



# Appalachian Sustainable



## Spring Training In Florida For Hardwood Sales New Hardwood Promotion, Certification Efforts, Online Sales Are Topics

The theme for the 2010 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. is "Improving Our Game For The New Season" with speakers slated to discuss promotion, sales and certification programs.

The "spring training" focus is set for Feb. 25-28 at The Longboat Key Club and Resort, Longboat Key, FL. AHMI last visited Longboat Key Club in 2007.

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" pro-

Long Boat Key Club will be the site of the 2010 AHMI Annual Meeting near Sarasota, FL



### Cummings Wins \$100 Gift Card

Scott Cummings of Cummings Lumber was the winner of the \$100 American Express gift card for registering early for the 2010 Appalachian Hardwood Manufacturers, Inc. Annual Meeting. He registered in early December.

There are still two prizes remaining with deadlines approaching.

**Register by Jan. 15 for a Free Spa Treatment at Long Boat Key's Island House Spa**  
**Register by Feb. 1 for a Free Round of Golf on Long Boat Key's Island Course**

Register today at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm)

motion program to rejuvenate the work of the Hardwood Council.

AHMI and a dozen other industry trade associations have funded the Council since the early 1990s to educate architects and designers. The effort has slowed in recent years and an emphasis is underway to rebuild the coalition for promotion.

2) AHMI members will learn about the Responsible Procurement Program developed by the National Wood Flooring Association. **NWFA Executive Director Ed Korzcak** and **Mullican Flooring President Neil Poland** will explain the tiered program from sustainability to certification. More than 60 percent of the U.S. hardwood flooring production is enrolled in the program.

3) Three speakers have been invited to discuss (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



- ...Appalachian means Sustainable.
- ...Appalachian means Legal.
- ...Appalachian means Quality.

That's the marketing plan for 2010. The artwork above has been published in advertisements in several trade magazines and websites targeting wood consumers. Cabinet, flooring, millwork and furniture manufacturers will be reminded that specifying Appalachian Hardwoods assures them of a resource from a Sustainable forest that was Legally harvested and is highest Quality lumber.

The '10 effort will follow decades of positive promotion of Appalachian Hardwood Manufacturers, Inc. and its members. We cannot, however, rest on these past successes. As business returns in this year, customers will have greater demands than ever before and AHMI is ready to answer with resources from member companies.

The campaign will also educate new lumber buyers. The marketplace in 2010 finds new people in purchasing positions and unfamiliarity with the Appalachian Hardwood Verified Sustainable program. We will inform those folks about our "green" products and if they require third party certification, AHMI will help them find our members who can provide the chain of custody.

Our promotion will emphasize that Appalachian Hardwood Lumber meets requirements for the Lacey Act. And as for quality, the message is simple - Appalachian provides consistent color, grade, characteristics and beauty wood consumers will demand in 2010.

For more information and to use the Appalachian materials in your marketing efforts, please contact me immediately. We can send these electronically along with the AHVS certificates, stickers and letters to increase your business.



## **MEMBERSHIP**

### **AHMI's 2010 Membership Renewals, Resource Guide**

HIGH POINT - Membership renewals for Appalachian Hardwood Manufacturers, Inc. are pouring in as companies prepare for an exciting year of promotion and the return of business.

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.

For the 18th consecutive year, AHMI dues have remained at the same level for all divisions.

Exciting plans are developing for 2010 that will further benefit member companies with sustainability, certification and promotion.

The association maintains websites promoting Appalachian Hardwoods, the Appalachian Hardwood Verified Sustainable program and Appalachian FAS lumber.

AHMI also publishes the 2010 Appalachian Hardwood Resource Guide 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.

And AHMI staff participates in visits and trade shows around the world promoting member companies. For more information about membership or participation in the Resource Guide, please contact Inman at the AHMI office at (336) 885-8315. The deadline for each is Jan. 31, 2010.

### **AHMI Verified Sustainable Materials Available**

AHMI members are reminded that 2010 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.

# Meeting from page 1

## 2010 Annual Meeting Agenda

Discuss opportunities for online hardwood lumber sales in 2010. **George Barrett of Hardwood Publishing** has confirmed that he will discuss the company's WoodLogics system. Two other systems have been invited.

4) Meeting participants will receive the results of a certification survey of Appalachian producers and distributors in 2009 that was completed by the U.S. Forest Service. **Iris Montague**, lead researcher, will discuss the findings.

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.

The resort features 200 guest rooms and suites, with the "Beachview Club Suite" highly recommended. Rates start at \$360 and most rooms have private balconies and full kitchens. Please ask the reservationist for all of the options.

Please make your reservations early at Longboat Key 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).

Register before Jan. 15 for a chance at a spa treatment and by Feb. 1 for a chance at a free round of golf.

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

Hardwood Spring  
Training 2010  
Improving Our  
Game For The  
New Season!  
Feb. 25-28



### Wednesday, February 24

6 p.m. Early Bird Reception *TBA*

### Thursday, February 25

5-6 p.m. Registration *Lobby area*

6 p.m. Welcoming Social *Island House*

*Dinner on your own*

### Friday, February 26

9 a.m. General Session *John 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 Tourney *Islandside Course*

*Shotgun Start - Medal Play*

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

6 p.m. Reception *Harbourside Dining Room*  
(Co-sponsored by LUA)

*Dinner on your own*

### Saturday, February 27

8 a.m. Producers Meeting *Island House Dining Room*  
(open to producers only)

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

Chairman David Kay

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

Annual Meeting, Chairman's Report

2010 Plan of Work

Online Lumber Sales Systems

Appalachian Hardwood Certification Survey

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

*Island House Dining Room*  
(included with registration fee)

1 p.m. Golf Tournament *Harborside Course*

6 p.m. Closing Reception

*Barefoots Poolside*

*Dinner on your own*

### Sunday, February 28

NO FORMAL BUSINESS

HAVE A SAFE TRIP HOME

## 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 at the show in 2009 and received information from dozens of furniture 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 across 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 and woodworking.

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, please contact Inman at (336) 885-8315. More information about the show is available online at [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com).

## AHEC Europe Expands Website Offerings

The American Hardwood Export Council European Office has completed a major revision of its European website.

The changes include a refinement of the design of key areas of the site and more emphasis on the species as the main pathway through which visitors will navigate the site. Improvements have been made to increase the traffic through internet search engines and links to relevant sites.

The new site is also being designed with a view to eventually making it a global template for all AHEC sites, but still allowing each region to personalise content, especially news, events and case study information.



## EXPORTS

The site continues to be the main vehicle for distributing AHEC's technical publications which can be ordered online or downloaded. There will also be standalone fact sheets available for each species, which can be downloaded and printed or emailed, to help traders and manufacturers market their US hardwood products.

Another feature of the new site are short videos of key AHEC events that help demonstrate the potential of US hardwoods and the strength and depth of the AHEC promotional campaign. There are currently five films accessible from the homepage including some of the highlights of the European convention held in Athens in October.

## Hardwood Regeneration Webinar Set Feb. 4

A webinar titled "Impacts of Harvesting on Hardwood Regeneration" is scheduled for Thursday, Feb. 4, 2009 from 2-4 pm. The program is sponsored by the Appalachian Hardwood Forest Research Alliance and is the fifth webinar/workshop hosted by the group.

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. This review utilizes data from previous studies to determine implications and benefits of many practices associated with timber harvesting and hardwood regeneration in the Appalachian region.

AHFRA has applied for Society of American Foresters Continuing Education Hours for the webinar. On-line registration info will follow in the next few weeks.

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.

For more information on this program and other research work, please contact the AHMI office at (336) 885-8315.

## 2010 AHMI Events

Appalachian Hardwood Manufacturers, Inc. will participate in or sponsor the following events:

**Jan. 12** - Appalachian Lumbermen's Club, Hickory, NC

**Jan. 27-28** - Indiana Hardwood Lumbermen's Association Annual Meeting, Indianapolis, IN

**Feb. 9** - Unified Hardwood Promotion Group meeting, Washington, DC

**Feb. 9-10** - Hardwood Federation Board Meeting, Washington, DC

**Feb. 10** - American Hardwood Export Council Board Meeting, Washington, DC

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

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

**March 10-12** - Hardwood Manufacturers Association, Tampa, FL

**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

## Hardwood Lumber Grading Short Course Set In PA

A hardwood lumber grading short course is planned for Feb. 22-25 in Franklin, PA, at the Venango County Fairgrounds. This short course will be taught by Barry Kibbey, NHLA National Inspector.

This four-day workshop will include a thorough study and explanation of the NHLA Rules Book, emphasizing the basics of hardwood lumber inspection. It gives yardmen, sawyers, edgermen, sales and office staff, and management level personnel an introduction to lumber inspection.

Classes will begin at 8 a.m. and end at 4 p.m. with breakfast at 7:30 a.m. and lunch from noon to 12:45 p.m. The fee is \$350 per person and in-

cludes registration, NHLA Rules Book, a Certificate of Completion, breakfast pastries, lunch each day and snacks. Dress for outdoor conditions for practice grading. Students should bring a notebook and grading stick, if they have one. Registrations will be accepted on a first come, first serve basis. Class is limited to 20 participants.

For additional information, contact Lance Hummer at 814-677-4427 or [lhummer@csonline.net](mailto:lhummer@csonline.net) or Keystone CEC, Oil Region Career Link, 255 Elm Street, Oil City, PA 16301.

Please make checks payable to Keystone CEC.

You register online at [www.trainingpa.com](http://www.trainingpa.com)

# 2010 AHMI Annual Meeting Feb. 25-28 Registration

To accurately plan functions and include all participants, please complete this form and return it with your check to: AHMI, P.O. Box 427, High Point, NC 27261 before Feb. 1, 2010. AHMI will mail registration materials to meeting attendees prior to Feb. 15.

**Return earlier for special drawings:**

**Register by Jan. 15 for a drawing of Free Spa Treatment!**

**Register by Feb. 1 for a drawing of Free Round of Golf!**

**Registration fee before Feb. 1, 2010:**

**AHMI MEMBER - \$300 per person**

**GUEST - \$400 per person**

**MEMBER SPOUSE - \$200**

**GUEST SPOUSE - \$250**

*Add \$50 to any registration fee after Feb. 1, 2010. Register online at our website [www.appalachianwood.org](http://www.appalachianwood.org). Full registration fee refunded on cancellations received by Feb. 1, 2010 After that time will be subject to 50% forfeiture.*

**Call Longboat Key Club at 1-800-237-8821 beachfront rooms start at \$360 before 1/22/10**

**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 \_\_\_\_\_

*You may also register online at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm)*

Received \_\_\_\_\_