



The Standard

Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.



Since 1928

September 2009

Meeting Offers BioMass Talk; Millwork Tour

The 2009 Appalachian Hardwood Manufacturers, Inc. Inter-Industry Meeting and Tour is set for Oct. 27-28 at the Marriott Griffin Gate in Lexington, KY.

The agenda includes a reception with dozens of lumber buyers from the central Appalachian region, a business program on wood fiber biomass for energy, a tour of Moulding & Millwork of Lexington, KY, fall golf tournament and an afternoon of horse racing at Keeneland.

"We will return to our traditional format this year with fall golf tournament in the afternoon, reception, dinner and program and then a tour the next day," said Tom Inman, AHMI president. "This is a very popular event and we are trying to move it around in the region to benefit as many members as possible."

The keynote speaker is Dr. Bruce Pratt, chairman of the Eastern Kentucky University College of Agriculture. The university has partnered with General Atomics to develop a biomass energy production facility in Clark County, KY. He will discuss the future prospects for wood fiber conversion into energy in Kentucky and the Appalachians.

The meeting will include a tour of Moulding & Millwork in Lexington, KY, a poplar moulding manufacturer. The facility is part of the hardwood division of Sauder Industries Ltd., one of the largest suppliers of wood mouldings in North America, including oak, poplar, hemlock, mahogany, maple, cedar, pine and MDF mouldings with nine manufacturing facilities and 37 sales and warehouse facilities.

The Inter-Industry reception begins at 6 p.m. on Oct. 27 Dinner is served at 7 p.m. with the program to follow. The tour the next day begins at 9 a.m. in Jeffersonville and concludes at 11 a.m.

Sporting events for the fall meeting include the annual golf tournament at 10 a.m. on Oct. 27 at the



Marriott Griffin Gate, Lexington, KY 2009 AHMI Inter-Industry Meeting October 27 & 28

Marriott Griffin Gate course. Lunch will be provided.

Attendees are also invited to Keeneland on Oct. 28 at 12 noon for an afternoon of horse racing. AHMI will reserve a section of seating based on reservations and buffet lunch is included. There is an added fee for the racing and a jacket is required for entrance.

The Marriott Griffin Gate is an excellent facility with nicely appointed rooms and suites and a spa on site. The AHMI rate is \$114 and the room you are encouraged to make your room reservations early. The block is available until Oct. 6 at (859) 231-5100.

You may also reserve your room or register for the meeting online at www.appalachianwood.org/meetings.htm.

There is a registration form on page 6 of this newsletter for your convenience. If you have questions or need assistance, please call AHMI at (336) 885-8315.

AHMI

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Meetings

2009 Inter-Industry Meeting - Oct. 27-28

Marriott Griffin Gate, Lexington, KY

2010 Annual Meeting - Feb. 24-28

Long Boat Key Club, Long Boat Key, FL

2010 Summer Conference - July 24-27

The Greenbrier, White Sulphur Springs, WV

The way I see it...

By Tom Inman, AHMI President

...Appalachian Hardwood Manufacturers, Inc. and the Appalachian Lumbermen's Club have struck a deal that is a Win-Win.

AHMI and ALC have similar missions and membership. AHMI is focused on the promotion of Appalachian logs, lumber and products around the world and forestry programs. ALC is a forum for industry involvement through fellowship, education and promotion. About 60 percent of the membership is common to both groups.

Earlier this summer, AHMI and ALC leaders agreed to a proposal for AHMI to provide administrative services to ALC. The work was formerly completed by volunteers and it had become more cumbersome as the hardwood industry declined and more attention was needed for business.

AHMI has agreed to provide meeting and financial services to the club at cost. The first meeting was held recently in Asheville and while attendance was down from 2008, the new responsibilities went very smoothly.

I am pleased that AHMI can work closely with ALC for the success of both organizations. There can never be too much promotion and time spent getting buyers and sellers together.

...the 2009 AHMI Inter-Industry Meeting is returning to the successes of the past with opportunities for lumber buyers to attend as guests of the association. This practice began in the mid-1990s to attract as many buyers as possible to interact with sawmill and distribution yard sales staff.

This year we will gather in Lexington, KY, for golf, networking during a reception, a dinner program on biomass use for energy sources, and a tour of Moulding and Millwork of Lexington. The dates are Oct. 27-28 and more details are on page 1 and a registration form is on page 6 of this newsletter. You can also register online at www.appalachianwood.org.

The session will end with an afternoon of horse racing at Keeneland. The hardwood industry has become quite a gamble in recent months so what a fitting time at one of Kentucky's finest facilities.

Business and fellowship go hand-in-hand at AHMI conferences and the 2009 Inter-Industry will be exceptional. We hope to attract more than two dozens buyers from flooring, cabinet, millwork, furniture and other secondary manufacturing to the meeting. This is an excellent venue to meet new customers.



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

Distributor

David Mayfield
Mayfield Lumber Co.
PO Box 848
McMinnville, TN 37111

Consumer

Doug Wolford
AMES True Temper
PO Box 8859
Camp Hill, PA 17001-8859

WV Eyes Expanding Ash Quarantine

West Virginia Agriculture Commissioner Gus R. Douglass is considering an expansion of the West Virginia Emerald Ash Borer Quarantine, according to reports from Charleston, WV, recently.

The state has already quarantined the movement of all firewood – as well as ash logs, ash timber scraps and other regulated articles from Morgan and Fayette counties to other West Virginia counties so as to stop the spread of the beetle by artificial means. A similar federal quarantine prohibits the movement of the same regulated articles from regulated counties to other states.

“The discovery of emerald ash borer (EAB) illustrates just how effective these non-native insects and other invasive species can be at moving around undetected until they begin to visibly damage our forests, urban environments and crops,” said Douglass.

The EAB attacks only ash trees. It is believed to have been introduced into the Detroit, MI, area 15-20 years ago on wood packing material from Asia. Since then the destructive insect has been found in Illinois, Indiana, Maryland, Missouri, Ohio, Pennsylvania, Virginia and Wisconsin. In 2007 EAB was detected in Fayette County, WV.

Anyone with questions about EAB or the state EAB quarantine can call the West Virginia Department of Agriculture's (WVDA) Emerald Ash Borer Regulatory Officer Jody Wilson at 304-254-2941 or WVDA's Plant Industries Division at 304-558-2212.

AHMI Offers Access To CoC Certification

Appalachian Hardwood Manufacturers, Inc. has six offerings for members who are seeking "green" documentation for their Appalachian hardwood products.

AHMI announced its partnership in August with the WoodNet Market Council and Southern Forest Network to provide access to Forest Stewardship Council Group Certification to AHMI members. The two companies currently hold group certificates with participants across the eastern U.S.

"We are very excited to expand the resources available from AHMI to our members to now offer a group certification program," said AHMI President Tom Inman. "AHMI members can have forestland and operations certified much easier and at a lower cost than doing this on their own.

AHMI has provided information on the various certification systems for years but became actively involved in its own program in 2006 and partnerships with other schemes in 2007.

AHMI began offering pre-audit services from a contractor in 2008 for members seeking Sustainable Forestry Initiative, Forest Stewardship Council or Program for Endorsement of Forest Certification approval. SFI discounted its fees for AHMI members.

The association also developed a relationship with NSF to provide certification for all of the schemes at a discounted rate for AHMI members.

"Group certification is really the only program we did not have in place and now we have made it easier and less expensive for those who meet the criteria," Inman said. "The program places limits on the number of employees or annual sales but there are options to work within those guidelines that many AHMI companies can meet."

Group certification has distinct advantages by:

- facilitating access to certification,
- creating market linkages,
- developing economic benefits that surpass costs,
- allowing the development of certified supplies from local forests,
- increasing the efficiency of group certification.

Eligibility for group forestland certification is forest area or ownership no larger than 2,470 acres OR the average annual harvest is no more than 20% of mean annual increment and no more than 2.2 MMBF or million board feet annually.

Eligibility for group chain of custody certification is that companies must have no more than 15 employees (including part-time and seasonal staff), OR



AHMI's Green Solutions

Appalachian Hardwood Verified Sustainable certificates

US Green Building Council LEED 5.1 & 5.2 requirement certificates

Pre-Audit Services for FSC, PEFC & SFI certification

FSC Group Certification for forestland and chain of custody

SFI forestland and chain of custody certification cost-savings plan

Audit Services for FSC, PEFC, SFI & American Tree Farm System

gross annual income from wood products of no more than \$1 million AND no more than 25 employees (including part-time and seasonal staff).

The key to all of these offerings is choice.

"We are not promoting one scheme over another, just working out the fine details so every member has all of the information before them to make a wise decision," Inman said.

The Appalachian Hardwood Verified Sustainable program offers certificates and letters verifying the resource is from the sustainable Appalachian Hardwood forest. This marketing effort continues to pay results for AHMI members whose customers do not require a third-party audited system but simply accountability for lumber supplies.

To learn more about all of these offerings, please visit the AHMI website at www.appalachianhardwood.org. For specifics on Group Certification, visit the website and click on the link from the home page. There are forms to print, complete and return to the AHMI office.

Approval for the group program could be completed in less than 30 days. If you have questions, please contact Inman at 336-885-8315.



Emmet Vaughn Lumber Reorganizes Staff



Dan Biggerstaff

Emmet Vaughn Lumber Co. recently announced the following staff reorganization:

Dan Biggerstaff announced his resignation as President effective Aug. 3. He retires after 38 years with Emmet Vaughn Lumber on Sept. 30. Biggerstaff will not leave the hardwood industry but will remain as a consultant with Emmet Vaughn Lumber representing specific mills and customers.



Brad Froning

Chief Executive Officer and Chairman of the Board Emmet Vaughn, Jr., announces the formation of a three-person management team to make decisions governing the company. They are Director of Marketing Jerry Vaughn, Director of Information and Communication Matt Bennett and Director of Fi-



Emmet Vaughn Lumber Management Team (from left) Jerry Vaughn, Jim Speigle and Matt Bennett

nance Jim Speigle. Emmet Vaughn Jr. will remain in his current role.

In other changes, Emmet Vaughn Lumber named Brad Froning as Corporate Sales Manager; Jim Wilder as Corporate Kiln Dried Sales Manager; and Jamie Catlett as Office Manager.

These six employees have more than 175 years combined of service to Emmet Vaughn Lumber Co., which was founded in 1956 by Emmet and Blanche Vaughn. Emmet Vaughn Jr. has been the company leader since 1967.

Hardwood Federation PAC Needs Your Help

Hardwood Federation Political Action Committee Chairman Brad Thompson of Columbia Forest Products encourages AHMI members to participate. The PAC has goals for both fundraising and membership participation in 2009.

A PAC is a respected tool in an industry's strategic plan to impact federal public policy. There are three ways to increase HFPAC funding: ask more people, have more of those asked give, and get more from those who already participate.

The **2009 Hardwood Federation Fly In to Washington is Sept. 22-23** at The Madison, a Loews Hotel on 1177 15th St. NW, Washington, DC. Individuals attending the meeting are asked to make their own reservations by calling The Madison, 800-424-8577. Request the Hardwood Federation group rate of \$249 per night, single or double room.

Also, register with the Hardwood Federation. The form is available from the AHMI office at 336-885-8315.

WVU Awards Bennett Scholarship

West Virginia University Foundation recently awarded the Howard D. Bennett Scholarship to a student in the Davis College of Forestry and Natural Resources.

Tyler S. Evans of Salem, OH, received the grant for the 2009-10 school year. He is a sophomore student majoring in wildlife and fisheries resource management.

"I am extremely privileged to have received this award and will continue to work to the best of my ability in the classroom and in the field," Evans wrote to AHMI. "I want to express my gratitude to everyone at AHMI for making this opportunity possible."

The Bennett Scholarship is named after the former AHMI executive director who helped establish a test forest in West Virginia in the 1960s. The land was later sold and the proceeds used to endow the scholarship program. It is awarded to deserving students in the Forestry and Natural Resources programs each year.

High Point Premarket Traffic Improves

HIGH POINT — Exhibitors at premarket here reported good traffic on the first day of the event, a preview of the October High Point Market.

Case goods source Stanley Furniture saw about 80% of the premarket traffic it was expecting for the two day event by the end of Monday, officials said.

"We've always done premarket and we fully intend to support it. We're nimble enough to make changes a couple of weeks before market," said J. Kevin Bowman, vice president of sales. He said that having a domestic manufacturing capability allows Stanley to make changes to pieces before market, something that often can't be done with imports.

The two-day premarket event was Sept. 14-15 and offered a first look at prototypes of product that will be introduced in High Point when the market opens Oct. 17.

According to the High Point Market Authority, 144 buyers from 69 retail organizations had registered to attend the event - the largest registration since a group of manufacturers began sponsoring premarket two years ago in an effort to revitalize it.

"One thing that's surprising is that with the economy and the crowded trade show schedule, this event is showing strength," said Brian Casey, president of the High Point Market Authority.

Alex Bernhardt Jr., president of Bernhardt Furniture's residential division, said the company has about 45 appointments, up from the last few premarkets. He said the event is benefiting from good business at retail earlier this month.

"It was a very good Labor Day for most retailers and good for most everyone I talked to, large and small," Bernhardt said. "We have two major introductions that many have committed to before premarket."

Hooker Furniture was expecting 30 to 35 appointments for premarket, about on par with what it would normally see at the event, said Phil Garrett, national sales manager of Hooker Furniture.

Las Vegas Market Reports Increases

LAS VEGAS — Attendance and optimism were great for September Market's opening day at World Market Center Las Vegas. Registration numbers are higher than they've been during the last five consecutive markets, and international manufacturers have nearly doubled, officials said.

"It's quite remarkable that we have generated an increase in buyer and designer registration in this economic environment," said Robert Maricich, President and Chief Executive Officer of World Market Center Las Vegas. "It's a new world, in which the industry has to go beyond the trade focus, and directly engage consumers."

During this Sept. 14-17 Las Vegas Market, 94 percent of World Market Center's 1,400 exhibiting companies and lines have launched new products.

Farooq Kathwari, chairman, president and CEO of Ethan Allen, said he could feel that enthusiasm in every aspect of opening day. "There is an attitude that this market exudes. It is really very impressive."

Seventy percent of the products at Market will be available for immediate shipment and Maricich said it couldn't come at a better time.

"Inventories in the entire furnishings pipeline are at unprecedented lows, and any retail activity will flow through the entire supply chain. Particularly for those manufacturers with new products, specials and immediate shipment, I expect they will be favorably positioned to quickly respond to the opportunity."

In conjunction with Market, World Market Center Las Vegas declared September the start of the first National Home Furnishings Month (NHFM) and the launch of the "Is It Home Yet?" campaign's homeyet.com, as a way of encouraging consumer spending.

Maricich said World Market Center decided to invest its own resources in jumpstarting the industry. National Home Furnishings Month includes a key retail period September 19-27, when retailers are encouraged to offer special sale events.

AHMI Verified Sustainable Materials Available

AHMI members are reminded that 2009 Appalachian Hardwood Verified Sustainable materials are available from the AHMI office. These include certificates, letters from AHMI and from the U.S. Forest Service explaining the program and decals for use on packaging or invoices. These materials can be delivered to your company within a few days of placing your order. Please contact the AHMI office at (336) 885-8315.





Appalachian Hardwood Manufacturers, Inc.



Inter-Industry Meeting - Oct. 27-28, 2009 Marriott Griffin Gate, Lexington, KY

To accurately plan the functions and ensure all members and guests are included on the Registration List, 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 Marriott Griffin Gate, Lexington, KY for \$114 per night. Call (859) 231-5100 to reserve a room before Oct. 6.** Ask for the Appalachian Hardwood room block to receive the special rate of \$114.

MEETING REGISTRATION FEE: \$90 for members / \$190 for non-members

The meeting registration fee will be refunded on cancellations before Oct. 1. After that, subject to 50% forfeiture.

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

REGISTER FOR AHMI'S 2009 INTER-INDUSTRY MEETING

NAME: _____ FEE: \$90 / Guest \$190

NAME: _____ FEE: \$90 / Guest \$190

Company: _____

Address: _____

City _____ St. _____ Zip _____

REGISTER FOR FALL GOLF TOURNAMENT on Tuesday, Oct. 27 at 10 a.m.

Marriott Griffin Gate Course, Lexington, KY and includes lunch

GOLF: _____ FEE: \$50

GOLF: _____ FEE: \$50

REGISTER FOR TOUR OF MOULDING & MILLWORK - LEXINGTON, KY

Wednesday, Oct. 28 at 9 a.m. 45 min. east of Lexington. Reservation required

TOUR: _____ FEE: FREE

TOUR: _____ FEE: FREE

REGISTER FOR HORSE RACING AT KEENELAND on Wednesday, Oct. 28

Arrive after tour. Reserved seating and buffet lunch. Jacket required. Races start at 1 pm.

KEENELAND: _____ FEE: \$40

KEENELAND: _____ FEE: \$40

CREDIT CARD PAYMENT (Visa or Mastercard only)

TOTAL: _____

CARD NUMBER _____ EXPIRE _____

CARD BILLING ZIP CODE _____

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