



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

May 2005



Meeting Offers Wide Range Of Updates

Appalachian Hardwood Manufacturers, Inc. has set its Annual Summer Family Conference July 24-26 at the newly redesigned Nemaocolin Woodlands Resort and Conference Center in Farmington, PA.

This year marks the return to the Nemaocolin and the resort has changed considerably since 1996, the last time AHMI met there. "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.

APPALACHIAN
Hardwood Manufacturers, Inc.
2005 Summer
Family Conference
July 24-26



NEMACOLIN
RESORT & SPA
WOODLANDS

"From the brand new Chateau, to the PGA tournament golf course, to the finest sporting clay shooting range in the east, there is no

rock left unturned to make this resort a memorable experience," he said.

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

"We have commitments from knowledgeable speakers on each of these subjects who will share their expertise with us," Barford said. "It promises to be another great meeting."

The meeting begins with a welcoming reception on Sunday night, July 24, followed by the general
(See Meeting on page 2)

Crowd Down, Mood Upbeat At Market

HIGH POINT - While the crowd was down, the Spring 2005 International Furniture Market here was positive for furniture manufacturers.

The market is held twice annually for manufacturers to display new product and existing lines to retail customers. Most manufacturers unveiled a handful of new pieces or expansions of existing lines with new finishes or looks.

The market includes all facets of home furnishings from traditional wood pieces to upholstery and accessories. A trend this market for several wood manufacturers was darker finishes with burl wood inserts and overlays.

"The wood on display this market was very impressive," said AHMI President Mark Barford. "We saw deeper finishes that really brought out the grain and distinctive look of the wood. From this we learn that consumers like wood and want wood, and that is good for lumber suppliers."

The spring market attracts more than 1,200 exhibitors from around the world. Many manufacturers reported a decline of 6-10 percent in attendance from the previous year. These same companies reported that orders were written for summer delivery and anticipate further demand.

"While the market was not as strong as in previous years, the overall mood is very upbeat," Barford said. "There is good news in that."

The furniture industry is preparing for its first Las Vegas Market at the World Market Center in July. AHMI staff will be in Las Vegas participating in the AWFS Show and will visit the Las Vegas furniture market.

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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**

Over the past few years, with our industry struggling to adjust to the volatile conditions of the hardwood lumber market, volunteer association leaders have been meeting to discuss ways the hardwood industry can combine their efforts.

One of the purposes is to be sure all associations are working together and not duplicating efforts, with the desired end result being industry dollars used to maximum benefit. I applaud these efforts and join you in thanking these men and women for taking time to work on behalf of the industry.



Mark A. Barford

After all, your associations are your business partners. Our goal is to assist you in making your businesses profitable, and completing action as a group that is unattainable individually.

I am happy to report that the staffs of the various groups work together to solve common goals. The clear evidence of that is the success of the three hardwood coalitions that AHMI supports: (1) the American Hardwood Export Council, with a nearly 20-year track record of associations and individual company members working for the common cause of promoting hardwoods overseas; (2) The Hardwood Council, which promotes hardwoods domestically; and (3) the fledgling Hardwood Federation working together on federal legislative issues. AHMI is active with all three groups and we provide financial support to each.

In the end, your hard working leaders need to hear from you. AHMI has held various member sessions over the past few years to listen to your needs as the association strives to stay out in front of the issues. In addition to our producer and distributor annual meetings, we conducted a facilitated roundtable discussion of all members two summers ago. This summer, AHMI's board will host a special Tuesday morning "issues" program, and we invite all association members to attend.

Our leaders are hard at work, but like everything that gets done at an association, it is the participation of the members that makes it successful. We thank you and look forward to seeing you in July.

Meeting from page 1

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 an open members session and board meeting.

"Based on the tremendous crowd we had at Kiawah, I encourage members to get their room reservations early. Summertime in southwest Pennsylvania is a popular tourist time, and rooms will sell out," Barford said.

The business session speakers are:

Chris Zinkhan - Forest Land Group, on the changes in forest land ownership and management goals from emerging timber land ownership groups that are becoming dominant in the Appalachians.

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.

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.

On Tuesday morning, all registrants are invited to attend a special session hosted by the AHMI Board of Trustees to review current promotion projects initiated by the association. The meeting will begin with an update by staff, followed by member comments and suggestions, and conclude with a board meeting to discuss and act on those ideas.

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

"The meeting 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.

Registration materials are included with this newsletter. Please see pages 6 and 7 for AHMI registration forms and page 8 for the hotel registration form. If you have questions, please call the AHMI office at (336) 885-8315.

Survey: Cherry, Maple & Oak Top Wood Species

HIGH POINT, NC – A survey of showrooms at the 2005 International Home Furnishings Market found an almost identical volume of wood pieces on display in 2005 while the species continues to evolve into a mixture of American and International species.

The annual Furniture Styles/Material Use Survey is administered by Appalachian Hardwood Manufacturers, Inc. (AHMI). The survey began in 1934 to track wood species and design style trends in home furnishings at the High Point market.

It is completed each spring with crews visiting showrooms to record bedroom and dining room groups, wall units, entertainment centers and home office on display for 2005. The results are measured against previous markets. The 2005 survey was completed on April 19.

The report for 2005 saw a marginal increase in wood furniture compared to the previous year and a broader mix of species. The trend of Chinese produced goods continued to gain momentum, the survey reports.

An estimated 65,000 manufacturers, sales representatives, furnishings buyers, interior designers, suppliers, and news media attended the 2005 market. The attendance was equal to the April 2004 figures, most exhibitors reported, and attendees were placing orders for the upcoming summer and fall.



Georgia Tech student Josh Schwab and Cliff McKittrick of McKittrick Lumber prepare to tally species at furniture market

Cherry, red oak, maple and pine continue to be the top four species on display in all wood furniture categories, the survey found. Rubberwood and other Asian species continue to close the gap on the traditional American species.

According to the survey results for bedroom and dining room groups, the top species was American Cherry with 16% of the furniture surveyed. Cherry was followed by Hard Maple 10%; Red Oak 9%; Pine 8%; and Rubberwood at 6%. Hard Maple and Red



AHMI's Tom Inman (left) stands with students and instructors from Georgia Tech who assisted with the furniture wood species and design survey.

Oak traded places from the 2004 results.

Rounding out the top 10 were White Oak, Ash and Mahogany, all with 5%; Alder 4%; and Other at 6%. This was a combination of 14 Asian species of wood.

Dividing the two categories found a slight change in the ranking of species on display. The top-10 species order for bedroom groups were: American Cherry; Hard Maple; Pine; Red Oak; Rubberwood; Others combined; Ash; Alder; White Oak; and Mahogany. The top-10 species order for dining room groups were: American Cherry; Red Oak; Hard Maple; Rubberwood; Mahogany; White Oak; Alder; Pine; Ash; Walnut; and others combined.

American wood species that reported modest gains were Cherry and Hard Maple. There was a slight decline in Red Oak. Identifiable wood species on display amounted to 82 percent of the home furnishings, up 1 percent from 2004.

Painted on wood, printed on wood, overlays, and brass-glass-metal combinations were down slightly to comprise 18% of the bedroom and dining room groups.

The survey also counts the style on display. With recent style changes in the marketplace, survey officials combined categories for 2005 to traditional and contemporary. The traditional category includes all of the previous categories of American, English, French, and Spanish. The contemporary category includes all others.

Considering the combination for both 2005 and 2004, the style percentages for bedroom and dining room were exactly the same as 2004. The traditional

(See Wood Species on page 4)

ALC Holds Family Beach Outing

The Appalachian Lumberman's Club held its annual family beach outing this past weekend at Myrtle Beach, SC. The group returned to the Ocean Reef Resort, which has served as the host for many years.

The group met informally but did have time for a business meeting to install new officers, including Dave Redmond of **Highland Hardwood Sales** as president; Steve Cash of **Jim Cash Lumber Co.** as vice president, and Kim Vollinger of **W.M. Cramer Lumber Co.** as secretary/treasurer.

Fred Hardin of **Gilkey Lumber Co.** deserved special thanks for his extra efforts in arranging and organizing the hospitality suite and receptions.

"It was the usual good time had by all," said AHMI President Mark Barford, "with a crowd in excess of 200 people, including many members of AHMI, and other players in the Appalachian hardwood industry. Although the weather was not perfect, all enjoyed the camaraderie, and the chance to talk business in an informal setting."

The Club meets four times a year with dinner meetings, and the family beach outing on the first weekend of May. For information about the group, contact Dave Redmond at 1-800-241-3370 or Kim Vollinger at (828) 397-7481.



MEETINGS

Barford Talks Appalachian To Pacific Lumbermen

Appalachian Hardwood Manufacturers, Inc. President Mark Barford recently addressed the Pacific Coast Wholesale Hardwood Distributors Association at its 82nd Annual Convention held in Kona, Hawaii. The meeting was well attended by the majority of PCWHDA members from California, Oregon, Washington and Hawaii.

Barford's remarks centered on the status of the hardwood industry, and an encouragement for their expanded use of Appalachian hardwoods.

"This organization has been around just a little longer than AHMI, and they have a dedicated membership of owners and principals of the largest hardwood wholesalers in the West," Barford said. "Their responses and questions lasted as long as the presentation, as they share some of our concerns for the hardwood industry, while noticing an uptick in demand."

"With the changes to traditional hardwood markets, AHMI staff is seeking opportunities such as this to meet and address buyers of Appalachian Hardwoods wherever they are."

Wood Species from page 3

(Special thanks to Virginia Tech and Georgia Tech for sending students to assist with the species and design survey)

styles amounted for 81% of the furniture on display and contemporary was 17%.

A slight increase in wood use was reported again in 2005 for products in the home office, entertainment center and wall units categories. The number of pieces on display this market increased about 1 percent, maintain a trend upward since 1999.

According to the 2005 numbers, red oak [24%] cherry [18%], hard maple [12%], white oak [8%] and pine [8%] were the most popular wood species used in wall units, entertainment centers and home office. Painted on wood, printed on wood, overlays, and brass-glass-metal combinations totaled 9%, down 1% from the previous market.

The survey crew discovered 24% of the products shown at the market were made in the USA, and 76% were imported or made from a combination of U.S. and imported pieces. The numbers reflect a 4% increase for imports from the previous year.

The origin was a major shift from 1999 when 48%

of goods were made in the USA and 52% were imports or made from a combination of U.S. and imported pieces.

"The survey found many of the same percentage results as 2004 and minor increases in the total number of units," Barford said. "That is really not surprising given today's market for furniture. These are good figures and I believe we will continue to see strength in sales of wood home furnishings."

The survey is an unbiased attempt to track bedroom and dining room groups, identifying the units by style and the materials used in the manufacturing process. Entertainment centers, wall units and home office categories were added in 1999. The survey crews walk by every showroom and include the tally of wood imitations, metal and glass, and other materials to reflect what is happening in all segments of the market.

For more information, contact AHMI at (336) 885-8315 or visit online at www.appalachianwood.org.



GROUP RESERVATION REQUEST FORM

GROUP: Appalachian Hardwood
Manufacturers Association

DATES OF EVENTS: 7/24-26/05

ACCOMMODATIONS: Please reserve the following:

TODAY'S DATE: _____

NAME: _____

Number of Adults: _____

Number of children: _____

ADDRESS: _____

Children Ages: _____

EMAIL _____

PHONE: _____

FAX: _____

ARRIVAL: _____

DEPART: _____

Accommodation Type: _____

Number of Rooms: _____

Chateau: 7/24 & 25 ---- \$295.00

Lodge: 7/24 & 25 ----- \$225.00

**** 6% Sales Tax will be added****

****Rooms Based on Availability****

Rates shown are per accommodation, per night

Room Type Preference: King Size Bed: _____

Two Double Beds: _____

*****This is **not** a guarantee but a preference only*****

RESERVATIONS ARE DUE BY JUNE 24, 2005 TO ENSURE AVAILABILITY.

A DEPOSIT MUST GUARANTEE RESERVATIONS EQUAL TO A ONE NIGHT STAY OR TOTAL PACKAGE, BASED UPON YOUR CONTRACTED AGREEMENT. A WRITTEN CONFIRMATION WILL BE MAILED TO YOU. SENDING A RESERVATION REQUEST FORM DOES NOT GUARANTEE YOU WILL RECEIVE AN ACCOMMODATION. IF ALL ROOMS FROM YOUR BLOCK ARE ALREADY RESERVED, YOU WILL BE NOTIFIED AND ASSISTED TO FIND ALTERNATIVE ACCOMMODATIONS.

CANCELLATIONS WITHIN FOURTEEN (14) DAYS AND NO SHOWS WILL BE ASSESSED FOR THE FULL STAY. ANY CANCELLATIONS PRIOR TO THE 14 DAYS OF ARRIVAL WILL BE ASSESSED A \$25.00 ADMINISTRATIVE FEE.

CREDIT CARD INFORMATION:

CARD NUMBER: _____ EXPIRATION DATE: _____

CARDHOLDER'S NAME: _____

PLEASE PRINT

SIGNATURE OF CARDHOLDER: _____ DATE: _____

Check-in Time after 4:00PM --- Check-out Time by 11:00AM

PLEASE REMIT THIS FORM TO:

Nemacolin Woodlands Resort & Spa
1001 LaFayette Drive, Farmington, PA 15437
FAX : (724) 329-6947



AHMI's Mark Barford left talks with a furniture designer at the AHMI display during the American Society of Furniture Designers meeting

AHMI Shows Oak To Designers

Appalachian Hardwood Manufacturers, Inc. began its Oak Promotion with a special display for the American Society of Furniture Designers.

The group met during the International Home Furnishings Market in High Point. The program served as a chance for designers to gather socially and also honor student design contest winners.

"We were very pleased to take advantage of this event to begin our Oak Promotion," said AHMI President Mark Barford. "We were able to talk one-on-one with most of the designers in attendance about the beauty and characteristics of Oak and the AHMI Oak Wheel received a lot of attention."

AHMI works closely with ASFD and sponsors the annual Pinnacle Award Design Contest in the fall.



FORESTRY

Myers Named Director Of Forest Management

WASHINGTON - U.S. Department of Agriculture Forest Service Chief Dale Bosworth recently announced the appointment of Charles "Chuck" Myers as director of forest management.

The overriding objective of the Forest Service's forest management program is to ensure that the national forests are managed in an ecologically-sustainable manner. It includes guidance, administration, and support of the agency's forest products management and sales programs.

Myers' priorities for the program include the implementation of components of the Healthy Forests Initiative, especially stewardship contracting and woody biomass utilization.

"I am pleased to be selected to lead such a challenging and exciting program for the agency," said Myers. "My emphasis will be to further the goals of the Healthy Forests Initiative by reducing hazardous fuels and restoring adapted fire ecosystems in our national forests and grasslands."

Myers began his Forest Service career in 1979 with the Allegheny National Forest in Pennsylvania. He has held several positions throughout the agency's eastern region, including forest supervisor in the Monongahela (WV) national forest. Myers is a graduate of the Pennsylvania State University with a bachelor's and master's in forest science.

Study: National Forests Need Reforestation

WASHINGTON, DC - The House Forests and Forest Health Subcommittee recently held an oversight hearing to review the findings of a report released by the Government Accountability Office (GAO), Better Data are Needed to Identify and Prioritize Reforestation and Timber Stand Improvement Needs (GAO-05-374).

The report found that the rise in acres of national forestland needing reforestation can be attributed to increased wildfire, insect infestation and disease outbreak, and that failure to accomplish reforestation work may result in increased costs, persistent brushfields, and even compromise the ability to meet forest management objectives such as the restoration of habitat for wildlife species.

"The restoration and recovery our federal forestlands are crucial to the long-term viability of our forests," said U.S. Congressman Greg Walden of Oregon. "Species rely on healthy forests for habitat; erosion and run-off can contaminate watersheds; tourism and recreation drastically slow when forests are not vibrant and healthy; and any potential value to be had from the removal of dead and diseased trees to make way for reforestation quickly fades. We need to make sure that our federal land managers have the tools necessary to be the best stewards of our land, not the slowest. This report demonstrates the need to proactively manage our forestlands to prevent these catastrophic events from occurring in the first place," he said.

APPALACHIAN

Hardwood Manufacturers, Inc.



Summer Family Conference The Nemaocolin, 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 Nemaocolin, call 1-800-422-2736. The cut-off date for AHMI's room block is June 24, 2005.

REGISTRATION FEE:

AHMI MEMBER - \$250 per person

GUEST - \$350 per person

MEMBER SPOUSE - \$125

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)