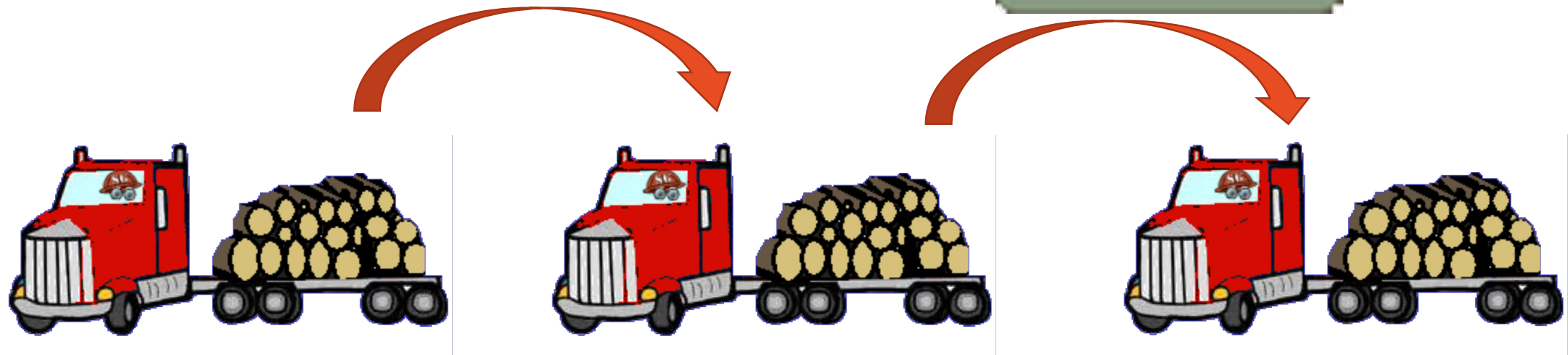
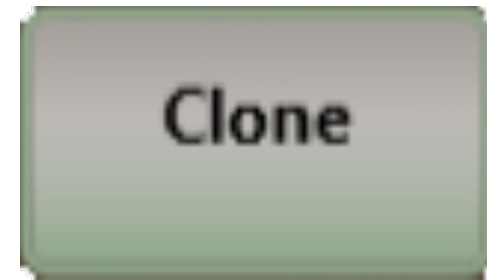
Entry ID	Destination:	Mill Ticket #:	Volume:	Species/Grade:	Purchaser/Contract:	Invoice:	\$ In Per:	\$ In Total:	Invoice UOM:	
Date: 3/24/2019	Haul Miles: 0	Source Ticket #:	0	<input type="radio"/> Tons <input checked="" type="radio"/> Cords <input type="radio"/> MBF			\$0.00	\$0.00	Cords	
Job:	Freight Calculator	Other Ticket #:	Tons 0.00	<input type="radio"/> Pulp <input type="radio"/> Chips <input type="radio"/> Bolts <input type="radio"/> Fuelwood <input type="radio"/> Logs <input type="radio"/> Other						
Type: Logging			Sub-Grade:	Conversions Ton Cord 2.375 MBF 2.4	Money Out	Payee	Stmt	\$ per	\$ Total	UOM
Comment:					Stumpage: C		\$0.00	\$0.00	Cords	
							Money Out Per: \$0.00	Total: \$0.00		
							\$ Net Per: \$0.00	Total: \$0.00		

Entry ID	Date	Destination	Mill Ticket #	Volume	Species/Grade	Purchaser/Contract	Invoice	\$ In Per	\$ In Total	Invoice UOM
Beav-56	3/8/2019	Beaver the Hut	Pca	1671011	Mixed Hardwood		28.5			Paid (206)
Beav-57	3/9/2019	Beaver the Hut	Park Falls Hardwoods	149686	Hard Maple		2.48			Paid (208)

StumpGeek Quickly Clone Entries



Make exact copies of
entries



Manage Products

- Loggers and Truckers product
- UOM/volume
- **Making a list**



Wesley Bushor LLC
9411 Jenny Lake Rd
Tomahawk, WI 54487

Work: 715-612-6189
Mobile:
E-Mail: wes@wesleybushor.com

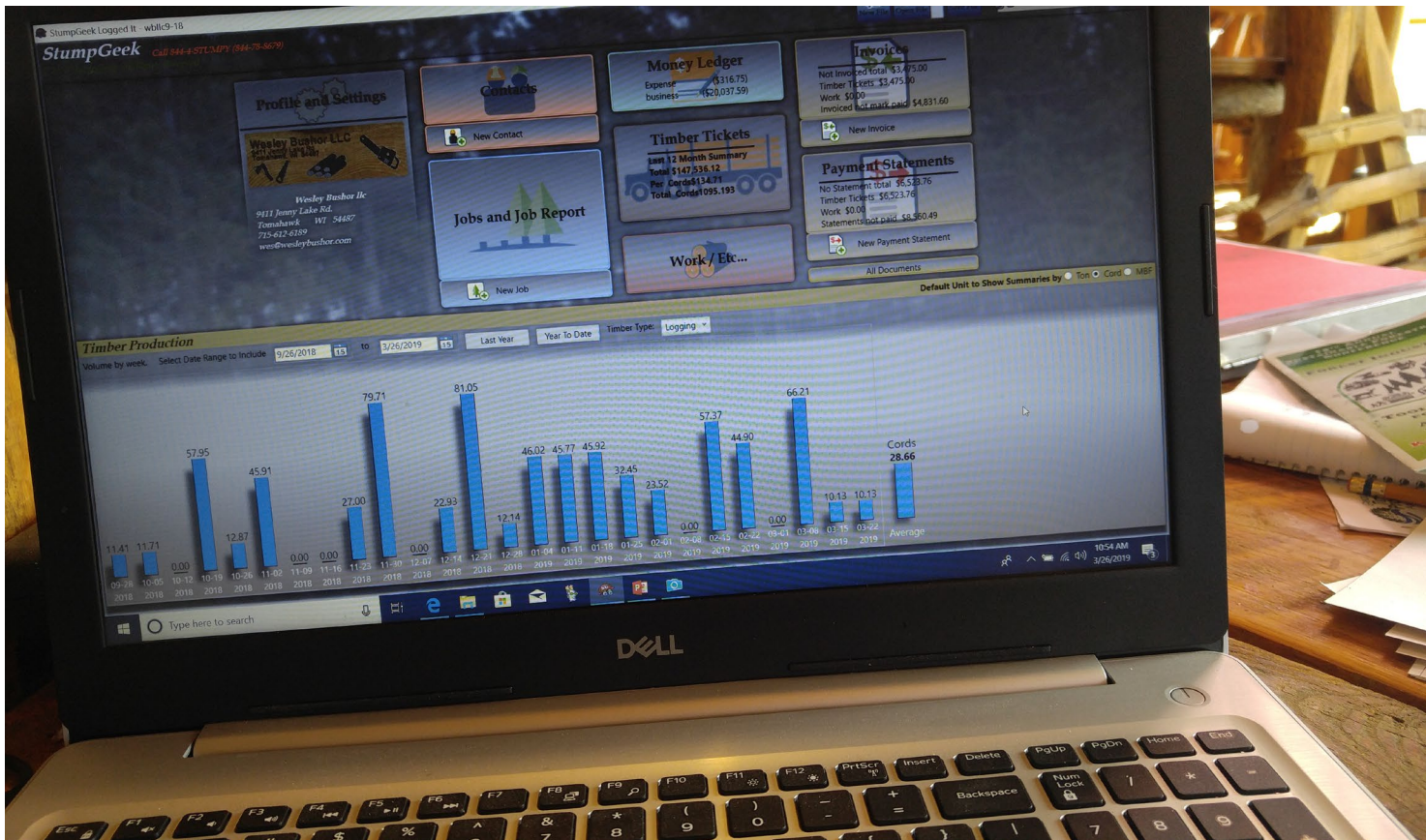
The business card features a wood-grain background with icons of a chainsaw, a hand saw, a pair of work gloves, and a chainsaw head.

Timber Log Summary Report

Filters: From 5/23/2014 To 3/27/2019 >> Beaver the Hut

Summary by Destination

Species	Grade	Volume	Unit	Money In	Money Out	Net
Badger Precision Cut Stock		43.64	Cords	\$6,439.60	\$2,859.16	\$3,580.44
Mixed Hardwood	Bolts	43.64	Cords	\$6,439.60	\$2,859.16	\$3,580.44
Park Falls Hardwoods		194.82	Cords	\$34,779.20	\$11,688.95	\$23,090.25
Hard Maple	Logs	24.635	MBF	\$8,712.50	\$3,325.72	\$5,386.78
Mixed Hardwood	Logs	61.95	MBF	\$26,066.70	\$8,363.23	\$17,703.47
Pca		248.48	Cords	\$23,257.26	\$16,750.88	\$6,506.38
Mixed Hardwood	Pulp	596.34	Tons	\$23,257.26	\$16,750.88	\$6,506.38
Sawco Hardwoods Inc.		11.6	Cords	\$1,566.00	\$937.04	\$628.96
Mixed Hardwood	Bolts	11.6	Cords	\$1,566.00	\$937.04	\$628.96



1. Managing the Product
2. Tracking the money
3. The power of averages

Timber business management
in the digital age

Tracking the money

- **Product = Money**
- Invoices and Statements
- Lost Revenue
- What's profit



Sawdust
between
my ears



Sawdust
between my ears
I share the sickness
with others.



Who am I?

1. A ~~Scientist~~
2. A Business Man
3. A ~~Pure~~ Speaker
4. A Tree Hugger

Tracking the money

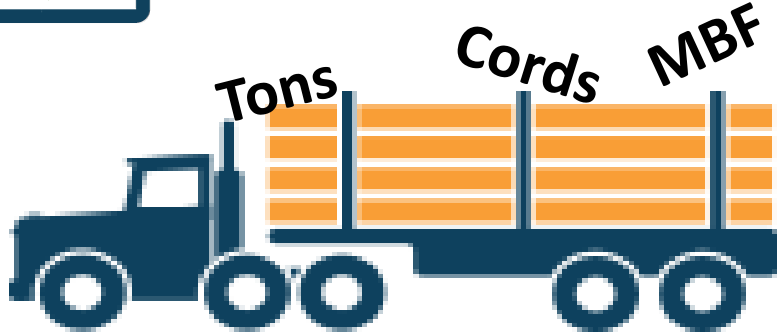
- **Product = Money**
- Invoices and Statements
- Lost Revenue
- What's profit



Timber money in and out on the same entry as truck load entry



\$ in from mill
or contractor



\$ out stumpage, Freight,
and subcontractors



Tracking the money

- Product = Money
- Invoices and Statements
- **Lost Revenue**
- What's profit



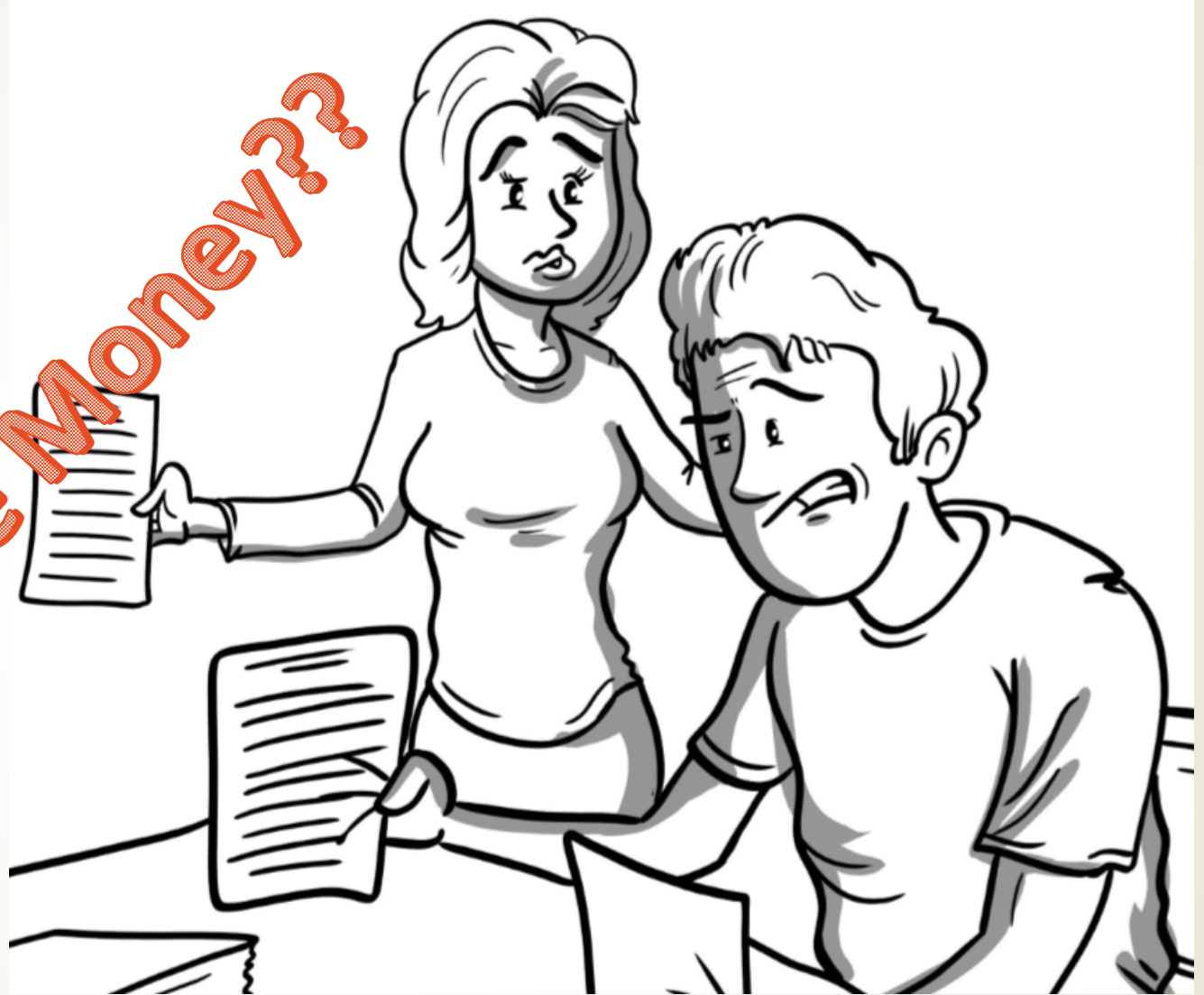
Stumpy's Tip

Working harder is not always the answer to making more money. Sometimes you need to work smarter.

Tracking the money

- **Lost Revenue**
- Product = money
- Invoices and reports
- What's profit

Where's the Money???



Tracking the money

- Future planning
- Invoices and Statements
- **Lost Revenue**
- What's profit



2/22/2019	Beaver the Hut	Pca	Paid (206)	\$39.00	\$1,059.24	
Logging	Miles 19	Tons	Lincoln County	yes	\$19.80	\$537.77
		Pulp	Thurs Trucking	Paid	\$8.00	\$217.28
				Net	\$11.20	\$304.20

Edit

Delete

Clone

Track the money


➤ Product = Money

➤ **Invoices and Statements**

➤ Lost Revenue

➤ What's Profit

Wesley Bushor LLC
9411 Jenny Lake Rd
Tomahawk, WI 54487



Work: 715-612-6189
Mobile:
E-Mail: wes@wesleybushor.com

Attn:
Lincoln County Forestry Dep.
801 N. Sales Street, Suite 106
Merrill, WI 54452

Payment Statement
Statement Date: 3/9/2019
Statement Number: 382

Fold Here *Fold Here*

Date	ID	Category	Destination	Ticket	Species	Grade	Vol.	Unit	Unit Pay	Item Pay
Job				Description						
1/17/2019	Beav-29	Stumpage	Pca	1665312	Mixed Hardwood	Pulp	27.41	Tons	\$19.80	\$542.72
Beaver the Hut										
1/18/2019	Beav-30	Stumpage	Badger Precision Cut Stc	18852	Mixed Hardwood	Bolts	27.52	Tons	\$19.81	\$545.09
Beaver the Hut										
1/18/2019	Beav-31	Stumpage	Pca	1665589	Mixed Hardwood	Pulp	27.9	Tons	\$19.80	\$552.42
Beaver the Hut										
1/23/2019	Beav-34	Stumpage	Park Falls Hardwoods	32R149650	Mixed Hardwood	Logs	4.27	MBF	\$135.00	\$576.45
Beaver the Hut										
1/23/2019	Beav-35	Stumpage	Park Falls Hardwoods	32R149650	Hard Maple	Logs	0.76	MBF	\$135.00	\$102.60
Beaver the Hut										

Track the money

- Product = Money
- Invoices and Statements
- Lost Revenue
- **What's Profit**

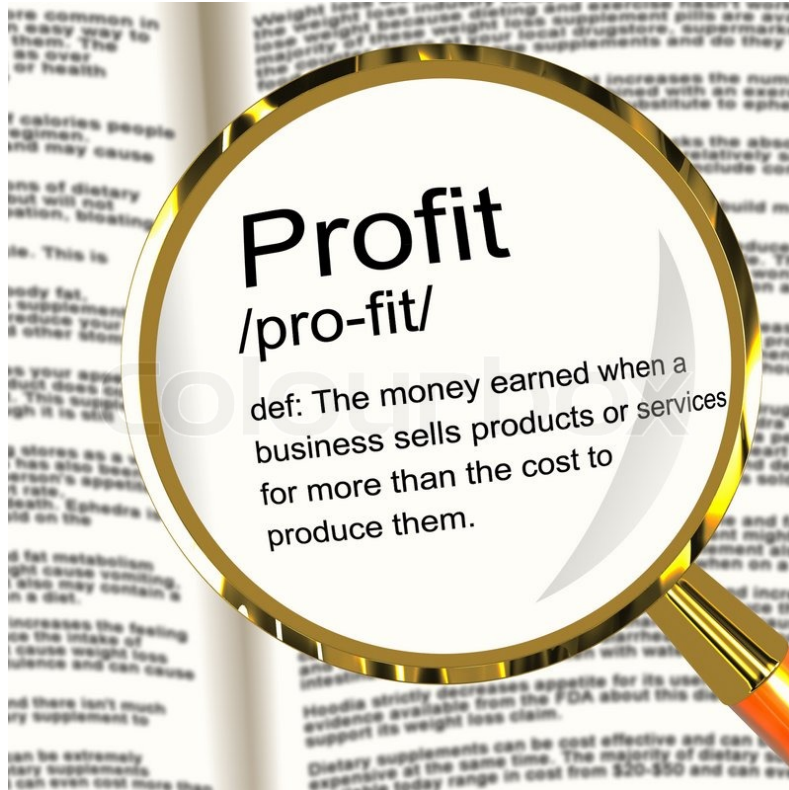


Stumpy's Tip

Profit is not the money that a logger takes as a wage or puts away for retirement.

Profit is what's left.

What is profit



Stumpy's Tip

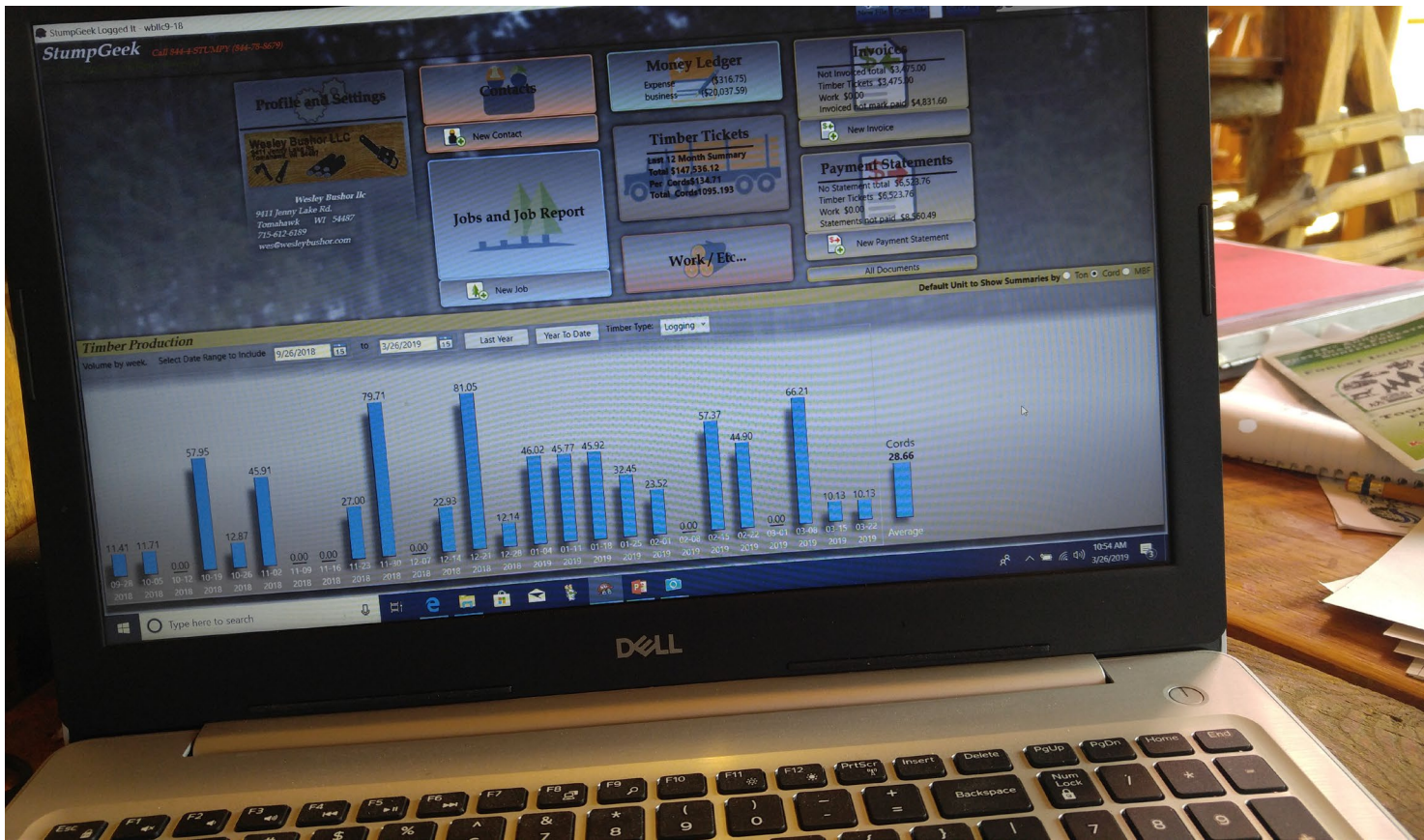
As a logger if you don't make a good wage you own an expensive hobby.

If all you make is a good wage you own a job.

If after all expenses and paying yourself a good wage you see profit you own a business.

My current Logging Business





1. Managing the Product
2. Tracking the money
3. The power of averages

Timber business management
in the digital age

The power of averages

➤ **What's an average**

➤ For production

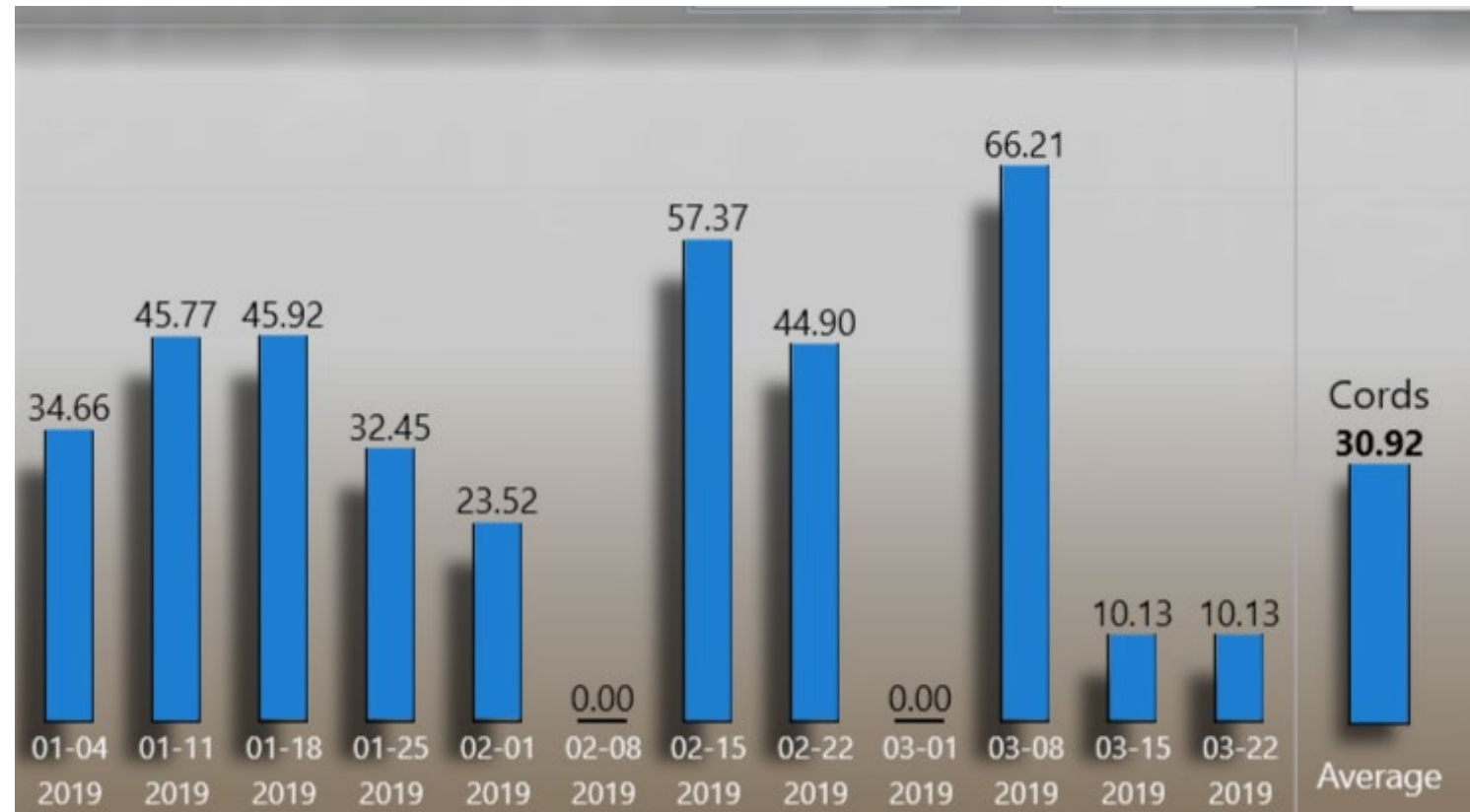
➤ For revenue

- Definition

- a number expressing the central or typical value in a set of data, in particular the mode, median, or (most commonly) the mean, which is calculated by dividing the sum of the values in the set by their number

The power of averages

- What's an average
- **For production**
- For revenue

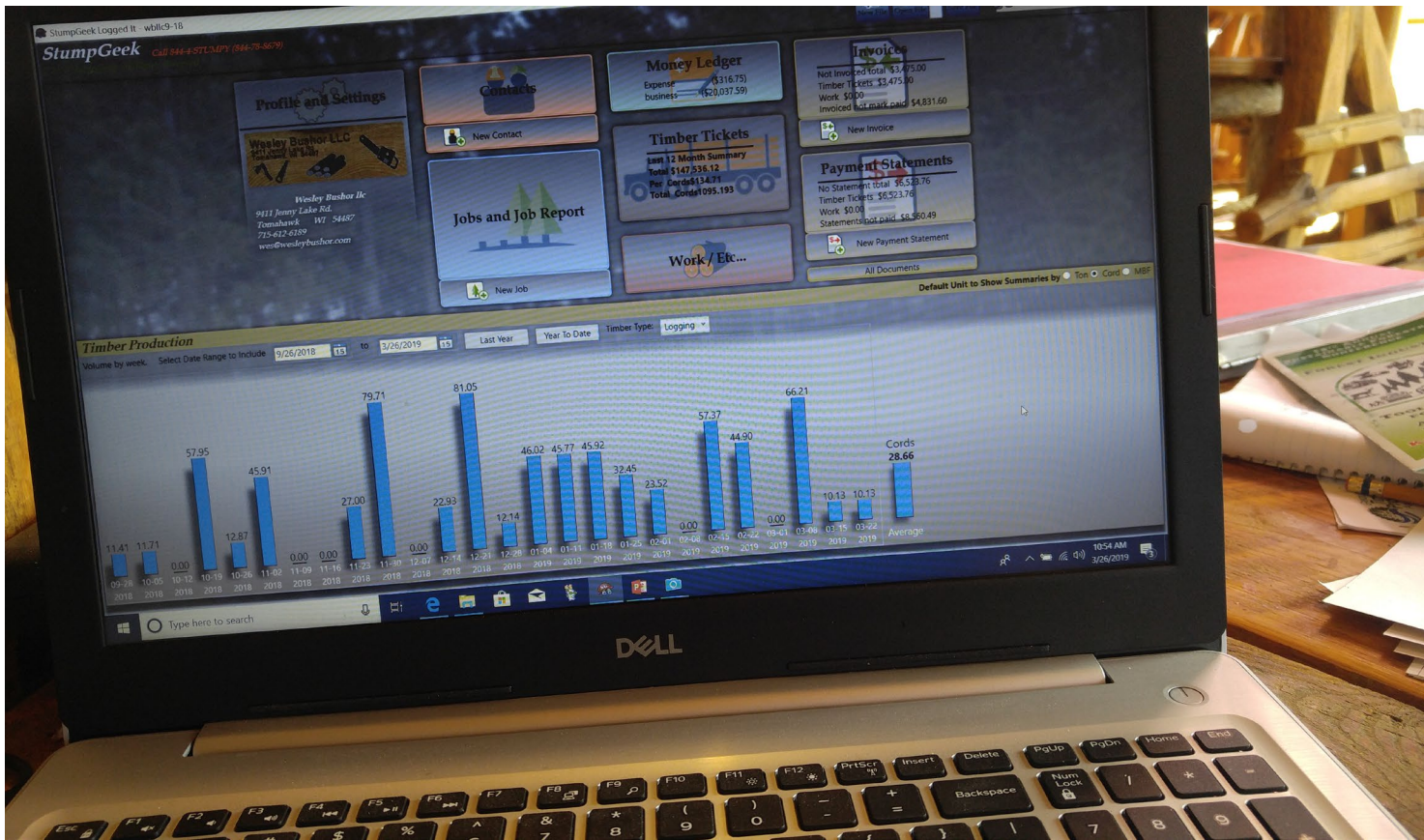


The power of averages



- What's an average
- For production
- For revenue

Beaver the Hut Total Cords 498.53			New Species/Grade Estimate								
Total of All Species/Grade/UOM 498.53 Cords Money In \$66,042.06 Payments \$32,236.03 Net \$33,806.03			Mixed Hardwood Logs 61.95 MBF (28%) Money In \$26,066.70 (39% of Total) Payments \$8,363.23 (32% of In) Net \$17,703.47 (68% of In)			Mixed Hardwood Pulp 596.34 Tons (50%) Money In \$23,257.26 (35% of Total) Payments \$16,750.88 (72% of In) Net \$6,506.38 (28% of In)			Hard Maple Logs 24.64 MBF (11%) Money In \$8,712.50 (13% of Total) Payments \$3,325.72 (38% of In) Net \$5,386.78 (62% of In)		
	Actual	Estimate		Actual	Estimate		Actual	Estimate		Actual	Estimate
Cords	498.53	718.17	MBF	61.95	30	Tons	596.34	1300	MBF	24.64	4
In Per	\$132.47	\$109.24	In Per	\$420.77	\$435.00	In Per	\$39.00	\$39.00	In Per	\$353.66	\$300.00
Money In	\$66,042.06	\$78,452.89	Money In	\$26,066.70	\$13,050.00	Money In	\$23,257.26	\$50,700.00	Money In	\$8,712.50	\$1,200.00
Stumpage	\$52.40	\$48.92	Stumpage	\$135.00	\$135.00	Stumpage	\$19.80	\$19.80	Stumpage	\$135.00	\$135.00
Freight	\$12.27	\$20.89	Freight	\$0.00	\$0.00	Freight	\$8.29	\$9.00	Freight	\$0.00	\$0.00
Cutting	\$0.00	\$0.00	Cutting	\$0.00	\$0.00	Cutting	\$0.00	\$0.00	Cutting	\$0.00	\$0.00
Skidding	\$0.00	\$0.00	Skidding	\$0.00	\$0.00	Skidding	\$0.00	\$0.00	Skidding	\$0.00	\$0.00
Other	\$0.00	\$0.00	Other	\$0.00	\$0.00	Other	\$0.00	\$0.00	Other	\$0.00	\$0.00
Other	\$0.00	\$0.00	Other	\$0.00	\$0.00	Other	\$0.00	\$0.00	Other	\$0.00	\$0.00
Out Per	\$64.66	\$69.81	Out Per	\$135.00	\$135.00	Out Per	\$28.09	\$28.80	Out Per	\$135.00	\$135.00
Payments	\$32,236.03	\$50,135.45	Payments	\$8,363.23	\$4,050.00	Payments	\$16,750.88	\$37,440.00	Payments	\$3,325.72	\$540.00
Net Per	\$67.81	\$39.43	Net Per	\$285.77	\$300.00	Net Per	\$10.91	\$10.20	Net Per	\$218.66	\$165.00
Net Total	\$33,806.03	\$28,317.44	Net Total	\$17,703.47	\$9,000.00	Net Total	\$6,506.38	\$13,260.00	Net Total	\$5,386.78	\$660.00
<input type="button" value="Refresh Total"/> <input type="button" value="Delete"/>			<input type="button" value="Refresh Total"/> <input type="button" value="Delete"/>			<input type="button" value="Refresh Total"/> <input type="button" value="Delete"/>			<input type="button" value="Refresh Total"/> <input type="button" value="Delete"/>		



1. Managing the Product
2. Tracking the money
3. The power of averages

Timber business management
in the digital age

My dad taught me how to
laugh when things were bad.



Who am I?

1. A ~~Scientist~~
2. A ~~Business~~ Man
3. A ~~Pure~~ Speaker
4. A Tree Hugger

"closed." The biggest
owners is the tax rates. If you
open," you will pay \$2.04/
for any land enrolled in the
woodland as "closed," you
property taxes for any land
our land as "open" (and get
eak), you are allowing the
roperty "only for hunting,
eing and cross-country
foot. Landowners have
em in the Recreation Use
berry picker law, so that
someone gets injured on
r can enter a maximum
lity, in the program as
rate, there are several
in the program. Many
imaging or somehow
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family time, hunting
rking with a forester
to resources to help
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ieve your goals.
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I'm a Tree Hugger

By Wesley Bushor

Timber Harvesting, Lost Tree House, StumpGeek.com

"What are you going to do when all the trees are all gone?" This is a question I have been asked many times in my life. Besides being a logger I am also a craftsman/artist who has the pleasure of interacting with quite a few people who are not Northwoods natives. They maybe are on vacation, have a second home or moved here to enjoy our beautiful forests, lakes and streams, so they do not know our history or have an appreciation for the Timber Industry like someone whose roots are here. Sometimes even locals need to be educated on our most valuable industry. I have also heard statements about logging, like, "It looks like a bomb went off," and "I am not cutting my trees, they will probably be the only ones left." This is when I need to try and educate these characters. I tell them that our public

that the Timber Industry was not as foresighted as it should have been, not only here but across the country. Toward the end of the 19th and the beginning of the 20th centuries, vast forests were cleared for expanding agriculture and to supply the demand for construction materials. At that time, not a lot of thought was given to sustaining a valuable resource.

Even though our forests were over cut at that time they have recovered and are healthier than ever. A while back on social media I saw a post; it was a picture of a huge stump. Someone had commented, "This is really sad but I know the people that cut it had to put food on the table." I responded to his comment and said, "Not only did it put food on the table, it built the table, and the house the table was in, as well as the store the food came from, and the railroad that brought the food to the store. The people of that era were doing their best to build a