



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

October 2006



Inter-Industry Meeting, Tours Draw Interest

Appalachian Hardwood Manufacturers, Inc. is preparing for the 2006 Inter-Industry Meeting with roundtable discussions and tours of a cabinet and a dimension plant tour. The session is planned Oct. 11-12 at the Holiday Inn Golf and Conference Center in Staunton, VA.

The meeting begins with roundtable discussions, a reception, dinner and program the first day and tours the second day. The tours are Thursday, Oct. 12 at **American Woodmark's Hardy County** cabinet facility and **Allegheny Dimension's** plant in Petersburg, WV.

The Inter-Industry meeting begins Oct. 11 with roundtable discussions at 4 p.m. on hardwood industry topics including markets, transportation and other issues important to producers, distributors and consumers. **Consumers are invited to participate for free.**

A reception is set from 6:30-7:30 p.m. Buffet dinner begins at 7:30 p.m. and the program will follow. The keynote speaker is Connie Edwards, lead designer for American Woodmark Cabinets in Winchester, VA. She will discuss trends in the industry and forecasts for the future.

A golf tournament will be held Wednesday at the Country Club of Staunton. The tournament begins at 9:30 a.m. and will be medal play with consecutive tee times. Cost is \$55 and prizes will be awarded.

A sporting clays tournament has been added at the Shenandale Gun Club, a private facility west of Staunton. The 100-round tournament begins at 9:30 a.m. and participants must bring their own guns and shells. The cost is \$50.

The American Woodmark door and frame sub-



Meeting Oct. 11-12

Oct. 11

9:30 a.m. Golf and Sporting Clay tournaments
4 p.m. Roundtable discussions
6:30 p.m. Reception
7:30 p.m. Dinner and Program

Oct. 12

9:30 a.m. Tours of American Woodmark Hardy County Plant and Allegheny Dimension Plant in Petersburg WV. Lunch provided.

assembly plant employs more than 700 people and builds doors, frames, drawer front and valances in Red Oak, Hard Maple and Hickory. The tour will begin at 9:30 a.m. and is expected to last one hour.

The tour continues at Allegheny Dimension in Petersburg, WV. The facility produces furniture components, millwork and architectural millwork utilizing advanced optimization systems and CNC equipment. Lunch will be provided at Allegheny Dimension. Reservations are required for both tours and participants will drive on their own.

AHMI meeting registration is available online at www.appalachianwood.org/meetings.htm. Participants can register online or print out a form and return to AHMI with payment. The registration fee is \$95 for AHMI members and \$195 for non-members.

Hotel rooms at the AHMI rate of \$84 may be reserved by calling the Holiday Inn Staunton at (800) 932-9061. Rooms are still available.

For more information, contact AHMI at (336) 885-8315 or tom@appalachianwood.org.

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web: www.appalachianwood.org

APPALACHIAN Future Meetings

2006 Inter-Industry Meeting - Oct. 11-12, 2006

Holiday Inn Conference Center, Staunton, VA

2007 Annual Meeting - Feb. 22-25

Long Boat Key Resort, Long Boat Key, FL

2007 Summer Family Conference July 22-24

The Greenbrier, White Sulphur Springs, WV

Mark my words.....

By Mark A. Barford, CAE, CF
President

I recently traveled to London and Amsterdam to do a little market research investigating two issues. One, what is the concern amongst European consumers about forest certification. Is it a big issue and how can the hardwood lumber industry, which is by a vast majority non-certified, answer those concerns? The second issue was how do we expand the use of American hardwoods in Europe (which is currently less than 10% of their consumption), and particularly their use of American Red Oak?

On certification, I found the usual mix of responses we find here in the United States. Some have no idea what it is, others have a vague idea that it is good to request, but most think wood is good anyhow. Some users, surprisingly, thought the whole idea was "green washing", or just a way to make a few corporations look good. When asked whether they felt that American hardwoods were sustainable, most said yes, and everyone

agreed they were once we showed them the government statistics. The Europeans are very interested in using American hardwoods, and frankly were more concerned about the price with the weak American dollar.

By the way, one booth at the Detail Show in London had an interesting solution to the problem of certification, called "Make Your Building Green – replace what you have taken." It was a clever idea to replant an equivalent number of trees for the amount of wood used in a building and have that planting audited by one of the green groups. A man in the booth said it has worked for Mahogany and other tropical woods, but he hasn't tried it yet for Cherry or Ash. He was not a big fan of certification.

Red Oak promotion in Europe is a challenge that the American Hardwood Export Council and the New Oak Partnership (NOP) are hitting head on. NOP provided a red oak floor in London and asked designers for their opinion. The reaction was mixed, but many liked the active grain and various colors.

Several inquiries were received for more information and some said they were going to try it.

Once again, the best way to reach out is to meet with people and deliver our message to a small group or one-on-one. The problem is, with 7 million people in London alone, we still have a lot of work ahead.



Mark A. Barford



MEMBERSHIP

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

Consumer

Rockland Flooring
Mike Mallow
8089 N. 200 W.
Monon, IN 47959

AHMI Seeks Sponsors For Consumers

Appalachian Hardwood Manufacturers, Inc. is seeking sponsorships for consumers to attend the 2006 Inter-Industry Meeting Oct. 11-12 at The Holiday Inn Golf and Conference Center, Staunton, VA. This session brings together AHMI members and existing and/or potential customers.

For the past several years, AHMI has offered a sponsorship program and attracted more than 20 lumber buyers as guests of member companies.

All AHMI Producer and Distributor members are asked to sponsor one lumber buyer from the wood consuming industry (furniture, cabinet, moulding, etc.) AHMI staff will make the contact and invite these lumber buyers. Sponsors receive a list of all the buyers in attendance and the opportunity to socialize with these buyers during the reception and dinner that evening. Buyers receive a list of all sponsor companies, addresses, contact names and telephone numbers.

For more information or to sponsor a buyer, please contact Tom Inman at the AHMI office at (336) 885-8315 or email tom@appalachianwood.org.

Stokes County, NC Added To AHMI Territory

During the most recent meeting of the Board of Directors of the Appalachian Hardwood Manufacturers, Inc., the Board added Stokes County, North Carolina to the official territory of the association.

The bylaws describe the territory as counties "having elevations in excess of 1,000 feet above sea level and producing Appalachian Hardwood timber."

"After a thorough review of the counties around the edge of the territory already delineated by the association, it was determined that Stokes County meets the requirements of the bylaws", said Appalachian Hardwood Manufacturers, Inc. President Mark Barford. "In fact, there are portions of the county over 2,000 feet above sea level."

This is the first change of the association's territory for sawmill locations in the past 10 years. Barford said "Stokes County has been overlooked in previous years and left a gap in the membership area that had the lines going around the county," he said. "The board sees this action as closing that gap, and solidifying the appropriate designation of the entire Appalachian territory."



Area in white shows Appalachian Hardwood Manufacturers, Inc. boundary including Stokes County, NC in the center

American Styles Dominate Pre-Market; Fall Furniture Show, Species Survey Set

HIGH POINT - Furniture manufacturers increased the volume of American designs and styles on display at the recent Fall 2006 International Home Furnishings Pre-Market in High Point.

The event is designed as a preview for buyers to see upcoming introductions at market. Manufacturers use the early show to fine tune offerings for the fall. While attendance was down, the volume of American styles were up.

Appalachian Hardwood Manufacturers, Inc. members Hooker Furniture and Kincard Furniture both offered new pieces with strong American styling and from American species Oak and Ash. Stanley Furniture expanded its collection in Cherry and Wormy Maple while other companies boosted offerings in mission styles in Oak.

The semi-annual market begins Oct. 16 and has manufacturers ready to unveil dozens of new pieces in all categories. The fall market runs Oct. 16-21 and changes this year to a Monday-Saturday format.

AHMI has planned the 2006 International Home

Furnishings Market Furniture Design and Species Survey for Thursday, Oct. 19 and Friday, Oct. 20. The survey has been completed for more than 60 years to track the style and species trends at the High Point market. AHMI invites all members to participate in the survey and assist in compiling the data. Please contact Tom Inman to volunteer at tom@appalachianwood.org.

The survey coincides with Supplier Day on Friday. This day the market opens to industry suppliers for visits and contact with manufacturers' purchasing staff.

AHMI again will sponsor a Pinnacle Award during the American Society of Furniture Designers Achievement Awards program on Oct. 16. AHMI awards the juvenile furniture category and three entries are vying for 2006.

For more information or assistance with hotel reservations or driving directions at the October furniture market, please contact the AHMI office at (336) 885-8315.

Hardwood Federation Meets With Legislators

WASHINGTON, DC - The Hardwood Federation recently held its fall meeting in Washington, DC with over 50 representatives from the hardwood industry meeting with their legislators to share issues of concern. The issues included inheritance taxes, harvesting on national forests, maintaining private property rights and government efforts to assure fair trade not just free trade.

"The meeting began with a briefing on the issues, followed by a luncheon with our friends on the Democratic side of the house," said Appalachian Hardwood Manufacturers, Inc. President Mark Barford. "The Democrats were tough to listen to on many of their other issues, but at least the ones we met with agreed on our issues. As long as the conversations were kept on track, it was very amicable."

After an afternoon of visits, the federation sponsored a reception at the Republican Club on Capitol

Hill, which was far more lively and crowded than the luncheon with more than 50 Representatives and Senators in attendance. Federation members were able to join their representatives at dinners set up throughout the city. The visit ended with a business meeting the next morning.

Barford concluded, "The Hardwood Federation now receives support from 28 associations, and has proven to be a great example of bringing the industry together around a single issue – federal government legislation and regulation. All AHMI members are invited to attend Federation meetings, and you can't really know the importance until you go to Washington and meet with the people who will affect our industries success."

"I encourage our members to attend the next one," he said.

AHMI Educates College Students About Hardwoods

Appalachian Hardwood Manufacturers, Inc. recently educated more than 125 furniture design and forestry students about the benefits of Appalachian hardwood species.

The programs were held at High Point University, High Point, NC, and Virginia Tech, Blacksburg, VA. AHMI Director of Communications Tom Inman spoke with five classes in the two schools about the sustainability, characteristics, availability and beauty of Appalachian hardwoods.

At High Point University, students ranged in study from freshmen to seniors but all were enrolled in the school's furniture design program. Inman began his remarks with an explanation of the Appalachian forest and the growing supply of timber resources.

"Students were surprised to learn that we are growing more trees than are being harvested or are dying combined," he said. "They had no idea of the vast resource we have in the Appalachian forest."

The seminar offered species about the availability of each species and also the volume by species that is harvested throughout the region.

"One of the areas of keen interest to them was sustainability," Inman said. "They have an assignment to implement sustainable materials into their designs and I was able to show them how Appalachian hardwoods are sustainable."

At Virginia Tech, the students were enrolled in a graduate program on forest silvicultural practices.



AHMI's Tom Inman talks with students at HPU

Inman shared with them the availability of Appalachian hardwoods and species composition throughout the region.

"This class was interested in changes in the forest in recent years and the timber that is being harvested," Inman said. "It was a great opportunity to showcase what is happening in the region."

The programs were extensions of AHMI's Community Involvement Program that was developed in 1995. Each also incorporated information from forestry and promotion programs the association has developed in recent years.

For more information, contact the AHMI office at (336) 885-8315.

Log Status, Species Demand Key Topics At NHLA

SAN ANTONIO, TX - The National Hardwood Lumber Association held its annual convention here recently and dialogue centered on log availability and markets for hardwood species.

Appalachian Hardwood Manufacturers, Inc. President Mark Barford and Director of Communications Tom Inman attended the convention along with more than 1,000 registrants.

"There was an excellent crowd this year and in general people were upbeat," Inman said. "There is concern about log supply for many mills and finding markets for certain species and grades. Overall, however, people were very pleased with the attendance."

Many attendees commented about the changes in 2005 and their decision not to attend. The convention was scheduled for New Orleans just days after Hurricane Katrina struck. The meeting was moved to Denver, CO, and attendance declined.

"People were ready to meet again and there was very good attendance from Appalachian members," Inman said.

Business sessions included the election of officers for 2006-08. Jim Howard of Atlanta Hardwoods, Atlanta, GA, was named NHLA president. Ted Rossi of Rossi American Hardwoods, Cronwell, CT, was named first vice president and Dave Redmond of

Highland Hardwood Sales, Augusta, GA, was selected second vice president.

Participants heard a teamwork message from Mike Eruzione, the captain of the U.S. Olympic Hockey Team that won the Gold Medal in the 1980 Olympics. He encouraged attendees to take practices from athletics like teamwork and focus on goals and implement those in the workplace.

A hardwood market analysis was given by Judd Johnson of Hardwood Market Report and Dan Meyer of Weekly Hardwood Review. Both discussed the decline of Red Oak over the past 12 months but commented on its stabilization in recent weeks. Both said declines in production have led to improvements in market conditions.

Johnson said hard maple prices have leveled off and maintained current conditions for several weeks. Meyer offered forecasts of the remaining quarter of 2006 and into 2007 that show modest gains for some species and market and declines for others.

Copies of their reports can be obtained from them directly at their websites www.hmr.com and www.hardwoodreview.com.

The NHLA Convention is set for 2007 in Washington, DC, Sept. 12-15. The 2008 meeting is scheduled for San Francisco, CA, Oct. 8-11.

The New Oak Partnership Offers Update At NHLA

The New Oak Partnership gave an update on progress to date during the 2006 National Hardwood Lumber Association Convention in San Antonio, TX.

More than two dozen Partnership members and guests attended the session lead by Steering Committee Member Dean Alanko of Allegheny Wood Products, Petersburg, WV. He thanked the members for their participation this year and encouraged others who had not given to join the effort.

Alanko explained the Partnership is an alliance of companies who are combining resources to promote Oak to designers and architects. More than \$450,000 has been raised from 67 companies.

Appalachian Hardwood Manufacturers, Inc. serves as the administrators of the Partnership. AHMI President Mark Barford explained the promotion has four components:

- (1) direct mail postcard to 8,000 designers and architects
- (2) an interactive website
- (3) student design contests at four universities



- (4) press work through trade publications

AHMI Director of Communications Tom Inman detailed the promotion. He said five cards have been mailed to the designers and architects and showed examples. The promotion drives recipients to the website which offers examples of design work, sample colors in Oak, showcases for product and general information on the sustainability, versatility and characteristics of Oak.

Inman also explained the design competition set for 2006-07 at four universities. The Partnership will sponsor contests for students to design furniture in Oak and will be awarded scholarships.

"Overall the message was well received and our partners report they are pleased with our progress," Inman said. "We look forward to the continued progress of this campaign."



APPALACHIAN

Hardwood Manufacturers, Inc.

Inter-Industry Meeting - Oct. 11 & 12, 2006

Holiday Inn Golf & Conference Center, Staunton, VA

To accurately plan the functions and ensure all members and guests 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.** AHMI has reserved a block of rooms at the Holiday Inn Golf & Conference Center, Staunton, VA, for \$84 per night. Call (800) 932-9061 to reserve a room. Ask for the AHMI room block to receive the special rate.

MEETING REGISTRATION FEE: \$95 for members / \$195 for non-members

Cancellations after Sept. 29 will be subject to 50% forfeiture.

Register Online at www.appalachianwood.org/meetings.htm

PLEASE REGISTER THE FOLLOWING FOR AHMI'S MEETING

NAME: _____ **BADGE NAME:** _____ **FEE: \$95 / \$195**

NAME: _____ **BADGE NAME:** _____ **FEE: \$95 / \$195**

Company: _____

Address: _____

City _____ **St.** _____ **Zip** _____

_____ people will attend the tours at American Woodmark and Allegheny Dimension

PLEASE REGISTER THE FOLLOWING FOR GOLF

Country Club of Staunton (adjacent to Holiday Inn), Staunton, VA. Consecutive tee times beginning at 9:30 a.m. Medal play.

GOLF: _____ **HANDICAP** _____ **FEE: \$55**

GOLF: _____ **HANDICAP** _____ **FEE: \$55**

PLEASE REGISTER THE FOLLOWING FOR SPORTING CLAYS

100 rounds at the Shenandale Gun Club, Staunton, VA. Participants must provide gun and shells.

CLAYS: _____ **FEE: \$50**

CLAYS: _____ **FEE: \$50**

TOTAL: _____

Check for \$ _____ encl. Date: _____ By: _____