

Southeast logging shifts marketing

Shifts in marketing partnerships are coming with improving round long exports and increased harvest for some Southeast Native village corporations. So far, Sealaska Timber Corp. of Ketchikan is seeing its client roll shortened slightly by defectors.

Klukwan Inc. of Haines recently announced it had signed with ALPAC for marketing of round logs to Japan and Korea, giving up a several-year relationship with Sealaska Timber Corp. The switch came before a season when Klukwan Inc. will boost its log harvest.

"We think it's a major change," said Klukwan Inc. chief operating officer Bob Loiselle. "We're looking for an opportunity to save dollars. We feel this will bring a significant savings."

Sealaska Timber Corp. President Bill Ellison said new marketing partnerships for Klukwan Inc. and Kootznoowoo Inc. of Angoon won't materially affect the company's business in 1985. Sealaska Timber Corp. will still market more round logs from Native land than last year.

Fees for the company's marketing services are the greatest part of Sealaska Timber Corp. income, Ellison said. He estimated the subsidiary of Sealaska Corp., a regional Native corporation, markets about 75 percent of Southeast Native logs.

Loiselle said ALPAC has Ketchikan, Seattle and Tokyo offices. The company will use its Japan and Korea contacts to market the round log part of Klukwan Inc.'s 40 million board feet of 1985 timber. Klukwan Inc. shipped 26 million board feet of round logs from a 35 million board feet harvest in 1984.

Ellison said the shifts in marketing arrangements aren't out of the ordinary and reflect competitive pursuit of greater log volumes. "Minor improvement" in log prices overseas are seen for the year.

Shee Atika Inc. of Sitka will watch Sealaska Timber Corp. for signs that it's changing its marketing process, said an officer.

"Most of the village corporations up here are in an analysis process in the STC program,"

said Shee Atika Inc. chief executive officer Roger Snippen. Shee Atika Inc. has "some philosophical differences" with Sealaska Timber Corp. marketing methods and uses a Portland company's services to make sales, Snippen said.