



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

July 2005



Timber Resource, Oak Effort Lead Agenda

Changes in forest land ownership and management goals and the Appalachian Hardwood Manufacturers, Inc. Oak Promotion will be the top issues for the 2005 AHMI Summer Family Conference.

Meeting registrations are increasing for the July 24-26 at the newly redesigned Nemaocolin Woodlands Resort and Conference Center in Farmington, PA. The summer meeting is usually hosted within the Appalachian region and is billed as a family affair with participants encouraged to bring their families.

AHMI returns to a redesigned and expanded Nemaocolin. "The additions, improvements and changes at the Nemaocolin Resort are spectacular, making this a true one-of-a-kind location," said AHMI President Mark Barford.

In addition to the outstanding facility, AHMI has developed an interesting and timely business program. Issues to be discussed include forest resources, export promotion, politics and the AHMI Oak Promotion.

The business session speakers are:

Chris Zinkhan - co-founder of The Forestland Group, on the changes in forest land ownership and management goals from emerging timber land ownership groups that are becoming dominant in the Appalachians. Through its funds, the company manages 1.8 million acres of largely hardwood-oriented timberland in 15 states. Zinkhan has researched the application of modern portfolio theory and financial models to timberland investment.

Mike Snow - American Hardwood Export Council, on the new business climate and economic challenges and opportunities in China. He will discuss the effect they will have on the hardwood business in the future.

APPALACHIAN
Hardwood Manufacturers, Inc.

2005 Summer Conference
July 24-26



NEMACOLIN
RESORT & SPA
WOODLANDS

Betsy Ward - The Hardwood Federation, in her first address to the industry since becoming executive director of the federation May 1, discussing her goals for the new federation, and what we need to be doing right now to stay active in federal affairs.

Industry Issues - Other topics will include an update on the recent pallet heat treating and no bark requirements on exported lumber.

AHMI will offer a special session on Tuesday morning hosted by the AHMI Board of Trustees to review current promotion projects. The meeting will begin with an update by staff on the AHMI Oak Promotion, followed by member comments and suggestions, and conclude with a board meeting to discuss and act on those ideas.

"This is another opportunity for AHMI leaders to reach out and listen to members," said Barford. "The board and staff are working hard on several issues, including a targeted promotion of Oak and we want to be sure we are on the right track, and hear other suggestions for ways to advance these efforts.

"The session is open to all meeting registrants, and in fact all members are invited to attend even if they are not able to attend the entire Summer Conference," he said.

(See Meeting on page 2)

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APPALACHIAN Future Meetings

2005 Summer Meeting - July 24-26

The Nemaocolin, Farmington, PA

2006 Annual Meeting - Feb. 23-26

The Registry Resort, Naples, FL

2006 Summer Family Conference July 22-24

The Homestead, Hot Springs, VA

Mark my words.....

By Mark A. Barford, CAE, CF
President

Based on a recent announcement by Bowater, Inc., it seems as though some companies are trying to cooperate with people that have been bent on putting us out of business. Bowater recently announced it had entered into a Memorandum of Understanding (MOU) with several leading conservation groups in order to "protect" the forest.

This has long been a question for our industry: Do we try to work with those groups that oppose us, or just go head to head and confront them? The question is often resolved by delineating groups that are working for a long term healthy forest, and those that are just dedicated to stopping timber management through harvesting for any reason.



Mark A. Barford

An organization like AHMI has been promoting sound forestry for decades by working with schools, organizations and government. We are all for cooperation of the first type. But we have also seen the futility of talking with groups who have a clear negative agenda.

The other problem of working with any one group is that they only represent a small segment of the environmental community. MOUs with one group does not always solve problems with others.

Take certification for example. There are conservation groups that support AF&PA's Sustainable Forestry Initiative (SFI) and others that support the Forest Stewardship Council (FSC), and some that do not support either. Certification in itself will never appease everyone, so there needs to be a different reason for doing it.

In the case of Bowater, they have come to this MOU with two groups (The Dogwood Alliance and the Natural Resources Defense Council) of the latter-type described - generally anti-industry and anti-timber cutting. Bowater has taken a bold step here in order to inspire future cooperation.

We will watch to see if the protest activity from these groups quiets down, which may point the way towards more cooperation. A nice idea, but we won't stop our other more practical long term educational efforts to promote forest management.



MEMBERSHIP

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

Distributor

Timberland Wood Products, Inc.

Danny Conkin, Wendy Jeske, Mike Mallow
920B Indiana Ave.
Sheboygan, WI 53081

Meeting from page 1

The meeting begins with a welcoming reception on Sunday night, July 24, followed by the general session on Monday morning. There will be tournaments for golf, tennis and sporting clays on Monday afternoon followed by a reception Monday evening. The meeting will conclude Tuesday morning with the open members session and board meeting.

AHMI would like to thank the following companies for their sponsorship of Summer Family Conference events:

Sporting Clays Tournament - **Farm Credit of the Virginias**

Golf Tournament prizes - **Aurora Timberland Wholesale Hardwood Lumber Co.** and **Sisler Lumber Co.**

Tennis Tournament - **U*C Coatings**

AHMI meeting registration materials are on pages 5 and 6. Please complete and return to the AHMI with your check as soon as possible. A list of participants who have pre-registered for the meeting is also enclosed. This list was printed on July 5.

There are also a few rooms available at The Nemaquin. Please call 1-800-422-2736.

Summer Conference Agenda

Saturday, July 23

Informal reception for early arrivals

Sunday, July 24

9 a.m. - Early golf at Mystic Rock Golf Course

6:30 p.m. - Reception in Lafayette Gardens

Monday, July 25

8 a.m. - Business session in Lecture Hall

11:30 a.m. - Golf tournament tee times begin

1 p.m. - Sporting Clays Tournament

2 p.m. - Tennis Tournament

6:30 p.m. - Reception in Mulligans

Tuesday, July 26

8 a.m. - Membership meeting in Salon 4

10 a.m. - Board of Trustees meeting

Appalachian Forest Research Kicks Off

For the past year, a number of representatives from the forest industry, government and forestry universities have been meeting to put together an alliance for the purpose of promoting forest research in the Appalachian forest.

Initiated by long-time Appalachian Hardwood Manufacturers, Inc. member MeadWestvaco, the idea of the Alliance is to pull together existing research and determine what research is yet to be done. The final step will be to originate new research either cooperatively with government and universities or independently.

"This will truly be a one of a kind alliance with fantastic potential to be of great assistance to the Appalachian Forest Industry," said AHMI President Mark Barford. "The chance to bring together all of these resources to accomplish research that is directed by the industry that will use it should be of great benefit to the long term health of the Appalachian forest"



The U.S. Forest Service has recently approved matching funds of \$55,000 over a two-year period for the group to help kickoff the project. The group is expected to officially begin work later this summer.

Four or five major landowner companies have already committed to participating, and work will be done this summer to gain support from other companies with Appalachian timberland holdings.

"The Steering Committee has been careful and deliberate to launch the program by hitting the ground running," Barford observes, "so that the industry will see fast results. AHMI is assisting with the organization with no overhead expense to be sure that all monies are used for research purposes."

To learn more about the research alliance, please contact Barford at the AHMI office at (336) 885-8315.

Barford Leads AHEC Seminars In Caribbean

Appalachian Hardwood Manufacturers Inc. President Mark Barford recently led two seminars in the Caribbean for the American Hardwood Export Council (AHEC).

The seminars took place at Kingston, Jamaica and Port of Spain, Trinidad, and covered:

- * natural sustainability of American hardwoods
- * various species of American hardwoods for sale to the export market
- * NHLA grading system and it's application in the buying and selling of hardwoods
- * the importance of establishing a relationship with your supplier to be sure to meet the specific needs of the buyer.

"I have conducted these seminars many times for AHEC and am always pleased to see the positive response American hardwoods have around the world," Barford reported. "The purpose is simply to interest them in our products, and encourage them to follow up directly with sawmiller/distributors of American hardwoods to meet their needs."

Both seminars had about 40 tradespeople selected to be invited who attend at no charge. Attendees came from the construction, furniture and wood using industries.

In addition to Barford, presentations were made by Luis Zertuche, Director of AHEC's Mexico City office, and Dr. Ramon Manrique from the Softwood

Export Council.

"The market in the Caribbean is relatively small, but with tremendous potential," Barford noted. "Both cities have populations in excess of 300,000 people, and both areas face a housing shortage that government is working to alleviate.

"Although they import wood from other countries, they see the United States as a natural close trading partner, and are seeking more information about our products," Barford said.

AHMI Mourns Death Of Mrs. Eva May Hamer

Appalachian Hardwood Manufacturers, Inc. is sad to report the death of Mrs. Eva May Martin Hamer, 95, of Kenova WV. She was preceded in death by her husband, Joe Fisher Hamer, who was a past President of AHMI and worked in the Hamer family lumber business. Mrs. Hamer attended many AHMI conventions and functions with him.

Mrs. Hamer is remembered by those that knew her for her grace, exceptional beauty, strength and loyalty. She is survived by her daughter, Jane Hamer Cross and her husband, John Cross of Huntington. She had four grandchildren.

VA Tech Offers Lean Manufacturing Workshop

The Sloan Foundation Forest Industries Center at Virginia Tech presents the 4th Lean Manufacturing Workshop Series for Wood Products Aug. 8-10 at the Wood Education and Resource Center, Princeton, WV.

Lean manufacturing is a method of doing more with less with an emphasis on producing high quality products with half the effort, space, inventory, and product development time compared with traditional mass production. This course is designed for upper and mid-level production managers who want to learn how to successfully implement Lean Manufacturing concepts in their business. Participants should possess knowledge of value flow through their operations from supplier to customer and have identified a particular product and/or group of similar products to be value stream mapped.

Topics covered include: Principles of Lean Manufacturing; Organizational Culture; Identifying waste; Value Stream Mapping; "Push" vs. "Pull" production;

Barford Attends Furnishings Caucus Meeting

Appalachian Hardwood Manufacturers, Inc. President Mark Barford recently attended the Congressional Furnishings Caucus hearing in Washington, DC. The caucus was founded by Representatives Mel Watt and Howard Coble from North Carolina and is intended to look at potential federal legislative remedies for the struggling domestic home furnishings industry.

The primary speaker was Rob Sligh, Sligh Furniture president and President of the American Home Furnishings Alliance. He spoke of changes in his company that is now dominated by imports with domestic manufacturing limited to assembling overseas manufactured parts.

Sligh said furniture manufacturers need to import to stay competitive. He did not place high value on import restrictions.

"The Caucus is clearly looking for a mutually agreed on way to assist the domestic furniture industry to keep them competitive and protect them from closings," Barford said. "The big issue is that as so many companies fall into importing to keep them profitable, there is less and less demand for the slowing of imported goods. As such, any legislative solution will likely harm as many domestic furniture companies as it may be helping."

Smoothing production and creating continuous flow; Cellular manufacturing; Standard work; Implementation of Lean Manufacturing.

The workshop will be held at the Wood Education and Resource Center (WERC) in Princeton, West Virginia. WERC just off I-77 at Exit 14. For additional information about WERC, please call 304-487-1510 or visit <http://na.fs.fed.us/ea/werc/werc.shtm>.

Lodging is at the Comfort Inn in Princeton, West Virginia. The Comfort Inn is easily accessed from I-77. Off I-77, take exit 9 to Rt. 460 West. Participants are responsible for making their own reservations. Lodging rooms are being held until Aug. 1, 2005 at a reduced rate of \$58 plus tax. To reserve a room, please call 304-487-6101. Be sure to mention the name "Virginia Tech" for the reduced rate.

The 3-day workshop fee is \$625 which covers registration, instructional materials, continental breakfasts, coffee breaks, lunch, and dinner on August 11. To register, go to www.forestindustries.vt.edu. Your registration should be received no later than July 25, 2005. Register early because registrations are limited to the first 25 applicants. For additional information, contact Earl Kline at 540-231-8841 or email kline@vt.edu.

AHMI Plans AWFS Exhibit, Market Visit

LAS VEGAS, NV - Appalachian Hardwood Manufacturers, Inc. will exhibit at the AWFS Fair in Las Vegas from July 27-30.

AHMI has reserved booth 17189 on the first floor of the South Expansion of the Las Vegas Convention Center. It is the first year for the fair in Las Vegas after several years in Anaheim, CA.

AHMI participated in AWFS in 2001 and had good results. More is expected this year with the change in venue and more than 800 exhibitors participating.

AHMI will display general information about Appalachian hardwoods with an emphasis on the Oak Promotion. AHMI members are encouraged to visit or participate in the booth if they will attend the show.

For more information or to receive registration materials, contact the AHMI office at (336) 885-8315.

The show is operating at the same time as the forest Las Vegas Market, the furniture exposition in the Las Vegas World Market Center. AHMI staff will attend the market and report on its inaugural event.

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Hardwood Manufacturers, Inc.



Summer Family Conference The Nemaquin, Farmington, PA July 24-26, 2005

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 Nemaquin, call 1-800-422-2736. The cut-off date for AHMI's room block was June 24, 2005 but a few rooms are still available. CALL TODAY!!

REGISTRATION FEE:

AHMI MEMBER - \$250 per person
MEMBER SPOUSE - \$125

GUEST - \$350 per person
GUEST'S SPOUSE - \$225

CHILDREN UNDER 16 FREE!

Full registration fee will be refunded on cancellations received by June 30, 2005. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S SUMMER FAMILY CONFERENCE

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.
Summer Family Conference
The Nemaquin, July 24-26, 2005

PLEASE REGISTER FOR GOLF (*Mystic Rock, Monday tee times 11:30-1 pm Medal Play*)

Name: _____ Hdcp _____ FEE: \$170

Name: _____ Hdcp _____ FEE: \$170

Name: _____ Hdcp _____ FEE: \$170

Name: _____ Hdcp _____ FEE: \$170

PLEASE REGISTER FOR TENNIS (*Monday afternoon*)

Name: _____ FEE: \$25

Name: _____ FEE: \$25

PLEASE REGISTER FOR SPORTING CLAYS

(*The Nemaquin Shooting Academy, Monday at 1 p.m.*)

(One round of 100 targets - (Includes gun, ammunition and safety equipment))

Name: _____ FEE: \$99

Name: _____ FEE: \$99

TOTAL \$ _____

Check # _____ Received _____



(more on previous)