



# Appalachian Sustainable



## Renewals, Resource Guide, Regeneration

The three "R's" for Appalachian Hardwood Manufacturers, Inc. members in February are renewal, Resource Guide and regeneration.

**Renewal** - The overwhelming majority of AHMI members have completed their renewals for 2010 and the Board of Trustees thanks you for your commitment to the projects of the new year. The office has not heard from everyone and the deadline was Jan. 31. If you are an associate member (Distributor, Consumer, Forestry and Supplier) and have not returned your dues payment, please send that immediately to be included in the second "R."

**Resource Guide** - The 2010 AHMI Resource Guide is being redesigned to include information for companies participating in the Appalachian Hardwood Verified Sustainable Program and any forest certification schemes. The new category will assist buyers in making decisions to meet their lumber needs. Guide materials are due ASAP

**Regeneration** - A leading attribute of the Appalachian forest is its regeneration and the numbers continue to improve. AHMI and the Appalachian Hardwood Forest Research Alliance recently held a webinar on the Impacting of Harvesting on the forest. See the complete details on page 5.

For more information on these matters, please contact the AHMI office.

## Annual Meeting Registration Has Late Pickup; Still Room Available To Escape Cold

Appalachian Hardwood Manufacturers, Inc. members can get an early start on Spring with Training in Florida during the 2010 AHMI Annual Meeting.

"Improving Our Game For The New Season" is the theme for the Feb. 25-28 sessions at The Longboat Key Club, Longboat Key, FL. The program includes a new "American Hardwood" promotion effort, online lumber trading in 2010 and updates on forest and chain-of-custody certification programs.

Confirmed speakers are:

1) **Terry Brennan of Baillie Lumber Co.**, who is also the president of the Hardwood Manufacturers Association. He and other industry leaders are developing a strategy for a "unified" promotion program. A recent strategy session provided the framework for a renewed effort.

2) The Responsible Procurement Program developed by the National Wood Flooring Association will be explained by **NWFA Executive Director Ed Korzcak**. The program offers a tiered approach to green marketing from sustainability through chain of custody Forest Stewardship Council certification. More than 60 percent of the U.S. hardwood flooring production is enrolled in the program.

3) The opportunities for online hardwood lumber sales in 2010 will be discussed by **Mike Barrett of Hardwood Publishing**. He will ex-  
**(See Meeting on page 3)**

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## Meetings

**2010 Annual Meeting - Feb. 25-28**

Long Boat Key Club, Long Boat Key, FL

**2010 Summer Conference - July 24-27**

The Greenbrier, White Sulphur Springs, WV

**2011 Annual Meeting - March 3-6, 2011**

Ponte Vedra Inn & Club, Ponte Vedra, FL

## *The way I see it...*

By Tom Inman, AHMI President

...weather is taking a toll on hardwood lumber production across the Appalachian region - both positively and negatively.

Sawmills to the north in New York, Pennsylvania, West Virginia and Ohio are battling freezing temperatures each day and that's hard on equipment. That's the bad news.

Frozen ground, however, has allowed skidders and log trucks to operate and that's good. Many producers in the northern region are reporting adequate log supplies. One was even talking about a quota pretty soon to slow the pace.

Sawmills in central Appalachian would love to have that problem. Snow and rain and temperatures above freezing during the day have made the woods "sloppy," said one sawmiller. Log yards are maintaining a one- to three-week supply in much of the mid section of Kentucky, Virginia, Tennessee and North Carolina.

These scenarios are keeping production at the "slightly below demand" level. That has increased prices for green lumber and bumped prices for kiln dried above market reports - in a few cases as much as \$200 a thousand are being reported for certain species and grades.

How long will this last, I was asked this week. That remains to be determined but as long as log supplies are tight, cash flow is limited, production stays at three or four days a week - the volume of lumber available will be limited.

...work has begun on an American Hardwood Lumber Promotion. A core group of sawmill owners and top management are investigating the merits to revive national marketing efforts aimed at consumers. National and regional trade associations, including AHMI, are part of the dialogue.

We have the best message in the world - an environmentally safe product that meets demands in the marketplace that is legally harvested and made in the U.S. More information to come at the AHMI Annual Meeting and subsequent meetings. The strategy to success and how to pay for it are still to be determined.



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

### Consumer

Sure-Wood Forest Products  
Jesse Choate  
370 Deer Valley Road  
Chilhowie, VA 24319

Appalachian Hardwood Manufacturers, Inc. 2010 membership renewal was due on Jan. 31 for all divisions except Producers who pay on a monthly basis. For the 18th 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 13 new members in 2009.

If you have not returned your dues, please remit at your earliest convenience. For more information, please contact Tom Inman at (336) 885-8315.

The association has also mailed information for the 2010 Appalachian Hardwood Resource Guide. The directory is published annually and distributed to thousands of lumber buyers around the world. It lists each member of the association and details about the company and its offerings.

Reminders about Resource Guide listings were mailed recently. Please complete and return as quickly as possible.

For more information about or participation in the Resource Guide, please contact Tom Inman at the AHMI office at (336) 885-8315.

### **Need Green Certificates?**

2010 Appalachian Hardwood Verified Sustainable certificates are available from the AHMI office. Order your current supply today at (336) 885-8315

## Meeting from page 1 \_\_\_\_\_

plain the company's WoodLogics system.

4) **U.S. Forest Service Researcher Iris Montague** will present the findings of a certification survey of Appalachian producers and distributors in 2009. The research centered on company plans for forest or chain of custody certification.

5) **Hardwood Federation Executive Director Deb Hawkinson** will speak to the Distributors Division during the Saturday program about successes of the Federation. All hardwood industry families are requested to become active participants in the Federation.

Longboat Key Club and Resort offers 200 luxurious suites with private balconies, miles of white sand beach, 45 holes of championship golf, four unique restaurants, an exceptional spa and fitness center and is minutes away from the shopping, theatre and museums of Longboat Key / Sarasota area.

A few rooms were available at the resort as of Feb. 10. Please contact Longboat Key Club for complete details by calling 1-800-237-8821 and make your travel plans today. Flights are available into Sarasota and nearby Tampa airports.

The AHMI registration form is included on page 6 of this newsletter and can also be completed online along with the resort reservations at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm).

For more information, please contact the AHMI office at (336) 885-8315. We look forward to seeing you in Longboat Key!

### Judy Cramer Wins Spa Treatment

Judy Cramer, wife of Wendell Cramer of W.M. Cramer Lumber Co., was the winner of the free spa treatment for registering early for the 2010 Appalachian Hardwood Manufacturers, Inc. Annual Meeting.

Special thanks to the following meeting sponsors:

**Thursday Reception Assistance** - U\*C Coatings

**Business Session Refreshments** - BB&T Insurance Services

## 2010 Annual Meeting Agenda

Wednesday, February 24

6 p.m. Early Bird Reception *Chairman's Suite*

Thursday, February 25

4-6 p.m. Registration *Lobby area*

6 p.m. Welcoming Social *Barefoot's Poolside  
Dinner on your own*

Friday, February 26

9 a.m. General Session *Ringling Ballroom*

Unified Hardwood Promotion Council

Responsible Procurement Program for Hardwoods

9:30 a.m. Ladies to St. Armands Circle *Lobby*

12:30 p.m. Golf *Harborside Course*

Shotgun Start - Medal Play

1 p.m. Sporting Clays *Sarasota Trap & Clays*

6 p.m. Reception *Island House*

*(Co-sponsored by LUA)*

*Dinner on your own*

Saturday, February 27

8 a.m. Producers Meeting *Suite 5107*

*(open to producers only)*

8 a.m. Distributors Session *Ringling Ballroom*

*(open to all meeting attendees)*

Hardwood Federation presentation

9:15 a.m. General Session *Ringling Ballroom*

Annual Meeting, Chairman's Report

2010 Plan of Work, Online Lumber Sales

Appalachian Hardwood Certification Survey

**\*NEW\* 11:45 a.m. Business Luncheon**

*Island House*

*(included with registration fee)*

1 p.m. Golf Tournament *Islandside Course*

6 p.m. Closing Reception

*Barefoots Poolside*

*Dinner on your own*

Sunday, February 28

**NO FORMAL BUSINESS - HAVE A SAFE TRIP**

**Business Session Speakers** - Pennsylvania Lumbermen's Mutual Insurance

**Friday Reception Co-sponsor** - LUA

**Golf Tournament Refreshment** - SII Dry Kilns

**Sporting Clays Tournament** - ISK Biocides

**Publicity** - Hardwood Market Report

## AHMI Offers Booth Use At Interzum Guangzhou

Appalachian Hardwood Manufacturers, Inc. will exhibit at the China International Woodworking Machinery & Furniture Raw Materials Fair (Guangzhou) in March 2010.



The 7th Interzum Guangzhou will be held from 26-29 March 2010 at the China Import and Export Fair Pazhou Complex, Guangzhou, China. Interzum Guangzhou is held in conjunction with China International Furniture Fair (CIFF).

AHMI will be exhibiting in the Appalachian Regional Commission's "Appalachian Hardwood Pavilion." AHMI exhibited in 2009 and received information from dozens of Chinese companies.

"We want to be sure AHMI and our members are a part of this hardwood pavilion in one of the leading wood furniture manufacturing areas in China," said Tom Inman, AHMI president. "We will be distributing our Export Resource Guide and another Appalachian promotion piece that is written in Chinese so they can understand the benefits of specifying Appalachian."

Interzum Guangzhou is recognized as Asia's most comprehensive woodworking machinery and accessories fair. The exhibits this year span eight halls and more than 80,000 square meters of exhibition space. Over 600 exhibitors will showcase an international mix of the latest technology in furniture production.

Show organizers expect more than 50,000 visitors from the woodworking and furniture production industry. The industries represented include furniture manufacturing, wood trading, DIY (Do-it-yourself) and BIY (Build-it-yourself), institutions, wood processing, furniture wholesale and interior design.

In 2009, five AHMI member companies sent agents or sales staff to work in the AHMI booth. That is available again to all members.

For more information or to participate in the AHMI space, contact Inman at (336) 885-8315 or [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com).



## EXPORTS

## Oak Flooring Shows Well At Domotex

*Reports from AHEC*

Overall the impression at Domotex 2010 was of an intensely competitive flooring industry struggling with much reduced consumption and excess capacity at the low and medium end of the market, but with continuing optimism at the higher and more specialist end of the market.

Many species struggled for floor space amongst all the oak. There was a little walnut and ash (both European and American), but lighter and less grainy species were poorly represented. Species like maple, beech and rubberwood made only occasional appearances, notably in speciality lines such as sports floors. Very little tropical hardwood was on display.

There are clearly some very significant challenges ahead for the European flooring industry. The large number of suppliers all appearing to offer very similar mid-priced oak products, combined with continuing widespread reports of cash flow and credit-related problems, suggests there may yet be further consolidation in the sector. At the same time, competition from non-wood hard flooring surface suppliers continues to mount.

On the other hand, the European flooring sector is probably fairing better than some other hardwood consuming industries, such as doors, joinery and furniture.

European consumers' taste for hardwood flooring is now well established and there is a feeling that the market has hit bottom. However few people are expecting any significant pickup in consumption at least until 2011.

AHEC has completed its incorporation and moved its headquarters to the Hardwood Plywood and Veneer Association offices. The new contact information is:

AHEC  
1825 Michael Faraday Dr.  
Reston, VA 20190  
Tel: (703) 435-2900 [www.ahec.org](http://www.ahec.org)

## Research Details Harvesting Impact On Hardwood Regeneration

A webinar on the "Impacts of Harvesting on Hardwood Regeneration" was sponsored recently by the Appalachian Hardwood Forest Research Alliance.

Due to the large volume of hardwood forest products in the Appalachian region and the importance of natural regeneration systems, forest managers must consider the sustainability of all forest management activities, especially timber harvesting. The review considered data from previous studies to determine implications and benefits of many practices associated with timber harvesting and hardwood regeneration in the Appalachian region.

The results were published in a 40-page report. For more information on this program and other research work, please contact the AHMI office at (336) 885-8315. AHMI administers the AHFRA program utilizing industry funds and a grant from the U.S. Forest Service. The group has funded four projects in the past two years on hardwood forest issues.

## USDA Releases BCAP Rule

The USDA has released the Biomass Crop Assistance Program (BCAP) proposed rule and comments can be submitted until April 9, 2010.

Under the BCAP proposed rule, the Notice of Funding Availability (NOFA) is terminated and FSA will no longer accept new applications for matching payments until the Final Rule is effective. Payments will continue to be made to those eligible material owners who were previously approved and who deliver eligible material to an approved biomass conversion facility.

A copy of the proposed rule is available online at [www.fsa.usda.gov/bcap](http://www.fsa.usda.gov/bcap). Comments on the proposed rule are invited and may be submitted to:

Email: [cepdmail@wdc.usda.gov](mailto:cepdmail@wdc.usda.gov)

Fax: 202-720-4619

Mail: Director, CEPD, USDA/FSA/CEPD/  
Stop 0513, 1400 Independence Ave., SW,  
Washington, D.C. 20250-0513



## Case Goods Sources Offer Short Groups

*From Furniture Today*

LAS VEGAS — With a few notable exceptions, most case goods vendors here are having success with short bedroom and dining room groups that offer dealers the essentials at the Las Vegas Furniture Market.

The offerings include five- or six-piece bedrooms featuring one or two beds, dresser, mirror and nightstand combinations. Groups with media chests and other pieces such as lingerie chests and dressers with hidden jewelry storage also are gaining interest from retailers.

Dining sets include one or two table variations and companion display china cabinets, servers or buffets.

Two new Broyhill bedrooms in hardwoods with are receiving strong interest and orders because of the style and pricing of the groups.

Progressive Furniture reports strong response to three new Mexican-made transitional bedrooms. Made with maple, alder and poplar solids, they are a departure for a company known for producing mostly pine bedrooms in Mexico.

Vaughan-Bassett is receiving strong dealer interest in a new transitional oak bedroom available in three finishes including espresso, dark brownstone oak and light harvest oak.

## 2010 AHMI Schedule

**Feb. 24-28** - AHMI Annual Meeting, Long Boat Key Club, Long Boat Key, FL

**March 9** - Appalachian Lumbermen's Club, Greensboro, NC

**March 24-30** - Interzum Guangzhou, Guangzhou, China

**April 18-24** - High Point Furniture Market, High Point, NC

**May 10-15** - Interzum Moscow, Moscow, Russia

**July 24-27** - AHMI Summer Conference, The Greenbrier, White Sulphur Springs, WV

# 2010 AHMI Annual Meeting Feb. 25-28 Registration

**LATE REGISTRATION STILL AVAILABLE:** To accurately plan functions and include all participants, please complete this form and send payment ASAP to: AHMI, P.O. Box 427, High Point, NC 27261

**Registration fees:**

**AHMI MEMBER** - \$350 per person

**MEMBER SPOUSE** - \$250

**GUEST** - \$450 per person

**GUEST SPOUSE** - \$300

**Call Longboat Key Club at 1-800-237-8821 a few rooms are still available**

**PLEASE REGISTER THE FOLLOWING FOR AHMI'S 2010 ANNUAL MEETING**

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_ **FEE: \$** \_\_\_\_\_

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_ **FEE: \$** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**REGISTER FOR GOLF** (Tournament on Friday at Islandside; Saturday at Harbourside)

Name: \_\_\_\_\_ **FEE:** \_\_\_\_\_

Please check:  Friday @ (\$175)  Saturday at (\$175)

Name: \_\_\_\_\_ **FEE:** \_\_\_\_\_

Please check:  Friday @ (\$175)  Saturday at (\$175)



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

Name: \_\_\_\_\_ **FEE: \$75**

**NEW - REGISTER FOR SATURDAY BUSINESS LUNCHEON** (11:45 a.m.) **PLEASE COMPLETE FOR COUNT**

Name: \_\_\_\_\_ (incl. with registration)

Name: \_\_\_\_\_ (incl. with registration)

**LADIES TRIP TO ST. ARMAND'S CIRCLE** (Friday 9:30 a.m.-3:30 p.m.)

Name: \_\_\_\_\_ **FEE: \$10** (for transportation)

**Payment information**

**TOTAL \$** \_\_\_\_\_

Check enclosed \_\_\_\_\_ Credit Card: VISA / MasterCard # \_\_\_\_\_

Name on card: \_\_\_\_\_ Expiration date \_\_\_\_\_

Billing zip code \_\_\_\_\_