

JONATHAN E. MARTIN



Jonathan E. Martin is chairman and CEO of Martin Companies, L.L.C., parent company of RoyOMartin Lumber Company and Martin Timber Company, two of the businesses under the RoyOMartin brand. RoyOMartin Lumber Company is a third-generation family enterprise and one of the largest independently owned lumber companies in the South, with a land base of 582,000 acres throughout Louisiana. The company specializes in forest products and is also a partner in Indigo Minerals, an oil and gas exploration company based in Houston, Texas.

Martin is a graduate of Culver Military Academy and earned a bachelor of science degree in Industrial Engineering from LSU in 1971. In 1981, he directed the design and

construction of the first oriented strand board plant in the South and an adjacent hardwood sawmill in 1984. Martin also directed the design and construction of a plywood plant in 1995, the first plywood facility built in the United States since 1981. In 2006, he directed the expansion of this plywood facility, while also building a new state-of-the-art oriented strand board facility capable of producing twice the quantity of the one built in 1981. Under his leadership as president and chairman, RoyOMartin Lumber Company and the four manufacturing plants under Martco Limited Partnership were able to achieve SmartWood certification from the Forest Stewardship Council™.

The Martin Companies received the 2003 Louisiana Lantern Award, which recognizes skill, dedication and ingenuity in helping build the state's economy. Martin and his cousin

received the 2004 Ernst & Young Entrepreneur Of The Year® award in the retail and consumer products division for the Houston and Gulf Coast region. Recently, the company was voted the best business in Central Louisiana to work for. Martin formerly was active in the Hardwood Manufacturer's Association, having served as president, on the board of directors, and as a member of the executive committee; a board member in APA-The Engineered Wood Association and past chairman in 2004; a member of The Executive Network and Chief Executive Network; served on the Advisory Board of LSU College of Engineering; on the Dean's Advisory Council for LSU's E. J. Ourso College of Business; on the Foundation Board of the Louisiana Community and Technical College System; and as a board member for Blueprint Louisiana.

Under Martin's leadership, the Martin Foundation has dispersed more than \$20 million since 1993 to numerous charities and schools for the benefit of individuals needing a helping hand. Most recently, he has raised \$1.5 million for HomePlace, a ministry of the

Louisiana Baptist Children's Home that serves homeless mothers and children in northeast Louisiana.

Martin is married to the former Maggie Burnaman, a 1995 Ph.D. graduate of LSU. They have two daughters and six grandchildren. The Martins have resided in Alexandria, Louisiana, since 1981 and attend Calvary Baptist Church.

I have spent my entire career at RoyOMartin Lumber Company, where I began working for my father after graduating from LSU in January 1971 with my Bachelor of Science in Industrial Engineering. My grandfather, Roy O. Martin, Sr., started this forestry and wood-products manufacturing company in 1923, and it is impossible to separate the lives of the company and me individually. The many successes we have witnessed over the years are due, at least in part, to the influence LSU has had on our family members and employees.

The year 2013 marked RoyOMartin's 90th year of business. It is rare, indeed, to have a private company exist well into the fourth generation. The organization's growth and prosperity were established by my grandfather, whose recipe for success included hard work, sacrifice, knowledge of the business and a "true-North" moral compass.

Even today, those values are reflected in what we call RICHES: Respect, Integrity, Commitment, Honesty, Excellence, Stewardship.

RoyOMartin has grown into an entire family of companies. Through hiring professionals, both from inside and outside the Martin family, the business has grown from a singular sawmill in Alexandria, Louisiana, to a group of three manufacturing facilities sitting near more than 570,000 acres of privately owned timberland. More than 1,100 employees currently work in support roles for, and in the manufacturing of, oriented strand board (OSB), plywood, timbers, and their byproducts. We provide a number of services, from hunting leases, oil-and-gas mineral leases, real estate, and land management, to financial instruments and geographic information systems.

We have recently begun the construction of our

largest capital project: a new OSB plant in Corrigan, Texas. Upon the plant's expected completion in 2017, I will have led RoyOMartin in almost \$1 billion in capital projects from 1971-2017. Many of these projects were built as the largest of their kind in North America. All of these projects could never have been accomplished without the many skills I learned at LSU.

Despite our long-term planning and many successes, RoyOMartin has seen its share of challenges along the way. We have exited many businesses after they proved to be less appealing or when they no longer served their original purpose. During challenging times, however, we remained focused on our vision. Throughout the recession of the early 2000s, for example, we maintained full operations at all of our manufacturing facilities, ensuring that our employees, suppliers and customers were taken care of. We watched as other mills across the U.S. were shuttered, some of which have yet to reopen. We also held onto our land during this time. These decisions

enabled us to better meet demand when the market began taking a turn for the better.

Roy Sr. was a benevolent and philanthropic individual, and his heirs remain so today. We are proud to have remained a Christian company with a long-term, "heavenly" view. We consider ourselves stewards of the assets entrusted to us for a short time. According to the Gospel of Luke Chapter 12: 48, "To whom much is given, much is required." Since 1994, we have contributed \$20 million to charities and universities for facilities, scholarships, endowed professorships and more. We are the largest donor to United Way of Central Louisiana and many of its agencies. We recently gave \$500,000 to build a pavilion at Camp Grant Walker in Pollock to support 4-H programs and another \$5 million for new facilities at LSU. Family members individually support our local church congregations as well. Giving back is simply something this family has been raised to do.

REFLECTIONS OF JONATHAN E. MARTIN