



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

November 2005



## Inter-Industry Attendees Talk Species, Freight

Dialogue about species availability, freight difficulty and what is happening with oak were at the center of the Appalachian Hardwood Manufacturers, Inc. 2005 Inter-Industry Meeting.

The annual session brings together AHMI producers and distributors to meet with the consumer members and discuss common issues. The format for this year was designed to facilitate discussion using roundtables.

Approximately 50 people participated in lively discussion on the assigned topics. Each table then reported on their discussion and there were many common themes.

"This was an excellent opportunity for our members to talk about what was happening and their operations and how other people may or may not be experiencing the same thing," said AHMI President Mark Barford. "We learned that many are having the same success in a few areas and the same problems in others."

Furniture manufacturers said that maple demand should remain constant in the near future as production increases following the furniture market. Other species needs were divided among cherry, poplar and ash.

The participants at all tables agreed that successes were found in markets for hard maple and poplar while grade and size had limitations. The greatest troubles were reported in truck availability and markets for oak.

"Everyone reported problems with trucking and not only the expense of freight but even the availability of trucks," said Barford. "A few have had discussions with the railroad but little success."

(See **Inter-Industry** on page 4)



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### APPALACHIAN Future Meetings

**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

The National Hardwood Lumber Association just completed its rescheduled annual meeting in Denver, CO. You may remember that for the second time in four years, NHLA was forced to move its meeting venue from New Orleans. Now, if you were like me, you wondered just what we might find in the way of weather, especially since Denver had 18 inches of snow just a few weeks ago.



**Mark A. Barford** But as fate would have it, the weather cooperated, as did the attitude of most attendees. Although the crowd was down from the anticipated attendance at New Orleans, a crowd of 750 people had a great chance to catch up on the industry buzz. With people coming and going, there was never a time when all of us got together in one room but there was ample opportunity to meet everyone at some time during the week.

The meeting began with a great keynote address from Johnny Bench, who shared anecdotes about his rise from a small town in Oklahoma to one of the best catchers of all time. The meeting then broke up into a series of seminars and interactive sessions on a host of issues. A presentation by Judd Johnson of the Hardwood Market Report on the current state of the industry was particularly timely and well attended.

Certainly the loudest industry buzz at the convention was the continued concerns about Red Oak. Tom Inman of our staff joined Charlie Netterville representing the Hardwood Manufacturers Association, to review current efforts on Oak promotion. The discussion ranged about the enormity of the task ahead and the importance of working together. Attendees expressed support for the extensive efforts AHMI has taken, and the short term plans for more promotion. Members can be proud that we are an action group and moving swiftly on this tremendous challenge.

Next September, barring any unforeseen circumstances, NHLA will meet in San Antonio, Texas. We are looking forward to attending and meeting with the hardwood industry to share our ideas. Before that though, we look forward to seeing you at the AHMI annual convention February in Naples, FL, to lay out strategies for 2006.



## MEMBERSHIP

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

### Supplier

Butch Wilson  
Ligna Machinery  
P.O. Box 4307  
Burlington, NC 27215

## AHMI Remembers Bonnie Neff Hoover

Appalachian Hardwood Manufacturers Inc. is saddened to report the death of Bonnie Neff Hoover in September following complications from surgery. She was a former president of AHMI and had been a long-time supporter of the association, its activities and the industry. She was the co-owner of Neff Lumber Mills in Broadway, VA.



**Bonnie Hoover**

Mrs. Hoover was president of the association from 1990-1991 and is the only woman to serve in leadership of AHMI.

A business woman and community leader, Mrs. Hoover received several personal business awards including 1989 "Man" of the Year in Forestry by the Virginia Forestry Association. Memorial contribution information is available from the AHMI office.

## AHMI Mourns Death of Gerard Murray

Appalachian Hardwood Manufacturers Inc. is saddened to report the death of Gerard Murray, the founder of U\*C Coatings, Buffalo, NY.

Murray started the company in 1971 and developed protective coatings for the wood industry. In 1980, he invented Anchorseal, a wax emulsion end sealer for logs and lumber.

He is survived by his wife, three sons and one daughter.

## Foresters Discuss, View Squirrel Habitat

ELKINS, WV – Enhancing habitat for the endangered West Virginia Northern Flying Squirrel (NFS) through silvicultural practices that release and regenerate desirable species is the goal of a pilot Safe Harbor Agreement (SHA) under development on Kumbrabow State Forest.

Appalachian Hardwood Manufacturers, Inc. Forestry Division members heard a panel discussion by representatives of the West Virginia Division of Forestry, WV Department of Natural Resources, Wildlife Resources Section, and the US Fish and Wildlife Service who are cooperating on this project. The effort has implications for other land managers who manage northern hardwoods in the higher elevations of eastern West Virginia.

During a dinner meeting at the Graceland Inn at Davis and Elkins College, panel speakers outlined the issue and explained the concept of a Safe Harbor Agreement (SHA) which would conserve habitat in baseline areas and provide for habitat enhancement in restore areas. Outside the baseline area, traditional silvicultural activities could be implemented without field review.

The participants also traveled to Kumbrabow for a first hand look at the pilot SHA. The forest is west of Cheat Mountain with elevations ranging from 2300' to 3930'. The timber type is primarily northern hardwoods with smaller concentrations of conifers including red spruce, eastern hemlock, and Norway spruce planted by the CCC.

The tour began where NFS survey nest boxes had been placed and the group learned about habitat needs. Stops included research locations where cultural work will be performed to favor mid-story red spruce in stands. This work will expand NFS habitat when placed adjacent to existing good habitat. The final stop was a stand of hemlock infested with wooly adelgid above a hardwood site with little to no conifer component. It is hoped that areas like this can be managed with fewer constraints since they do not represent NFS habitat.



**AHMI Forestry Division members tour the squirrel habitat in the Kumbrabow State Forest and view nesting boxes (right) in West Virginia**



At the wrap up session, the principals involved in developing the SHA outlined their next steps and desire for a document that would be useful for other forest managers in the region. "We hope that through this agreement, another aspect of forest management can be demonstrated on State Forests," said Barbara Breshock, WV Division of Forestry.

The Forestry Division will continue to follow this issue and report on its progress.

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## Bill Calls For Land Sale To Fund Hurricane Relief

WASHINGTON - U.S. Rep. Tom Tancredo of Colorado recently called for the sale of federal land to fund Hurricane Katrina relief efforts.

His bill would require the Interior Department to sell 15 percent of the federal land it controls, excluding national parks and Indian land. The Agriculture Department also would be required to sell a portion

of the land it controls.

"Environmental radicals put up regulatory roadblocks to use of our national land, often miring any sensible land use proposal in endless litigation. My bill would give environmentalists an excellent opportunity to put their money where their mouth is and buy up federal land for conservation," Tancredo said.

## AHMI Details Effort, Offers Oak Focus At NHLA Convention

Appalachian Hardwood Manufacturers, Inc. staff participated in the recent Red Oak Forum and lead the Oak Focus Group at the recent National Hardwood Lumber Association Convention in Denver.

The forum was designed to educate attendees about existing efforts to promote oak. AHMI's Director of Communications Tom Inman explained the association's effort and displayed more than 20 panels and samples that highlight new looks for oak.

The presentation included traditional and contemporary designs in new finishes, two-species designs with light and dark finishes and Quarter Sawn Red Oak and White Oak.

The AHMI promotion began in early summer as the association addressed the needs of members and the industry which was impacted by a decline in demand for oak. The association's board decided to develop a program to educate wood manufacturers about the characteristics and availability of oak.

The forum included presentations on the Hardwood Manufacturers Association's sponsorship of a solar house design contest. A third panelist was from a custom flooring manufacturing company in California that had unique designs for oak floors.

"People were very excited to see our samples and hear that we are going to manufacturers with the new look for oak," Inman said. Attendees discussed the need for additional work and expansion of the promotion to include consumers.

Inman lead a Focus Group for women attending the convention to obtain their input on the fashion of hardwoods in the home. Participants were shown a series of photographs and actual wood samples to offer their choice in design, colors and finishes.

"They were able to chose from cherry, maple and oak and tell us what they like and do not like about each species," he said. "They also reviewed more than 20 sample of oak with a variety of finishes and treatments and were very positive in their response."

The results will be combined with other focus group research completed by AHMI and announced at a future date. For more information about the AHMI Oak Promotion, please contact Inman at the AHMI office at (336) 885-8315 or by e mail to tom@appalachianwood.org.



**Participants in the AHMI Inter-Industry Meeting**



**discuss species availability and freight issues.**

### **Inter-Industry** from page 1 \_\_\_\_\_

Markets for oak lumber continue to be limited to flooring and a declining percentage of cabinets. Flooring manufacturers in attendance said they expect sales to maintain current levels and grow in the next six months.

The session was followed by a reception and dinner and presentation by the Sloan Center for Forest Products Marketing program at Virginia Tech.

"This is an exciting new project at Virginia Tech and allowed our membership to hear about the work they are doing and more importantly the work they would like to do for the industry," Barford said. "This center should become a terrific resource for research and marketing assistance."

Earlier in the day, a sporting clays tournament was held and winners were John Link and Gordon McIlvain. The golf tournament winners were Low Gross - Paul Baity and Low Net - Howard Carr.

Also of note, in the golf tournament Jimmy Thornberry of Thornberry Enterprises, Jeffersonville, KY, hit a hole-in-one. Congratulations!

## Furniture Market Attendance Declines

HIGH POINT - While overall attendance was down slightly from the previous year, furniture manufacturers reported that retailers remain upbeat about the prospects for sales in the next six months.

The Fall 2005 International Home Furnishings Market in High Point was held Oct. 20-26. Market leaders took extra measures this year to increase the visibility of market and make it easier for buyers and exhibitors. The results were difficult to gauge.

"We did see people arriving for market earlier than in previous years and several showrooms began seeing customers on Monday before the official opening," said AHMI President Mark Barford. "The huge crowds are probably a thing of the past as the market becomes more streamlined and the industry continues to adjust."

There were more than two dozen introductions in wood by various manufacturers like Stanley, Kincaid, Century, Bernhardt and Hooker Furniture. The introductions included new groups and additions to existing lines.

Popular species for the fall lines are cherry, hard maple and ash. Oak maintained its place in home office and entertainment categories.

The Market Authority announced changes in the dates for future markets in High Point following a survey of exhibitors and retailers. Beginning in 2007, the furniture market will be held in March and September and will have a Monday-Sunday format.

The market dates for 2006 are April 27-May 3 and Oct. 16-22.



**Teen Bungalow by Stanley Furniture won the Juvenile Furniture Design Award**

## Stanley Furniture Wins Pinnacle Design Award

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. presented the 2005 Pinnacle Award for Juvenile Furniture to Stanley Furniture Company designers.

The group Teen Bungalow was honored for its "Sophisticated style and rich surfaces that acknowledges the adult side of the teen," according to the judges' comments. The bedroom group was designed by Michael Warren, ASFD and Shannon Lookabill for Stanley Furniture and is produced from cherry veneers and solids.

"AHMI is very pleased to sponsor this program and honor furniture designers for their work," said AHMI Director of Communications Tom Inman. "We have sponsored the juvenile category for five years and four of those awards have gone to a Stanley Furniture Co. design."

"This has been very successful for us to keep the name Appalachian Hardwoods before the people who are initiating the trends in furniture design," he said. "We were very pleased to see wood designs win in each category in which they were competing."

The 10th annual Pinnacle Awards program of the American Society of Furniture Designers honored the latest designs in 15 categories including furniture, accessories and lighting. The program included a review of winners from the past 10 years.

The group also honored Matt Hurley, Lead Designer at Otto & Moore, Inc. Furniture Designers in High Point, NC, with the first ASFD President's Award.



**Georgia Tech furniture design students tour Stanley Furniture showroom**

## AHMI Prepares For 2006 Annual Meeting

Appalachian Hardwood Manufacturers, Inc. is returning to the Registry Resort February 23-26 in Naples, FL, after a very successful meeting there in 2001.

For 2005 there is an special incentive to attend - discounted room rates. Due to the recent bout with hurricanes, the resort was hungry to get repeat business and the association took advantage by securing a great rate on a very busy weekend.

According to Appalachian Hardwood Manufac-

turers, Inc. President Mark Barford, "The Registry Resort has added a \$50 million renovation since we were there, including the addition of a new night club, new spa, remodeled lobby, and refurbished rooms. The rate of \$305 per night that we have for 2006 is \$50 less than the 2001 rate, and a significant value for this prime weekend in February."

An invitation along with registration materials will be sent out in the next few weeks to members who will get first chance at the rooms.

## Barford Updates NCFA On State Of Hardwood

Appalachian Hardwood Manufacturers, Inc. President Mark Barford addressed members of the North Carolina Forestry Association (NCFA) at its annual meeting in Asheville, NC on the subject of the outlook for the hardwood industry.

The talk was in keeping with the theme of the meeting looking at the future of the forest and forest products industry in general. Other presentations covered subjects such as the future of the domestic pulp and paper industry, environmentalists actions and government response.

"There were a number of concerns regarding the

industry during the meeting, including the down sizing of the pulp and paper business," Barford reports. "but in general the mood was upbeat regarding future markets of forest products. I reminded timber growers of the steady demand for hardwood products, and the continued need for high quality timber management to supply the hardwood industry."

NCFA membership is primarily landowners and loggers, but includes all aspects of the wood products industry in North Carolina. It currently is the largest state forestry association in the country, with over 5,000 members.

## USFS Studies Certification

The U.S. Forest Service is investigating "green" certifications to educate the public that forests are not harmed by producing the lumber.

A portion of the Allegheny National Forest in Pennsylvania will be the first of several national forests to undergo an audit under the standards of two major systems: the Sustainable Forestry Initiative and the Forest Stewardship Council.

The Forest Service said it is following a global trend to have third parties declare forest management as sustainable, and needs the public's confidence as it faces new challenges, such as invasive species, global warming and combating unauthorized off-highway vehicle trails.

The sustainability standards address issues such as making sure new trees are growing to replace those that are cut, controlling erosion and protecting fish and wildlife habitat and clean water.

Logging companies hope bringing in a third party to validate forests will break the gridlock that has crippled timber production from federal lands and allowed fires to damage public and private timber.

## House Eyes ESA Changes

WASHINGTON - The U.S. House recently passed legislation that could greatly expand private property rights under the environmental law.

By a vote of 229-193, lawmakers approved a top-to-bottom overhaul of the 1973 Endangered Species Act, perhaps the nation's most powerful environmental law. The law has led to contentious battles over species such as the spotted owl, the snail darter and the red-legged frog.

The bill would require the government to compensate property owners if steps to protect species thwarted development plans.

It also would make political appointees responsible for some scientific determinations and would stop the government from designating "critical habitat," which limits development.

The Fish and Wildlife Service says there are 1,268 threatened and endangered plants and animals in the United States. About a dozen have gone off the list over the years after they were determined to have recovered; nine have become extinct.