

The Benefits of Hoo-Hoo

- Generates goodwill
- Makes doing business easier and more efficient which strengthens the industry
- Creates life-long friendships and business relationships locally and internationally
- Unites the forest products industry
- Provides networking opportunities
- Supports the community through charitable action, deed, and donation
- Passes on the heritage, history and culture of the forest products industry and the Ancient Order of Hoo-Hoo
- Educates the next generation
- Reinforces the business principles of your word is your bond; your handshake is a promise, and face-to-face meetings have deep value
- Offers the opportunity to learn from industry experts and peers with years of experience
- Forges the concept that competitors are better thought of as colleagues and friends
- Supports forest and timber product education to teachers and students fostering better understanding of the forest products industry
- Provides travel and fellowship opportunities through international gatherings



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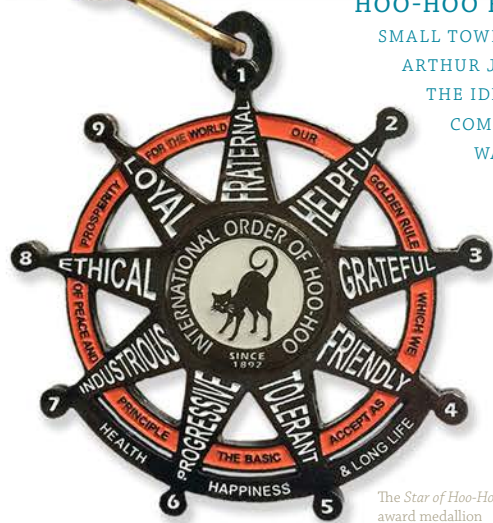
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**The Fraternal
Order of the
Forest Products
Industry**

"I am proud to be a part of the greatest industry on the planet and honored to be able to give back to it and my community through Hoo-Hoo." — KENT BOND 89381, RAMESES 103



The Star of Hoo-Hoo
award medallion

THE HOO-HOO IDEAL

Hoo-Hoo has fun with unusual names and titles. Fortunately, what we are called is less important than what we are—an organization of individuals dedicated to the ideals of a united and progressive forest-based industry which contributes to the welfare of the community. It is a fraternal order with an industry base.

Founded on the belief that personal contact is important in work and social relationships, Hoo-Hoo believes that better communication builds trust between people in all parts of the industry.

The spirit of Hoo-Hoo is expressed in nine fundamental values which encourage members to be fraternal, helpful, grateful, friendly, tolerant, progressive, industrious, ethical and loyal. Hoo-Hoo believes that these nine points are the building blocks of the "Golden Rule". Hoo-Hoo members are expected to practice these principles in both their business and personal lives.

HOO-HOO BEGAN IN JANUARY, 1892 WHEN SIX INDUSTRY INDIVIDUALS FOUND THEIR TRAIN TRAVELS DELAYED IN THE SMALL TOWN OF GURDON, ARKANSAS. THESE MEN, BROUGHT TOGETHER BY CHANCE AND CIRCUMSTANCE, LISTENED AS BOLLING ARTHUR JOHNSON, A LUMBER TRADE JOURNALIST, AND GEORGE K. SMITH, A LUMBER ASSOCIATION SECRETARY, CONTEMPLATED THE IDEA OF BRINGING THE DIVERSE ASPECTS OF THE INDUSTRY TOGETHER IN GOODWILL AND FELLOWSHIP. THEY WANTED A COMMON GROUP TO PROMOTE HIGH IDEALS AND A CODE OF ETHICS NATIONWIDE. THEY ALSO FELT HAVING FUN ALONG THE WAY WOULD BE ONE OF THE MANY BENEFITS OF MEMBERSHIP. THEN AND THERE THIS ENTHUSIASTIC GROUP OF SIX SET ABOUT THE TASK OF FORMING THIS NEW ORDER.

WHY HOO-HOO?

Hoo-Hoo gives you contact with energetic and progressive people in all branches of the forest products industry. Their knowledge is yours for the asking. It's possible to learn in a brief period what it took others years to acquire.

Hoo-Hoo broadens your mind. Its programs offer members information about worthwhile matters both in and out of the industry. Together with other professionals, you have an opportunity to grow and learn. If you have a timber problem, Hoo-Hoo will help you. If you have a sound idea that will benefit the industry, Hoo-Hoo will help you.

Hoo-Hoo forges friendships that will last a lifetime. The cooperation of many people working together for the betterment of the industry can move a mountain as easily as an individual moves a stone. You can be a part of more than a century of cooperation that is the Concatenated Order of Hoo-Hoo.

CURIOUS ABOUT THE NAME?

A "hoo-hoo" was a term coined by Johnson a month earlier to describe an alarming tuft of hair that grew on top of the otherwise bald head of his fellow lumberman, Charles H. McCarer. The term became a catchphrase in the industry for anything unusual or out of the ordinary. The term "concatenate" means to unite—to bring together—thus the two words were brought together as an appropriate name for a group who sought to be unconventional (and a little mysterious) in a very fraternal way. Today well over 100,000 people have joined the ranks.

CLUB ACTIVITIES

Each local club selects its own mix of activities. Besides social events, many focus on community service and use their activities to raise funds for charity or forestry scholarships. Often clubs support education programs for teachers and kids to share the values of sustainable forestry. Clubs also mentor older students by showing viable career choices in the industry. Individual clubs meet socially at golf tournaments, industry nights, or other organized events. Through it all, the common thread of Hoo-Hoo is fraternalism—the fellowship that comes from a common interest and desire to socialize with people of similar experiences.

HOO-HOO AND YOU

If you support the forest products industry, are at least 18 years of age, enjoy socializing with great people, live life with a code of ethics, and have a desire to give back to your community, Hoo-Hoo is for you! We invite you to learn more about and consider membership in Hoo-Hoo International, the fraternal order of the forest products industry.

VISIT US AT: WWW.HOO-HOO.ORG

Through Hoo-Hoo A United Forest Products Industry