



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

January 2008



AHMI Celebrates 80 Years in 2008

It's the year of the 8's for Appalachian Hardwood Manufacturers, Inc.

The association will mark "80" years of promotion, education and service to members at the "2008" Annual Meeting and Convention on Feb. 20-24 at The Marco Island Marriott, Marco Island, FL. The meeting will be highlighted by informative business sessions, change in leadership, new board members and of course fellowship with AHMI members..

"For eight decades, the mission of AHMI has been to promote Appalachian hardwood lumber and products around the world and we have been very successful," said Tom Inman, AHMI president. "When you talk to hardwood users, they know that Appalachian is special and lumber from this region has properties that are unique.

"Combine that with our Verified Sustainable message and Appalachian continues to gain favor," Inman said. "That is our focus, increasing favor in the marketplace and providing wood consumers with the information to make wise purchasing decisions."

Inman will present a look back at the past 80 years during the 2008 Annual Meeting on Feb. 23. He will review the highly successful promotion campaigns of the past, the people involved and the changes for the association over the past right decades.

The report will be followed by a presentation on plans for 2008 including expansion of the Appalachian Hardwood Verified Sustainable program and introduce a pilot project for forest certification.

AHMI's Verified Sustainable program was introduced in 2007 and 74 companies are currently enrolled. More than 9,000 certificates have been distributed around the world.

"We continue to hear very positive reports from

AHMI Annual Meeting

Feb. 20-24

Marco Island Marriott, Marco Island, FL

Please make your room reservations today

by calling **1-800-438-4373**

The room block cutoff is Jan. 22

Please register online at

www.appalachianwood.org/meetings.htm

or see page 6 of this newsletter

members of the acceptance of this promotion from their customers," Inman said. "Other companies are learning about it and contacting AHMI about membership and what it takes to be involved."

The AHMI Board of Trustees plans to announce an agreement for a certification pilot program with one if not both major U.S. certification schemes. AHMI staff and leaders have worked for several months to develop a program to assist AHMI member companies to achieve certification for operations.

"We want to offer members all of the options available and help them understand and participate if their business calls for it," Inman said. "We believe that working together as an association, we can develop the best offerings to fit the needs of the marketplace at a price that is economically feasible."

With the Presidential, Senate and House elections in 2008, AHMI members will receive an update from Hardwood Federation Executive Director Deb Hawkinson. The plans for the Federation should be

(See Meeting on page 3)

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web: www.appalachianwood.org

APPALACHIAN Future Meetings

2008 Annual Meeting - Feb. 20-24

Marco Island Marriott, Marco Island, FL

2008 Summer Family Conference July 27-29

The Grove Park Inn, Asheville, NC

2008 Inter-Industry Meeting - TBA

The way I see it...

By Tom Inman, AHMI President

...the current market climate for hardwood lumber is _____. You fill in the blank.

I talk with a variety of AHMI members and non-members during the course of a week about the market. When I ask how business is, everyone has a word for that blank. Few are positive, most are realistic and others I choose to not repeat.

There are some BRIGHT spots in the marketplace. *FDM* magazine recently published its 2008 forecast and among the positives are:

1) Store fixtures - Commercial building and renovation continues at a stable pace during this housing downturn. Those who make the interior panels, trim, flooring and more are optimistic about commercial construction.

2) Millwork - ditto for the moulding industry with particular strong markets in the southwest and west. The forecast reports that school, hospital and assisted living facility construction will continue to be strong.

3) Cabinets - New home construction is expected to remain in a slump and cabinet manufacturers are aiming at remodeling, according to *FDM*.

One cabinetmaker told me last week that their designs and new finishes for 2008 were specifically for homeowners seeking a fresh, new look. AND they also have new product in OAK!! They realize home sales will be sluggish and available credit limited so remodeling is their target.

4) Furniture - Hmm. *FDM* was less optimistic with furniture for 2008, citing the Aktrin Center report that furniture sales will be slow because consumer spending will be off. Slow sales means slow purchasing of materials to build the furniture.

Keep in mind these are all domestic forecasts. International markets for American hardwoods are a mixed bag for 2008 and the American Hardwood export Council is predicting growth in Asia and specifically Vietnam, the Middle East and parts of Europe.

Challenges exist in all of these and the next 30-90 days will have its share. How the industry reacts and more importantly acts to shape its own future is paramount.

AHMI enters its 80th year with a strong membership, greater focus than ever on promotion and a mindset of working together to improve markets for Appalachian Hardwoods. Down cycles have come before and we will get through this.



MEMBERSHIP

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

Distributor

Germain Lumber Co.
Preston Germain
304 Center Avenue
Pittsburgh, PA 15215

Supplier

Dantherm Filtration
Mike Archer
PO Box 429
Thomasville, NC 27361-0429

New members are the lifeblood for all organizations. If you know of a company that should be a member of AHMI, please contact Tom Inman at (336) 885-8315.



1928-2008

AHMI's 2008 Renewals

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. mailed its 2008 membership renewal information on Dec. 1. For the 16th consecutive year, AHMI dues have remained at the same level for all divisions.

Membership in the association assures the promotion of Appalachian hardwood lumber and products will continue around the world. AHMI signed up 18 new members in 2007. Exciting plans are developing for 2008 that will further benefit member companies with certification and promotion, said AHMI President Tom Inman.

"We have accomplished many key promotion programs in 2007 and will expand those efforts this year to reach a wider audience," he said. "Our plan is that the association will grow and continue to adapt to the marketplace."

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

Meeting from page 1

of keen interest.

The second day of business will focus on transportation issues. AHMI has invited representatives from the major eastern U.S. Port authorities to explain each of their facilities and share in a panel discussion of freight issues at the ports.

The Marco Island Marriott recently completed a \$187 million renovation and redesign. There are renowned restaurants, championship golf, a world-class spa and a wide range of activities. These include upscale shops for men and women, a free-form fantasy pool with views of the Florida Gulf, new dining options and completely redesigned and redecorated guest rooms.

"The facility is truly first class and you walk out of the resort right onto the white sands of the Gulf of Mexico," Inman said. "We are going to take advantage of that with a special beach reception one night where participants can sport their Hawaiian shirts and flip flops and relax."

AHMI will recognize members achieving 50-year and 25-year status. There will also be the annual golf, tennis, and sporting clays tournaments.

"This year will mark the changing of leadership for AHMI," Inman said. "For the past two years, John Crites has done an exceptional job directing the board and leading the association and he will be handing the gavel to Rick Armstrong of Homer Gregory Co."

The ladies are invited to a special luncheon on Friday, Feb. 22 at 12:30 p.m. hosted by Mrs. Pat Crites at the condominium adjacent to the Marriott. An invitation and RSVP request is included with the registration packet members receive upon completing their registration.

AHMI has rooms remaining and members are urged to make their resort reservations as soon as possible. **The room cutoff is Jan. 22** and reservations can be made by calling 1-800-438-4373.

Please view more information about the resort at www.marcoislandmarriott.com or contact the AHMI office at (336) 885-8315.

Flights to Florida in February also fill very quickly. The closest major airport is in Ft. Myers and is 50 minutes away. Rental car agencies report that availability can be limited because of demand during this peak season. Please make your travel plans soon to receive the best choices.

A meeting registration form is on page 6 of this newsletter or you can register and pay online at www.appalachianwood.org/meetings.htm.

2008 Annual Meeting Agenda

Wednesday, Feb. 20

6 p.m. Early Bird Reception *Chairman's Suite*
Dinner on your own

Thursday, Feb. 21

4-5:30 p.m. Registration *Lobby area*

6 p.m. Welcoming Social *Tiki Beach*
Dinner on your own

Friday, Feb. 22

9 a.m. General Session *Palms Ballroom*
80th Anniversary Presentation

AHMI Member Anniversaries
AHMI Verified Sustainable Successes -
Panel Discussion

AHMI Certification Program Pilot

12:30 p.m. Golf Tournament *The Rookery*
Medal Play

1 p.m. Sporting Clays *Port of Islands Gun Club*

6 p.m. Reception *Sunset Terrace*
Dinner on your own

Saturday, Feb. 23

8 a.m. Producers Meeting *Palms Ballroom*
(open to producers only)

8 a.m. Distributors Session *Palms Ballroom*
(open to all meeting attendees)

9:15 a.m. General Session *Palms Ballroom*
80th Annual Meeting, Chairman's Report
and 2008 Plan of Work

Election of Officers and Board
Eastern U.S. Port Authorities Roundtable -
Various representatives

2008 Election Cycle and Hardwood
Federation - Deb Hawkinson, HF Executive
Director

12:30 p.m. Golf Tournament *The Rookery*
Consecutive Tee Times - Captain's Choice

2 p.m. Tennis Tournament *Marco Island*
Club Courts

6:30-7:30 p.m. 80th Anniversary Reception
Palms Ballroom Royal & Coconut

7:30 p.m. 80th Anniversary Banquet
Palms Ballroom Royal & Coconut

Sunday, Feb. 24

NO FORMAL BUSINESS

HAVE A SAFE TRIP HOME!

2007 AHMI Year in Review

PROMOTION - Domestic

- Implemented the Appalachian Hardwood Verified Sustainable campaign which utilizes U.S. Forest Service data for the Appalachian Region as defined by AHMI to verify the sustainability of the Appalachian Hardwood resource. The promotion certifies membership in AHMI and provides members with certificates, labels and letters explaining that timber growth exceeds harvests by more than 2-to-1. AHMI developed a new website appalachianhardwood.info and promoted the effort through advertising and public relations. Seventy-two AHMI member companies are participating in the program.



- Administered The New Oak Partnership (NOP) campaign to educate designers and architects about the beauty, sustainability and versatility of Red Oak and White Oak. The campaign has been four-pronged: direct mail, interactive internet, college student design and partnership with the American Hardwood Export Council. AHMI oversees the campaign with a Steering Committee of NOP members. NOP redesigned its website and added new images, expanded its "green" message, and began a relationship with a national spokesperson to promote Oak. NOP also had a booth at the International Home Furnishings Market to promote The Big Idea Student Design Contest winners.



- Published 2007 AHMI Resource Guide with member information listings and advertisements. This piece was delivered to 7,000 wood consumers.

- Participated in Spring and Fall International Home Furnishings Markets in High Point, NC. Staff visits to AHMI member companies showing at market and prospective members.

- Administered the annual Wood Species and Design Survey at the Fall International Home Furnishings market. Results of survey were distributed to media and furniture designers.

- Sponsor of the American Society of Furniture Designers Pinnacle Award presented at ASFD annual banquet.

- Distributed thousands of promotional brochures and wood sample kits to wood consumers, individuals, schools and civic groups.

- Participant in state, regional and national association meetings and trade shows.

- Financial support of the Hardwood Federation, Hardwood Council, and the American Hardwood Export Council.

PROMOTION - Export

- Member of the American Hardwood Export Council. AHMI staff participated in seminars and tours at Interzum in Cologne, Germany and the AHEC European Convention in Amsterdam, Netherlands

- Distributed trade leads to Export Division members.

EDUCATION

- Assisted Hardwood Federation in legislative programs to U.S. Congress.

- Assisted member companies in Community Involvement Program presentations as requested. Completed programs at Virginia Tech and North Carolina State University.

- Co-sponsor teacher education workshop in Tennessee.

- Scholarships presented to West Virginia University and Virginia Tech students in forestry programs.



2007 AHMI Year in Review

MEMBERSHIP

- Membership in AHMI reached a 20-year high in 2007 with 215 member companies.

FORESTRY

- Administration of the Appalachian Hardwood Forest Research Alliance to partner with foresters in developing and completing forest research projects. AHMI oversees project to store existing research and design future projects to assist Appalachian hardwood foresters. Four projects were initiated on

- Held Forestry Division meeting and tour at the Twin Falls State Park in West Virginia. Tour included flooded areas and successful location of cerulean warbler.

- Advocate for active management of our Eastern hardwood forests through letter writing, visits with decision makers, and participation in pro-forestry groups.

- Staff is active with several state forestry associations, the Society of American Foresters and on the board of the North Carolina Forestry Association.

MEETINGS

2007 Annual Meeting - Longboat Key Club, Longboat Key, FL

2007 Forestry Division - Twin Falls State Park, WV

2007 Appalachian Tour in conjunction with the Hardwood Manufacturers Association - Central Pennsylvania

2007 Summer Family Conference - The Greenbrier, White Sulphur Springs, WV

2007 Inter-Industry Meeting - The Carnegie, Johnson City, TN

NCSU Offers Lumber Drying Courses

PRINCETON, WV - How to dry hardwood lumber bright, white and flat is the focus of a one day workshop at the U.S. Forest Service's Wood Education and Resource Center on March 13.

The workshop is sponsored by the USFS and North Carolina State University's Wood Products Extension. The program will deal with how to handle logs and lumber to avoid stain, stacking procedures that produce flat lumber, low temperature drying schedules that produce quality results and equalizing and conditioning that produce lumber that is flat and stress free.

Attendees will be eligible for eight hours of advanced dry kiln operators' training for the National Hardwood Lumber Association Master Kiln Operator Certification Program. The course is co-sponsored by the Southeastern Dry Kiln Club.

For more information or to register, contact Dr.

Joe Denig, Wood Products Extension Specialist, NCSU, Campus Box 8003, Raleigh, NC 27695 or email Joe_Denig@ncsu.edu.

Kiln Operator's Course

RALEIGH, NC - A Hardwood Dry Kiln Operator's Short Course will be held March 4-7 at North Carolina State University.

New kiln operators can gain hands-on experience drying a load of lumber. This course has proven to be a valuable refresher for seasoned operators and is approved for CFE Contact Hours, Category 1.

For more information or to register, contact Dr. Joe Denig, Wood Products Extension Specialist, NCSU, Campus Box 8003, Raleigh, NC 27695 or email Joe_Denig@ncsu.edu.

APPALACHIAN Hardwood Manufacturers, Inc.

2008 Annual Meeting Feb. 20-24

Marco Island Marriott, Marco Island, FL

To reserve your room at Marco Island Marriott, call 1-800-438-4373
AHMI's block cutoff is Jan. 22. Gulf View Rooms are \$299

AHMI will mail registration materials to meeting attendees prior to Feb. 15. Please bring your badges and other materials with you to the meeting. To plan functions and include all participants on the Registration List, please complete this form and return with your check to: AHMI, P.O. Box 427, High Point, NC 27261.

Registration before Jan. 25, 2008:
AHMI MEMBER - \$360 per person **GUEST - \$460 per person**
MEMBER SPOUSE - \$240 **GUEST SPOUSE - \$240**
Add \$50 to any registration fee after Jan. 26, 2008
Register online at our website www.appalachianwood.org.

Full registration fee refunded on cancellations received by Jan. 25, 2008. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S 2008 ANNUAL MEETING

Name: _____ Badge Name: _____ FEE: \$ _____
Name: _____ Badge Name: _____ FEE: \$ _____
Company: _____
Address: _____
City/State/Zip: _____

REGISTER FOR GOLF (*Medal Play Friday at The Rookery; Captain's Choice Saturday at The Rookery*)

Name: _____ Hdcp _____ FEE: \$230
Please check: Friday Saturday
Name: _____ Hdcp _____ FEE: \$230
Please check: Friday Saturday

REGISTER FOR SPORTING CLAYS (*Friday 1 p.m.)*
(Lunch, 100-shots, ammunition, gun rental and cart included)

Name: _____ FEE: \$100
Name: _____ FEE: \$100

REGISTER FOR TENNIS (*Saturday at 2 p.m. Marco Island Marriott Courts*)

Name: _____ FEE: \$30
Name: _____ FEE: \$30

Check # _____ Received _____ **TOTAL** \$ _____

