



APPALACHIAN

Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.,
serving the lumber industry since 1928

Demand the Appalachian Standard

January 2003

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APPALACHIAN Future Meetings

2003 Annual Meeting
Feb. 27-March 2
The Hilton Sandestin,
Destin, FL

2003 Summer Meeting
July 20-22
The Greenbrier, White
Sulphur Springs, WV

2003 Inter-Industry Meeting
Oct. 2
The Grandover Resort,
Greensboro, NC

Signups Mount For 2003 Meeting

DESTIN, FL - Registration forms are pouring in for the 75th Anniversary Meeting of Appalachian Hardwood Manufacturers Inc.

The 2003 Annual Meeting of AHMI members and guests will be held at the Hilton Sandestin in Destin, FL, Feb. 27 - March 2. Destin is located on the Gulf Coast of Florida (between Fort Walton and Panama City) and the hotel is on the Gulf of Mexico.

Excitement is building along with the list of attendees, reports AHMI Executive Vice President Mark A. Barford, CAE, CF. "People are interested in several things we have planned for this weekend: the 75th Anniversary meeting, the outstanding lineup of speakers and Florida in February!

"The leadership and staff of AHMI expect an outstanding year in 2003 in promotion, education, forestry and service," he said. "It will all begin with this meeting at an excellent property."

The business sessions will be held both Friday and Saturday mornings. The speakers will be keynoted by furniture industry leader Lee Houston, who is currently president of Vermont Tubbs Furniture. He has worked in every level of manufacturing from worker to corporate executive to manufacturing consultant. He has visited more than 50 foreign companies in 10 countries.

Houston has a long career with several manufacturers and has served as



Hilton Sandestin

an industry consultant and will discuss how U.S. manufacturers can compete against the Chinese.

Extension Specialist and Professor Dr. Richard Vlosky of Louisiana State University will speak on forest certification. He is a professor of Forest Products Marketing and Interim Director at the Louisiana Forest Prod-

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75th Anniversary

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Contact AHMI, P.O. Box 427, High Point, NC 27261

phone: 336-885-8315 fax: 336-886-8865

e mail: ahmi@northstate.net web: www.appalachianwood.org

Mark my words.....

By Mark A. Barford, CAE, CF
Executive Vice President

President Bush's recent problems in applying common sense to the management of our national forests further amplifies the utter policy failure this country has had towards the management of the national forests over the past decade.

Since 1990, our national forests have been growing wood at a rate that has consistently been 5 times higher than it is being harvested, and the results are disastrous. An overgrown, unhealthy forest that is headed for a calamity.



Mark A. Barford

In 1990, we harvested nearly 12 billion board feet per year off of the national forests. Since that time, the national forests have been growing on average at a rate of 18 bbf/year, harvested at a rate of 3 bbf/year, and dying at a rate of 5 bbf/year.

The result is a tremendous overstocking of the forests that foresters have warned us can only end in insect, disease or fire, where the forest lands are inaccessible and unusable. The industry and foresters have responded to these warnings by lobbying the government, participating in forest management meetings, educating the public, and altering our way of doing business to open up these lands for management.

Forestry professionals know that the lack of forest management is wrong and we feel like a doctor looking at a sick patient that refuses help. In fact, foresters have lost respect of the public and their professional advice is discounted. Environmentalists have been able to paint us as the beasts that want to clear the forests instead of those that have the most interest in taking care of it.

In simple terms, the industry's efforts over the past 10 years have not succeeded. The timber cut on the national forests, despite recent efforts of President Bush and some good people in the US Forest Service, shows few signs of any significant increase. Even the increased cutting that environmental groups support is only for the smaller, dying trees that will be a cost to harvest.

We have a tremendous advocacy challenge ahead to convince society that in order for us to have healthy forests we will need to utilize them.



MEMBERSHIP

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. welcomes the following new member to the association:

Producer

Church & Church Lumber / Select Hardwoods
Kin Church
P.O. Box 619
Millers Creek, NC 28651

Meeting from page 1

ucts Laboratory at the Louisiana State University Agricultural Center in Baton Rouge. His research includes Forest Certification, Market Development, and Sustainable Forest-Based Economic Development.

Senior Vice President of Chartwell Communications and Editor of *Cabinetmaker* magazine Bruce Plantz will discuss markets for hardwood lumber.

The AHMI Distributors Division will hold its annual meeting. Speakers include Hardwood Review Publisher George Barrett and Rex Lumber Co. President Ben Forester. The two will discuss business trends in hardwood distribution.

"This meeting will kickoff our 75th Anniversary celebration that will conclude at the Summer Conference in July at the Greenbrier," Barford said. "We hope that all members and prospective members and guests will join us in Destin."

AHMI members should have received information about the meeting recently. You are encouraged to return room reservations promptly to the Hilton Sandestin or call the hotel at 1-800-367-1271.

For more information, contact the AHMI office at 336-885-8315. Registration forms are attached to this newsletter and also available online at www.appalachianwood.org.



75th Anniversary Meeting

Agenda

Thursday, February 27

3 p.m. Registration *Foyer*
4 p.m. Board of Trustees Meeting *Board Room*
6:30 p.m. Welcoming Social *Pool Area*
Dinner on your own

Friday, February 28

8 a.m. Distributors Meeting *Emerald Ballroom*
 Chairman Ron Elliott - presiding
 Speakers: George Barrett, Weekly Hardwood Review, Charlotte, NC, and Ben Forester, Rex Lumber Co., Englishtown, NJ
9 a.m. General Session *Coral Ballroom*
 AHMI 75th Anniversary Annual Meeting
 Bylaws Revision
 2003 Plan of Work
 Speaker: Mr. Lee Houston - "Competing against the Chinese in the Furniture Business.. and Winning!"
12:30 p.m. Golf Tournament *Raven Golf Course*
 Shotgun Start - Medal Play
6:30 p.m. Reception *Emerald Ballroom*
Dinner on your own

Saturday, March 1

9 a.m. General Session *Coral Ballroom*
 Speakers: Dr. Richard Vlosky, Louisiana State University, on "Certification's Effect on the Future of the Lumber Business"
 Bruce Plantz, *Cabinetmaker* magazine - "Where Will Hardwoods Go If Not to the Furniture Business?"
12:30 p.m. Golf Tournament *Baytown Course*
 Shotgun Start - Captain's Choice
1 p.m. Sporting Clays Shooting Tournament
Shoal River Sporting Clays
2 p.m. Tennis Tournament *Hilton courts*
6:30 p.m. President's Reception
Emerald Ballroom Foyer
7:30 p.m. President's Banquet *Emerald Ballroom*
 Special 75th Anniversary Celebration.
 Entertainment - "Record Breakers"

Sunday, March 2

NO FORMAL BUSINESS - HAVE A SAFE TRIP HOME

Meeting Speakers



Lee Houston

Mr. Houston is president of Vermont Tubbs, a domestic manufacturer of solid wood furniture based in Brandon, VT. He has worked in every level of manufacturing from worker to corporate executive to manufacturing consultant. He has visited more than 50 foreign companies in 10 countries.

Dr. Richard Vlosky

Dr. Vlosky is a professor of Forest Products Marketing and Interim Director at the Louisiana Forest Products Laboratory at the Louisiana State University Agricultural Center in Baton Rouge. He received a Ph.D. in Wood Products Marketing at Penn State University. His research includes Forest Certification, Market Development, and Sustainable Forest-Based Economic Development.



Bruce Plantz

Mr. Plantz is senior vice president of editorial and operations for Chartwell Communications Inc., publisher of *FDM*, *Cabinetmaker* and *Woodworking Industry Marketplace* magazines. He will share a recent survey on hardwood use in manufacturing.



George Barrett

Mr. Barrett is publisher of Weekly Hardwood Review and *hardwoodreview.com*, both based in Charlotte, NC. His publications track prices and trends in the hardwood industry and weekly editorials offer insight on timely issues. He will discuss current trends in hardwood distribution.



Ben Forester

Mr. Forester is president of Rex Lumber Co., Englishtown, NJ. Founded in 1946, Rex Lumber has four distribution yards in Englishtown, Acton, MA, South Windsor, CT, and Richmond, VA. Mr. Forester will discuss Rex Lumber's business philosophy.



75th Anniversary Meeting

Sponsorship Information

Sponsorship opportunities are available for the 2003 Appalachian Hardwood Manufacturers, Inc. Annual Meeting Feb. 27-March 2 at the Hilton Sandestin, Destin, FL. AHMI will begin the celebration of its 75th anniversary at this meeting and has made plans for terrific business and social activities to mark the occasion.

Meeting sponsorship is a "Thank You" to the AHMI Member companies for their business and personal relationship with you. It is also an opportunity to solicit more business from these companies and individuals. As a sponsor, you will receive:

- 1) Recognition in the meeting program
- 2) Recognition in press releases
- 3) Signage for each sponsored event
- 4) Recognition during the annual meeting
- 5) Table for literature at registration
- 6) Listing on a "Convention Sponsors" page in the 2003 AHMI Membership Directory

The remaining sponsorship opportunities are as follows:

Event	Cost
Welcoming Social	\$5,000 or \$2,500 if shared by two companies
Golf tournament drink cart	\$1,500 (Friday round)
Friday Evening Social	\$5,000 or \$2,500 if shared by two companies
Golf tournament drink cart	\$1,500 (Saturday round)
Tennis tournament	\$400
Sporting Clays Tournament	\$400
Business session speakers	\$500-\$2,000 (price depends on speaker)
Saturday banq. entertainment	TBD (Price depends on entertainment)
Convention sponsor	\$500 (Applied to overall cost of meeting)
75th Anniversary Club	\$750 (Applied to overall cost of meeting)

For more information or to signup, please contact the AHMI office at 336-885-8315. Sponsorships are available on a first come, first served basis.

Visit www.appalachianwood.org

AHMI Plans 75th Commemorative Directory Issue

HIGH POINT, NC - Appalachian Hardwood Manufacturers, Inc. will mark its 75th anniversary with a commemorative issue of its Membership Directory.

The 2003 edition will include historical information about the association and its leaders from the past 75 years. More than 10,000 copies will be distributed to wood consumers around the world.

"The directory is an excellent opportunity to get each member company's name and message before people who are already using wood and should be their customers," said AHMI Director of Communications Tom Inman. "As an AHMI member, company information is listed for free under each membership category."

Members have received a copy of current information AHMI lists for each company. These should be corrected as necessary and returned as soon as possible.

All AHMI members are encouraged to advertise in the 75th Anniversary directory. Please note the advertising rates remain the same for 2003 and the sizes are listed on the "Directory Advertising" form.

Members who join the AHMI Export Division will be highlighted in a special "Export Brochure" that will be distributed at international trade shows. These companies are also listed separately and highlighted on the AHMI website. There is a \$200 fee for membership in the Export Division.

Members are asked to complete these materials and submit to AHMI by Jan. 31, 2003. Any member that did not receive a package or has questions about the materials, please contact the AHMI office immediately at 336-885-8315.

McEwen Lumber Assists With Advertising Photo

HIGH POINT - Special thanks go to McEwen Lumber Inc., High Point, NC, for providing the lumber used in a recent Appalachian Hardwood Manufacturers, Inc.'s photograph.

The photo will be displayed in advertisements for the "Demand the Appalachian Standard" campaign. AHMI has purchased a series of advertisements in *FDM* and *Cabinetmaker* magazines that runs through February 2003.

AFMA: Furniture Sales Set To Grow

HIGH POINT, N.C. – Wholesale sales of residential furniture are expected to increase 3.8% this year and continue growing slowly throughout next year, according to a new forecast from the American Furniture Manufacturers Association.

The forecast shows more modest growth for this year than the association had predicted in its most recent report in October. Furniture shipments are expected to total \$23.832 billion this year, according to the new AFMA forecast.

Next year, sales are expected to rise 2.4% for a total of \$24.411 billion. The forecast shows a growth rate of 4.2% in 2004.

Wood shipments are expected to grow 0.1% this year for a total of \$10.870 billion, then increase 2.2% next year for a total of \$11.110 billion.

Although lower interest rates have helped boost housing sales to record levels, furniture sales have not kept pace. Other factors that should indicate strength for furniture sales: record numbers of Americans are employed, personal incomes are rising, the 77 million baby boomers are in their peak earning years, home ownership has increased from 63% in 1965 to 68% today, and square footage of housing has increased.

VA Tech Offers Course In Advanced Sales

BLACKSBURG, VA - The Center for Forest Products Marketing will offer advanced sales training on March 6-7 here.

The course is designed for those who are currently selling forest products and want to understand the importance of improving their communication, time management and negotiation skills. The course focuses on the attributes of a good salesperson, how to effectively communicate, relationship building and sales negotiation strategies.

For more information or to register for this course, please contact Bob Smith, Center for Forest Products Marketing and Management, Department of Wood Science and Forest Products, 1650 Ramble Rd., Mail Code 0503, Blacksburg, VA 24061 or telephone 540-231-5876 or e mail rsmith4@vt.edu.

Barford Offers Report To Forest Landowners

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. Executive Vice President Mark A. Barford, CAE, CF, will speak to two groups of forest landowners in January.

The meetings are set for Jan. 15 in Lynchburg, VA, and Jan. 16 in Danville, VA. The focus of his remarks will be the U.S. furniture industry and the impact of imports from China.

"This is a message I have shared with several groups in recent weeks," Barford said. "There is some encouraging news out there about the furniture industry and where it is heading.

"There are signs that the wood consuming industry in the United States in expanding and forest landowners need to hear this message," he said.

For more information about these programs, contact Barford at 336-885-8315.

AHMI Plans CIP Training Session In NC

HIGH POINT, NC - Appalachian Hardwood Manufacturers Inc. and the Appalachian Lumbermen's Club will hold a Community Involvement Program Training Day on Jan. 14 at the Holiday Inn Hickory.

Developed in 1994, CIP has assisted more than 70 member companies in completing successful campaigns in the communities around their sawmills and yards. The training day will offer a manual and training on ways to educate the public.

The format will include adequate time for questions and demonstrations. The program will begin at 1 p.m. and conclude at 4:30 p.m.

The cost for the CIP Training program is \$20 per person and includes all materials and breaks. Advance registration is required by Jan. 10 and attendance is limited.

Participants are invited to stay for the Appalachian Lumbermen's Club meeting that evening at the Holiday Inn with a reception beginning at 6 p.m. and dinner at 7 p.m. ALC is a group of more than 200 sawmill, distributor and wholesale companies that meet five times each year.

For more information and to register for either event, contact Inman at the AHMI office at 336-885-8315.

AHMI Expands Export Promotion; Pushes Division Membership

HIGH POINT - The Board of Trustees of Appalachian Hardwood Manufacturers, Inc. has agreed to expand AHMI's 2003 overseas promotion efforts in recognition of the increasing role that exports are playing in the hardwood industry.

AHMI Executive Vice President Mark Barford reports that total exports of hardwood lumber increased in 2002 and the percentage of industry production going overseas continues to grow. As domestic consumption declines, new markets for Appalachian hardwoods must be discovered in other areas.

The most noticeable new AHMI export promotion will be participation at Interzum international furniture trade fair in Cologne, West Germany, May 23 - 27. For the first time in years, AHMI will be exhibiting independent of the American Hardwood Export Council (AHEC), and will be free to distribute an AHMI Export Members directory from an AHMI booth.

"We will share the space with other associations, and work together to not only promote the industry, but also specifically the products of our members," Barford said. Details about the space will be published soon.

"The booth will not be in competition with our members who will be exhibiting individually," he noted, "but rather a further promotion for their products. We will encourage buyers that come to our space to speak directly with members elsewhere in the show."

AHMI staff will be distributing an Exporters Directory of AHMI members, Barford said. "We will hand this out in Cologne, and also in Asia and throughout our other markets," he said.

Barford is scheduled to travel to Malaysia, Thailand and China in mid-February for a series of seminars, and planning to travel again in the fall.

All AHMI members are eligible for Export Division membership. Each company will be published in the Export Directory, receive a separate listing in the AHMI Membership Directory and on the AHMI website. In addition, during the year AHMI will forward international information and trade requests.

Membership in the Export Division is an additional \$200 above regular dues. Please contact the AHMI office by Jan. 31 at 336-885-8315 to be included.



EXPORTS

Barford Set To Attend Seminars In SE Asia

HIGH POINT, NC - Appalachian Hardwood Manufacturers, Inc. Executive Vice President Mark Barford will be traveling to Southeast Asia in February with the American Hardwood Export Council (AHEC) to promote American hardwoods through a series of seminars and visits.

His itinerary will include Bangkok Thailand, Kuala Lumpur, Malaysia, and the industrial areas of South China. AHEC is sponsoring a series of day long lumber grading and utilization workshops directly to the manufacturers in these areas.

"We have learned from past efforts in Southeast Asia that bringing the American hardwood promotion directly to the industry in an expanded format allows overseas consumers to learn about our product, and have time for detailed questions," Barford said. "Although tradeshow and publications acquaint them with our product, these seminars demonstrate to them how to best use hardwoods in their particular operation."

For those interested in learning more about the trip or attending any of the seminars, please contact Barford at the AHMI office at 336-885-8315.

Scientists Study Deer Impact

COLUMBUS, OH - A group of scientists concerned about the potential serious lack of oak regeneration in the central hardwood region of the United States are studying the effect of white-tailed deer on acorn populations and the number and size of oak seedlings and sprouts in three forest stands located in southeastern Ohio.

The study is part of a larger oak regeneration research initiative. To monitor the effect of deer on oak acorns and seedlings, the group established 36 pairs of plots, one-tenth an acre in size, inside 50-acre treatment areas. Deer populations in these stands are estimated to range from 17 to 25 per square mile.

In each of these pairs, the researchers randomly chose one plot in which they erected an eight-foot, deer-proof barrier and recorded information about the overstory and understory plants both inside and outside the fenced areas.

Reprinted from *The Forestry Source*.

APPALACHIAN

Hardwood Manufacturers, Inc.



75th Anniversary Meeting

Hilton Sandestin, Destin, FL

February 27-March 2, 2003

To accurately plan the functions and make sure all participants are included on the Registration List, please complete this form and return it with your check to: AHMI, P.O. Box 427, High Point, NC 27261.



To reserve your room at The Hilton Sandestin, call 1-800-367-1271. The cut-off date for AHMI's room block is Feb. 3, 2003. Room rates are \$129.

REGISTRATION FEE:

AHMI MEMBER - \$295 per person
MEMBER SPOUSE - \$150

GUEST - \$395 per person
GUEST'S SPOUSE - \$250

Full registration fee will be refunded on cancellations received by Feb. 3, 2003. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S 75th ANNUAL MEETING

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Company: _____

Address: _____

City/State/Zip: _____

Signed

Date

(more on reverse)

Sporting Events & Other Activities



APPALACHIAN

Hardwood Manufacturers, Inc.

75th Anniversary Meeting

Hilton Sandestin, Destin, FL

February 27-March 2, 2003

PLEASE REGISTER FOR GOLF (Fri: Medal Play \$120 | Sat: Captain's Choice \$100)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$120) Saturday (\$100)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$120) Saturday (\$100)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$120) Saturday (\$100)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$120) Saturday (\$100)

PLEASE REGISTER FOR TENNIS (Saturday afternoon)

Name: _____ FEE: \$25

Name: _____ FEE: \$25

PLEASE REGISTER FOR SPORTING CLAYS (Saturday afternoon)

Name: _____ FEE: \$50

Name: _____ FEE: \$50

TOTAL \$ _____

Check # _____ Received _____

CHARTER FISHING TRIPS

The Hilton Sandestin coordinates charter fishing trips from Destin, dubbed the "luckiest fishing village" with the best fishing on the Emerald Coast of Florida. The fees paid to the Hilton are:

Six people per boat

Half Day Charter - \$475

Full Day Charter - \$850

More than Six People per Boat

Half day charter - \$475 plus \$55 for each add'l person

Full day charter - \$850 plus \$90 for each add'l person

All charters include the boat, bait and tackle. Any food and beverage is available from the Hilton. A deposit is required prior to arrival and cancellation policy is three weeks. Call **1-850-837-2028**.