



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

May 2006



AHMI Members Invited On HMA Mill Tour

Appalachian Hardwood Manufacturers, Inc. members have been invited to participate in the 2006 Northeast Regional Tour of the Hardwood Manufacturers Association June 7-8 in central West Virginia.

Tour sites include:

Allegheny Wood Products, Inc., Princeton, WV, which was built in 1996 and purchased by Allegheny Wood Products in September 2004. The mill runs two shifts, employs 90 people and produces 34 million bf of hardwood, annually. (AHMI Chairman John Crites has offered a personal invitation to AHMI members to participate in the tour of the Allegheny mill and other properties.)

Columbia Forest Products, Craigsville, WV, built this core veneer plywood facility in 1991 and it began operations in 1992. It consumes 55 million bf of yellow poplar, basswood and sycamore logs each

year and produces nearly 200 million square ft. of veneer annually.

Collins Hardwood, Richwood, WV, originated in 1901 and Collins Hardwood began operating the Richwood mill in 2005. It employs 69 people, runs two shifts and produces 20 million bf annually.

U.S. Forest Service, Princeton, WV, field office of the Forest Service's Northeast Research Station, the Forestry Sciences Laboratory at Princeton, WV, focuses on R&D to advance more efficient uses of the northern forest resource.

The host hotel is Holiday Inn Oak Hill, Oak Hill, WV, and telephone is 304.465.0571. While the cut-off date has passed, rooms may still be available.

To register for this meeting, please visit online www.hmamembers.org/meetings. AHMI members can register at the HMA member rate of \$130.

AHMI Meeting Topics: Oak, Europe, AF&PA

Appalachian Hardwood Manufacturers, Inc. members and guests will learn about the latest efforts to promote Oak and expanding markets in Europe for American hardwoods.

The 2006 AHMI Summer Family Conference is set for July 23-25 at The Homestead, Hot Springs, VA. The luxury resort located offers appointed rooms and suites, superb dining, a myriad of sporting activities and outdoor adventure.

An addition to the Monday business session will be a presentation by David Venables, American Hardwood Export Council European director, on markets in Europe. He will share a report on existing markets and plans AHEC has for developing new business for American hardwood lumber sales into Europe.

Previously announced speakers include The New Oak Partnership Co-Chairman Victor Barringer, also president of Coastal Lumber Co. He will update meeting participants on the Partnership's work to date and plans for the future.

A third presentation for the business session is American Forest & Paper Association President Henson Moore. This will be one of his last presentations as AF&PA leader because of his announced retirement later this summer. Moore will detail his tenure at AF&PA and its direction for the future.

The conference begins with a welcoming reception on Sunday at 6:30 p.m. The business session is Monday morning with golf, tennis and sporting clay

(See Meeting on page 3)

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

APPALACHIAN Future Meetings

2006 Summer Family Conference July 23-25

The Homestead, Hot Springs, VA

2007 Annual Meeting - Feb. 22-25

Long Boat Key Resort, Long Boat Key, FL

Mark my words.....

By Mark A. Barford, CAE, CF
President

I agree with professional marketing people who say if the United States is going to stay competitive in a global economy, "we have to learn to think outside the box." Many folks wonder whether this is a clever cliché and how it may look in real life.

Let me give you an example. Furniture makers two decades ago realized that change was in the air, and stopped building manufacturing facilities. Instead, they started building warehouses and began attending overseas tradeshows. They realized to stay in the furniture business they needed to move away from their "box" of buying raw material, building furniture, and then selling to the market. Instead they learned import/assemble/manufacture furniture using the "best value" supplies from around the world controlling the sales. Their record is remarkable with furniture sales more than doubling, and American companies still dominating the brands.

My telephone company is another great "out-of-the-box" story. They used to provide me telephone service only – now I get Internet and cell phone sales and service along with it. They became marketers of "communications" instead of just telephones.

AHMI is thinking outside the box as well with two programs this spring. The first is The New Oak Partnership, which utilizes our past history of successful promotion, then adds in the expertise of modern technology through the development of a great website. In addition, participation now includes industry companies and associations from around the country, not just in the Appalachian region (*see list on page 5*).

The second is participating with the Hardwood Manufacturers Association's industry tour in West Virginia. Your association leaders have been careful not to duplicate activities being done successfully by other groups – but rather to share in efforts for mutual benefit. Examples include The Hardwood Council and The Hardwood Federation.

So, what are you doing to think outside the box? Are there new markets that before seemed too difficult to reach? A new product line that better meets your customers needs? Once you are out of the box, you will begin to realize just how restraining it was.



Mark A. Barford

F&W's Jess Fitzpatrick Dies

ELLCOTTVILLE, NY - Appalachian Hardwood Manufacturers, Inc. is saddened to report the death of Gerard "Jess" Fitzpatrick in April. He was 78.

Fitzpatrick was a native of Salamanca, NY, and began working at Fitzpatrick and Weller Co. in Ellicottville in 1949. He served as president of the family company since 1965.

Fitzpatrick is survived by his wife, three children, six grandchildren, and two brothers (Dana Fitzpatrick), one sister, and several nephews and nieces.

AHMI Prints Resource Guide

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. has published its Appalachian Hardwood Lumber Resource Guide for 2006.

The book is the annual Membership Directory and is the association's main promotional piece for Appalachian hardwood lumber. It also lists company and contact information for all AHMI members and advertisements. For additional copies, please contact the AHMI office at (336) 885-8315.

AHMI, VT Seek Survey Input

Appalachian Hardwood Manufacturers, Inc., in cooperation with Virginia Tech's Department of Wood Science and Forest Products, is seeking assistance in evaluating common management benchmarks used by industry partners.

The information will allow the AHMI and Virginia Tech to develop programs to meet industry needs better and increase the competitiveness of the industry. The electronic questionnaire should take about 15 minutes to complete. You can access the questionnaire by visiting:

www.survey.vt.edu/survey/entry.jsp?id=1145212808984

Please be assured that all individual responses will be held in strict confidence and only aggregated responses will be reported. Please help the industry by completing the questionnaire today.

If you have any questions regarding the questionnaire, please contact Bob Smith, Extension Specialist, at 540-231-9759 or rsmith4@vt.edu.

Correction

In the April issue of *The Standard*, AHMI incorrectly reported the location of Leonard Lumber Co. The company is located in Durham, CT.

AHMI apologizes for any confusion.

Furniture Market Has Darker Tones For Wood

HIGH POINT - The Spring 2006 International Furniture Market here was highlighted by medium and darker finishes for wood.

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

An obvious trend for this spring was medium and darker finishes for wood furniture, reports Tom Inman, AHMI director of communications. Clear and lighter colors were less prominent.

"The majority of introductions we saw were finished in a medium brown or a darker brown than we have seen in several markets," Inman said. "It appears that manufacturers are moving away from the clear and the light finishes of the last several years to give consumers a new look."

While the annual Design and Species Survey will be completed at the fall market, a few introductions in Oak, Cherry, Ash and Soft Maple were prominent. Stanley Furniture introduced a group in Ash and a second in Oak veneers and solids. Hooker Furniture Co. offered a group in Oak and Kincaid Furniture Co. expanded several existing lines.

Meeting from page 1

tournaments early Monday afternoon. A reception is scheduled for Monday evening. The AHMI Board of Trustees will meet Sunday at 4 p.m.

AHMI last met at The Homestead in 2002. It is ranked among the world's finest golf and spa resorts and is steeped in the rich and timeless tradition of Southern hospitality that treats all visitors with a gracious and welcoming atmosphere.

"We always plan the summer meeting within the Appalachian region and know The Homestead is a member favorite," said Mark Barford, AHMI president. "It is an excellent facility and we look forward to a great meeting."

Registration materials are included in this newsletter. The Homestead registration form is on page 4. (Please note that The Homestead does not accept telephone registrations)

The AHMI Meeting registration form can be found on page 8 of this newsletter.

Both registration forms are available online at www.appalachianwood.org. If you have questions, please call the AHMI office at 336-885-8315.



Stanley Furniture's L.A. Powell shows oak veneer / ash group to AHMI's Tom Inman

"One of the most exciting things about this market was attendance at 98,900 people," Inman said. "This is the first time they have had central registration and one of the largest crowds ever reported so that is good news for furniture."

The market includes all facets of home furnishings from traditional wood pieces to upholstery and accessories. The spring market attracts more than 1,200 exhibitors from around the world. Many manufacturers reported an increase in from the previous year which was down from 2004.

WV Jury Finds For Plaintiffs

BECKLEY, WV - A six-person jury found in favor of more than 500 plaintiffs in southwest West Virginia in a flood damage lawsuit and two forest land management companies.

Jurors found that the use, alteration, and disturbance of the land owned by Western Pocahontas Properties Limited Partnership and Western Pocahontas Corporation increased the water runoff after a July 2001 storm and that the runoff led to streams overflowing their banks.

The jury also determined that the use, alteration, and disturbance of the land was unreasonable.

The verdict allows about 500 residents to seek damages from Western Pocahontas Properties and Western Pocahontas Corp. in later trials. The trial has been closely watched because it is the first of several alleging that logging practices and mountaintop removal mining contributed to flood damage.

The next step in the trial is phase two where the jury will determine a dollar amount for the plaintiffs. It is expected to begin in 30 days.

The Homestead Reservation Form
Appalachian Hardwood Manufacturers, Inc. July 22 – 25, 2006

*The following daily rates are **per room, per day** based on the Modified American Plan (Breakfast and Dinner). Please circle preferred rate:*

ROOM:		SUITES: (Based on availability)		
Single Occupancy	Double Occupancy	Junior:	Single - \$385.00	Double - \$465.00
\$280 Per Room	\$360.00 Per Room	One Bedroom:	Single - \$470.00	Double - \$550.00
		Two Bedroom:	Available Upon Request	

Children sharing room with parents:

0 to 5 years - Complimentary 6 to 12 years - \$47.00 13 to 18 years - \$ 68.00

Additional Adult - \$115.00 Per Person, Per Day. 15% resort service fee is additional. Package prices are subject to applicable state and local taxes (currently 7%) in effect at the time of check-in.

Arrival date: _____ /Time: _____ Departure date: _____ /Time: _____

Name (please print) _____ No. of adults _____

Room mate (if applicable) _____

Address _____

City _____ State _____ Zip Code _____

Daytime Telephone _____ FAX _____

Email Address: _____

Children's names and ages: _____

An advance deposit **equal to one night's room rate** is required to guarantee your reservation. **Early mailing of reservations is highly recommended.** Confirmed reservations are based on room availability. Reservations must be received by **June 16, 2006** or until the room block has been filled. Deposit may be made with Visa, MasterCard, American Express, Diner's Club, and Discover, **which will be charged when reservation request is received.** If deposit is by check payment must be received with this reservation request. **Deposit is refundable if notice of cancellation is received at least 7 days prior to the scheduled arrival date.**

For special billing your organization has the option to prepay this stay (Room rate, service fee & taxes). Please check the box for this option.

Credit Card No. _____ Expiration date _____

Visa _____ MasterCard _____ American Express _____ Discover _____ Diner's Club _____

Advance reservations and appointments are required for all evening dining and recreation to ensure preferred times. Please call 800-838-1766. Check in time is after 4:00 p.m. Check out time is before 12:00 noon.

Reservations request made by: _____ Date: _____

Dress: During the day, casual attire is preferred. Jeans and bathing suits are discouraged in The Great Hall. In the evening, jacket and tie are required in The Dining Room and jackets elsewhere. Casual attire is welcomed at Sam Snead's Tavern and The Player's Pub.

Mail to: Group Reservations, P.O. Box 2000, Hot Springs, Virginia 24445. FAX request may be sent to 540-839-7922.

Reservations by fax or mail only, no phone calls please. Reservations will be confirmed by mail. Visit the website at

www.thehomestead.com

New Oak Partnership Expands, Reaches Wider Audience

HIGH POINT, NC - Participation in The New Oak Partnership continues to grow as more hardwood lumber producers and distributors join the effort to raise awareness of the beautiful characteristics of Oak in the design and architecture communities.

The Partnership began in January and has expanded to include 43 member companies from across the United States. A list of founding partners, partners and contributors is printed to the right.

This alliance of companies is combining resources to target furniture, kitchen and bath and interior design professionals with an innovative look at Oak's legendary past and its promising future. The campaign includes direct mail, interactive Internet strategy and follow-up to the group we believe sets the design and style.

"The response from the industry for this promotion has been phenomenal," said AHMI President Mark Barford. AHMI is providing administration of the program.

"We are reaching the key people who influence the design and styles of products," Barford said. "It has been very positive and we expect that to continue as we broaden our outreach effort."

The New Oak Partnership is seeking additional assistance at the Partners or Contributor levels. Any financial support is appreciated and will assist in its work.

For more information, contact Barford at (336) 885-8315 or send contributions to The New Oak Partnership, P.O. Box 427, High Point, NC 27261.



the new oak 

Copy of the fourth mailing card

The New Oak Partnership

(as of May 15, 2006)

FOUNDING PARTNERS (9)

Allegheny Wood Products
Coastal Forest Resources
Coastal Lumber
Dunaway Timber
International Industries (Gilbert Lumber)
Kitchen Brothers Lumber
Linden Lumber
National Hardwood Lumber Association
Taylor Ramsey Corp.

PARTNERS (11)

Atlanta Hardwood
Buchanan Flooring
Cole Hardwoods
Columbia Forest Products
Conger Foundation
Jim C. Hamer Company
Hardwood Manufacturers Association
Northland Forest Products
Southeastern Lumber Manufacturers Association
Wellborn Cabinets
Widen Property Management

CONTRIBUTORS (23)

Abenaki Timber Corp.
J. Bruce Barnes, Inc.
E.N. Beard Hardwoods
J.W. Black Lumber
Robert S. Coleman Lumber
W. M. Cramer Lumber
Bill Hanks Lumber
Hardwood Market Report
Hermitage Hardwood
Hull Forest Products
Kendrick Forest Products
Josey Lumber
Neff Lumber Mills
Oakcrest Lumber
P.J. Lumber
Patterson Hardwoods
Pembelton Forest Products
Pike Lumber
Quality Hardwoods, Inc.
Shaver Wood Products
T&S Hardwoods
Turn Bull Lumber
Emmet Vaughn Lumber

AHMI Participates In Wood Flooring Expo

BALTIMORE, MD - Appalachian Hardwood Manufacturers, Inc. participated in the 2006 National Wood Flooring Expo here.

Tom Inman, AHMI director of communications, walked the show flooring speaking with the 600 exhibitors and thousands of attendees about the benefits of Appalachian hardwood lumber. He also visited AHMI members exhibiting at the show.

"This show brings together flooring manufacturers from across the United States and internationally to reach home builders and their installers with displays on the latest in wood flooring products," Inman said. "I saw a mixture of solid wood and engineered products and the majority of it continues to be oak."

He distributed AHMI literature and promotional materials from The New Oak Partnership. Inman also talked with several prospective members.

"This is an excellent show for reaching consumers of our Appalachian hardwood lumber," he said. "Most were very receptive and interested in talking about where Oak is going."



Mitch Carr, president of Augusta Lumber and Monte Bello Flooring of Waynesboro, VA, talks with AHMI's Tom Inman

For more information on the show, please contact Inman at the AHMI office at (336) 885-8315 or e mail tom@appalachianwood.org.

AHMI Member Companies Announce Staff Changes

Two AHMI member companies have announced personnel changes:

Allegheny Wood Products (AWP) announced the restructuring of its corporate management team effective May 1, 2006. John W. Crites, Sr., co-founder and president, will become Chairman of the Board, and his wife, Pat, will continue to serve as corporate secretary/treasurer.

The new management team will be headed by John W. Crites II who becomes president. He joined the company in 1994 after receiving a bachelor's degree in wood technology from West Virginia University. The younger Crites has served as general manager of the company since 2001.

- Vice President of Forest Resources Kelly Riddle is a graduate of West Virginia University with master's and bachelor's degrees in forestry, Riddle has 19 years experience in forestry and timber procurement. He joined AWP in 1992 and formerly served as manager of forestry operations and manages 25 professional foresters in timber procurement and land management.

- Vice President of Operations Tom Plaughter is a graduate of West Virginia University with master's and bachelor's degrees, he joined AWP in 1997 and has served as operations manager for three years. He formerly worked with Westvaco Corporation and

has managed logging and sawmill operations.

- Vice President of Sales & Marketing Dean Alanko is a graduate of Ohio State University, he joined AWP in 2005 when the company acquired the Georgia-Pacific Corporation Hardwood Lumber Division. He has 23 years of expertise in hardwood lumber sales.

Completing the management team is Jim Cole, executive vice president of finance, who has held this position for 20 years. He is a graduate of West Virginia Wesleyan College and West Virginia University, joining AWP in 1986.

AWP operates 12 facilities including six sawmills and six dry kiln operations.

Rex Lumber Co. announces that its board of directors has elected Dave Doucette to the position of vice president. Doucette joined Rex in 1993 and became director of purchasing in 1998 and presently oversees four purchasing agents and is responsible for the purchase of 35 MM of hardwood lumber annually.

A graduate of the Thompson School at the University of New Hampshire with an associate degree in forestry, Doucette has successfully completed the National Hardwood Lumber Association inspection school.

Barford Discusses Log Exports At HPVA Meeting

Appalachian Hardwood Manufacturers, Inc. President Mark Barford addressed the members of Hardwood Plywood and Veneer Association at their spring conference in Myrtle Beach on the issue of log exports.

Recently there have been discussions on the national level about expanding restrictions of log exports from federal lands. Barford was able to address the current law and the consequences of the proposed changes from the perspective of his involvement in the original legislation more than a decade ago.

"The federal land log export restrictions were developed to help protect federal forests of the western United States during a time when large quantities of western softwood logs were going to Japan," Barford noted.

"In general, the hardwood lumber industry wanted to be sure their markets were not restricted, and were able to keep this a West Coast only bill. Now as log buying becomes more competitive, and we see some of the highest quality of logs moving overseas, the hardwood industry may be reassess-

ing the issue," he said.

There are several concerns in trying to change the law that Barford highlighted:

- 1) Federal lands are only cutting a small fraction of their past levels, meaning a change that affects just federal lands would have little meaning
- 2) There are over 10 million private landowners who are against any restrictions in their markets, and have a powerful voice in Washington, so meaningful legislation will be difficult
- 3) The vast majority of logs that are exported are going to Canada, who is a vital trading partner for lumber, and many other products.
- 4) The definition of a "log" varies by users, with some saying that even large cants need to be further processed before shipping.

"The companies cutting veneer see the log export issue with a greater significance as the majority of logs being exported are of higher quality," according to Barford. "Their industry, like ours, has many issues that we need to resolve to keep us competitive around the world, and log export restrictions will likely continue to be one of them."

States Seek Roadless Areas

WASHINGTON - Officials from Virginia, North Carolina and South Carolina have asked the federal government to protect hundreds of thousands of acres in national forests from road construction.

The three states were the first in the nation to ask the Agriculture Department to use a new federal rule that governs whether roads can be built in pristine areas of national forests.

Virginia is seeking protection for 374,000 acres in the George Washington and Jefferson national forests. That's 21 percent of the land in George Washington and 9 percent in Jefferson.

North Carolina is asking that nearly 174,000 acres in the Pisgah, Nantahala and Croatan National Forests remain roadless. That amounts to 15 percent of the national forest land in the state.

South Carolina is asking to save the remaining 7,581 acres without roads in Sumter and Francis Marion National Forests.

Forests must have less than a half mile of road for each 1,000 acres to be considered roadless. The rest of the 624,000 acres in the Sumter and Francis Marion forests already have roads.

Nationwide, about 58.5 million acres of national forests are currently roadless.



Taylor Opposes Land Sale

WASHINGTON — Congressman Charles Taylor opposes the sale of thousands of acres of public land to fund a rural schools program.

The Bush administration proposal includes 6,615 acres in the Pisgah and Nantahala national forests in western North Carolina. Taylor said he doubts the U.S. Forest Service will get far in Congress with the land sale proposal.

A provision included by Taylor in the 2007 Interior Department spending bill bars the Forest Service from using its budget to prepare for land sales.

Thousands of people have sent faxes, e-mails and handwritten letters telling the Forest Service how they felt about the agency's proposal to sell up to 300,000 acres of public land nationwide.

The agency wants to auction public land in 35 states to raise \$800 million over five years for the Secure Rural Schools and Community Self-Determination program. The program, which has been financed with logging receipts from public lands and the general treasury, is up for renewal this year.

APPALACHIAN

Hardwood Manufacturers, Inc.

2006 Summer Family Conference

The Homestead, Hot Springs, VA July 23-25, 2006

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, please complete the form on page 5. For more information, call The Homestead, call 1-540-839-1766. Cut-off is June 16, 2006.

REGISTRATION FEE:

AHMI MEMBER - \$265 per person

GUEST - \$365 per person

MEMBER SPOUSE - \$135

GUEST'S SPOUSE - \$235

CHILDREN UNDER 16 FREE!

Full registration will be refunded on cancellations received by June 30, 2006. 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: _____

REGISTER FOR GOLF (*Lower Cascades Course, Noon Monday Medal Play includes lunch*)

Name: _____ Hdcp _____ FEE: \$150

Name: _____ Hdcp _____ FEE: \$150

REGISTER FOR TENNIS (*Monday afternoon*)

Name: _____ FEE: \$25

Name: _____ FEE: \$25

REGISTER FOR SPORTING CLAYS

(The Homestead Shooting Club at Noon Monday includes box lunch)

One round of 100 targets - Includes ammunition - Gun rental not included

Name: _____ FEE: \$125

Name: _____ FEE: \$125

TOTAL \$ _____

Check # _____ Received _____