

# Hemard & Company

## Client Connection

April 2009

From the desk of Victor E Hemard Jr, President

### Client Success Story: Arkansas Pulpwood

The focus of this month's client success story is Arkansas Pulpwood. John (Johnny) Dawson Jr is the President and I have had the pleasure of having Johnny and his company as a client for the past 18 years.

Not only is Johnny running a growing business, he has been involved in several community activities over the years, including the Board of Trustees for the First United Methodist Church, Arkansas Forestry Association, Log A Load for Kids, Sons of the American Revolution, Ouachita Historical Society, Boy Scouts, and numerous baseball leagues as a coach and sponsor.

Johnny's family goes as far back as 1852 in Ouachita County. Johnny was educated in Camden public schools and holds a BS in Forestry from the University of Arkansas at Monticello. He served his country as an officer in the Army during the Vietnam War and was member of the US

Army Rifle Team.

Arkansas Pulpwood started in 1970 and has grown to be one of the largest wood dealership in the state of Arkansas. Most of their operations go directly from the woods to the mills but they also have the capacity to store wood when the need arises.

Arkansas Pulpwood was one of our first DOS-based Fiber Procurement System clients back in 1991. They initially started with a single-user version and moved up to multi-user network in 1993. In 2002, they were our first client to convert to Automated Accounting's Windows-based Forest Products Accounting System.

In 2008, Arkansas Pulpwood built a new office in Camden. This was an ideal time to upgrade the computer network. The new network includes Dell Optiplex workstations, Dell PowerEdge server, Dell PowerVault backup solution, and D-Link switches

and routers.

Arkansas Pulpwood has been a model for information systems management. We can say this with confidence because they have allowed us to provide them with a full turn-key system from hardware and software installation, to network setup, to a Proactive Protection Plan to monitor the system and keep it running smoothly.

Our primary contact for the computer system on site is Art McCants, Operations Manager. Art has been with Arkansas Pulpwood almost as long as they have been our client and we have a working relationship with him that has been essential to moving Arkansas Pulpwood toward the most current technology.

Johnny's Administrative Assistant, Lori Windham, whose efficiency and professionalism is second to none, provided us with the background information for this story.

and payment is transferred to your producer or landowner's bank account. Please contact us if you need more information.



Johnny Dawson

#### Arkansas Pulpwood

##### Management and Office Staff

John Dawson Jr	President
John Dawson III	Vice-President
Art McCants	Operations Manager
Lori Windham	Administrative Assistant
Susan Ketchum,	Administrative Assistant
Jane Marie Watson	Administrative Assistant
Minnie Tucker	Administrative Assistant
Andy Simpson	Forester
Jason Milner	Forester
Richard Keesaer	Forester
Danny Young	Forester
Gerald Wright	Forester

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### Direct Deposit with FPA

Have your producers and landowners requested payment by direct deposit?

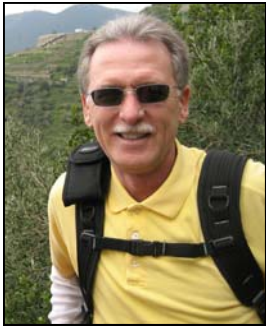
The Forest Products Ac-

counting system has now incorporated the use of software to create an ACH file for your bank. This file is uploaded to your bank

## Words of Encouragement

**“Faith and fear  
make poor  
bedfellows.  
Where one is  
found, the other  
cannot exist.”**

**Napoleon Hill**



**“I Choose Faith.”**

**-Vic Hemard**

### Backup and Data Recovery

Computer backup and data recovery solutions should have three components:

1. Onsite backup
2. Offsite/Online backup
3. Rapid data recovery

Please contact us for more information if you're not sure about your backup system.

You've heard all the bad news by now. There's no need to talk about the mill shutdowns, layoffs, stock market lows, and the general poor state of the economy.

This is a time when you have to choose between fear and faith. I choose faith.

The forest products industry will turn around and those who are able to maintain their position in the industry stand to gain a tremendous competitive advantage when the turnaround begins.

Recovery usually begins with housing. When housing improves, lumber inventories are reduced and the demand for lumber and the logs to make that lumber will improve. Improvement in pulp and paper is much more com-

plex, but it will turnaround as well.

Right now, fuel prices are less than half the level they were a year ago and interest rates are low. This will keep your costs low when the recovery is at hand. If you need professional services to buy timber and mark timber, there will be many professional foresters with years of experience available on a contract basis or as employees.

If your office staff has been downsized and you're not ready to add staff, the Forest Products Accounting system has modules designed to leverage your technology, such as the Scale House, External Receivables, and External Tickets. These modules increase productivity without adding overhead.

In fact, if you're not using your existing computer system to its full capacity, you could benefit from a network or FPA tune-up to improve the efficiency of your system or a day's refresher course to fully take advantage of the Forest Products Accounting system.

The book Think and Grow Rich was written in 1937 by Napoleon Hill as the country was trying to rise up from The Great Depression. Hill's book was (and still is) a guide and a philosophy to encourage and prepare the individual to take full advantage of the opportunities that lie ahead.

Hill said, "Faith and fear make poor bedfellows. Where one is found, the other cannot exist."

I choose faith.

## The Best of the Best

It has always been my goal to give you the best value and best experience in information systems consulting. Because forest products technology is so

specialized, no single vendor can provide all the components of an information system. For this reason we combine the best of breed providers of soft-

ware, hardware, support, and network infrastructure to give you an effective and hassle-free consultation for your information system.

## What's New in FPA

In the most recent general release of the Forest Products Accounting there are many enhancements to save time, provide more information, and increase productivity.

The Fiber Procurement module is loaded with new capabilities. For instance, if you wish to include multiple tracts in the landowner's settlement, that is

now possible. Direct deposit of settlement payments are also available. In the File Maintenance area, there is a copy function to copy existing tracts and rate masters. One option even allows, if you prefer, to make the gross profit on each ticket equal zero by varying the owner's rate as the tickets are entered or downloaded into the system.

New reporting options are available on many existing reports. One important inventory report is the Log Inventory Summary report with the ability to use a cut-off date anytime in the past.

These are only a few of the changes. More enhancements and report changes can be found at [www.hemard.com/fpa701.pdf](http://www.hemard.com/fpa701.pdf)

For the uninitiated, external interfaces make it possible to take data from an outside source and use it in your program. This saves you time and money by avoiding manual data entry.

In the Forest Products Accounting system, for example, there are two relatively new external interfaces. They are the External Tickets and the External Receivables modules.

The External Tickets module allows you to take

ticket data from International Paper, Georgia-Pacific, West Fraser, and other customers, import it into the FPA and post it as if the tickets were entered manually. If you have a large number of delivery tickets to a customer each week, this can save you the ticket entry of these tickets.

The External Receivables module allows you to apply payment to a large number of invoices (tickets), rather than applying payment one

at a time. The sales amount is matched against the payment made by the customer (IP, G-P, etc.) and payments are either applied to an invoice or the unapplied payments are listed as exceptions.

As the External Tickets and External Receivables modules become more popular, additional customer files will be available to import into the FPA.

Please feel free to contact me if you need more information on these modules.

**...take data from  
an outside  
source and use it  
in your program.  
This saves you  
time and  
money...**

## Managing Computer System Costs

As much as I am optimistic about the future and refuse to fall prey to all the fear-mongering you hear in the mainstream press, maintaining a stable and efficient computer system within the budget is just plain good management and common sense.

The biggest budget-breakers are the unexpected hardware failure, the virus in the system, the backup that couldn't be recovered, or no backup at all... not to mention the cost of downtime.

With the use of a secure internet connection and proper software tools, your consultant can monitor the computer system, setup a remote backup system,

and diagnose and fix 95 percent of your problems without having to travel to your location.

How does this save you money?

Well, if you can put your computer system on a proactive plan to protect the system, backup remotely, and spot problems before they shut down your system, you can budget for this monthly at a reasonable cost and avoid the big hit against your budget and avoid downtime. We all know the cost of downtime, whether it is a chipper, a skidder, or a computer system.

If you aren't sure what you need to maintain and

backup your system properly, we can evaluate your system and make recommendations.

Depending on your needs, we have three levels of proactive system management, namely Silver, Gold, and Platinum. The most comprehensive level, Platinum, includes remote monitoring, free tech support, remote backup, full network management, and even the use of a server or workstation if yours goes down.

I'm so confident proactive maintenance will save your company money, I'm offering a free 30-day evaluation during the months of April and May. Just contact us for more information.

**... maintaining a  
stable and  
efficient computer  
system within the  
budget is just plain  
good management  
and common  
sense...**

## Books I've Read Recently...

I've read three books you may be interested in. The first, Think and Grow Rich by Napoleon Hill was mentioned previously. The second, The Sugar Solution,

written by Ann Fittante offers solutions for preventing diseases (like adult Type II diabetes) influenced by blood sugar imbalance. And third, Strong

Fathers. Strong Daughters, by Meg Meeker, MD is written from a daughter's perspective and is great read for all fathers with daughters of all ages.

## What About XP ?

Contrary to popular belief, you can still order a fast, full-featured computer with Windows XP.

Actually, I recommend the Windows XP operating system over Windows Vista. Windows XP is simply more compatible with scale indicators and handheld devices, as well as older printers.

Plus (and most importantly) computer users like it better!



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**Information systems, software, and proactive consulting services to help wood dealerships, chip mills, and timber investment management organizations accurately account for wood procurement transactions, produce first class settlements and checks, and provide real time reporting for timber production, timber inventory, and yard inventory.**



**Vic Hemard**  
President  
Hemard & Company

## Warning!

Not all computer consultants are created equal. The question is, which ones will give you a solid solution and which ones will frustrate you, overcharge for their services, and possibly even make things worse. Don't trust your wood procurement and accounting system to just anyone! Our **FREE REPORT: What You Should Know Before Investing in an Automated Wood Procurement System** will reveal costly misconceptions about procurement and accounting software systems as well as the critical questions you should ask any IT Consultant **BEFORE** you upgrade your computerized wood procurement system.

**Download a FREE Copy Online: [www.hemard.com/freesreport.htm](http://www.hemard.com/freesreport.htm)**

*Forest Products Companies:*

**Don't Let ANY IT Consultant Sell You a Wood Procurement System Until You Read *This...***

*A service offered to the wood procurement and timberland investment management community by Hemard & Company: 1-800-467-5819*

## Ask Vic!

**Q** What is the proper way to setup a pay-as-cut tract with an advance to the stumpage owner in Forest Products Accounting?

**A** First, the Landowner is added to File Maintenance. This owner should have a deduction account setup as an AR account with a 100 percent deduction and set to stop at a zero advance balance.

When the AP voucher is written for the advance, assign it to the Owner's deduction account to track the AR balance.

After harvesting begins on the tract, generate settlements for the owner as usual. The advance will be deducted from the settlements until the advance is recovered, then FPA will automatically generate payments for the owner on the agreed pay-as-cut amount.

**Q** My computer has been slow lately. What could be causing this?

**A** First, the installed programs should be checked for program conflict and programs that were inadvertently installed by the user. Many times a user will install multiple anti-virus programs to remove a virus or malware and these programs tend to work against each other and hog resources. Also, you may have installed programs unintentionally. In either case, the additional unwanted programs can be removed in add/remove programs.

Secondly, check the startup items in System Configuration Utility. This is done by typing MSCONFIG under Start-Run and looking under the Startup tab. It is not necessary for every program to load up in

memory every time the computer is re-booted. Keep your Anti-virus, anti-spyware, and Pervasive in the list, but trim out others by unchecking the check box.

Finally, run an Anti-spyware scan to remove spyware and other malware. Malware, once it enters your computer, enables other malware and eventually brings your system to a halt.

These are just three problem areas that contribute to poor performance. In our proactive maintenance programs, we monitor computers and servers and maintain them remotely to keep them at peak performance.

**Any suggestions for this issue or future newsletters? Please send them to: [newsletter@hemard.com](mailto:newsletter@hemard.com)**

## Mark Your Calendar

**Texas Forestry Association  
Spring Meeting**

**Austin, TX**

**April 24-25, 2009**

**Forestry Products Machinery &  
Equipment Exposition**

**New Orleans, LA**

**June 11-13, 2009**

**Arkansas Timber Producers  
Association Annual Meeting**

**Hot Springs, AR**

**July 7-8, 2009**

**Louisiana Forestry Association  
Annual Meeting**

**Baton Rouge, LA**

**August 25-27, 2009**