



Appalachian Sustainable



Furniture, Certification Are Summer Topics

Appalachian Hardwood Manufacturers, Inc. is planning an "AHMI Classic Summer Conference" at The Greenbrier on July 24-27. The Greenbrier has hosted the AHMI Summer Conference dozens of times and is a member favorite with its view of the Appalachian Mountains, finely appointed rooms and suites, superb dining, myriad of sporting activities and outdoor summer adventure.

The 2010 conference will be "Classic" as AHMI precedes the Greenbrier Classic PGA Tour Golf Tournament. Members will also be among the first to experience the new restaurants, gaming and shopping of the Greenbrier and encounter PGA professionals in house for the event.

The program begins with an informal reception for early birds on Saturday, July 24 at 6 p.m. On Sunday, July 25, optional golf is available along with the enjoyment of new and renovated Greenbrier amenities. Meeting registration begins at 4 p.m. with the Welcoming Reception at 6 p.m.

Our Monday business session will offer a presentation on the recently introduced "Appalachian Hardwood Collection" by Vaughan-Bassett Furniture. Doug Bassett, vice president of manufacturing, will share the overwhelming success of the new line at the High Point Market and plans for expansion. Vaughan-Bassett, headquartered in Galax, VA, maintains production of its furniture in the Appalachian region.



Vaughan-Bassett's marketing materials promote its new Appalachian Hardwood line

A second session will followup on 2009's program and includes a presentation on proposed group certification programs for members. AHMI is developing its own group certificate for forest management and chain of custody certification. A new group can assist members with access to Forest Stewardship Council, Sustainable Forestry Initiative, American Tree Farm System and Program for the Endorsement of Forest Certification schemes and lower costs.

A third session will explain the benefits of social media and marketing in 2010. Many consumers use Facebook, Twitter and other online services to stay in touch and businesses can tap into those outlets for potential customers.

Following the business session, golf and sporting clay tournaments are set (See page 3)

AHMI Summer Conference July 24-27




Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.
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 web: www.appalachianwood.org



- Meetings**
- 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
 - 2011 Summer Conference - July 23-26**
The Nemaocolin, Farmington, PA

The way I see it...

By Tom Inman, AHMI President

...AHMI is moving on up to the east side!

Actually about a mile east of where we have been for the past 12 years. The AHMI Executive Committee has approved the relocation of the office in High Point from an office park to a free-standing building.

The new location is the former office of long-time AHMI member Tom Mason Lumber Sales at 816 Eastchester Drive, High Point, NC. The new facility is located on one of High Point's busiest streets and has easy access for visitors.

While we do not have a large number of visitors, the site does give us signage for thousands of passing motorists every day and I am taking advantage of that. I have designed and received an eight-foot sign that has the Appalachian Hardwood Verified Sustainable logo and images of Red Oak, White Oak, Hard Maple, Soft Maple, Poplar, Walnut, Ash and Hickory prominently displayed. I speculate the advertising value alone far exceeds the cost for rent each month.

The building includes a large reception and office space for Dinah, an office for me, a conference room, a large workroom and ample storage for our supplies. All for less rent!

We will be moving over the next two weeks and will open officially at the new location on May 26. I plan to hold an open office type event either during the fall High Point Furniture Market or in conjunction with the Inter-Industry meeting.

If you are near the office in the coming weeks, please call ahead and stop for a visit. Starbucks is right across the street!

Upcoming Events For Appalachian Hardwood Promotion

Appalachian Hardwood Manufacturers, Inc. will attend / display at the following shows and other events:

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

Aug. 12-13 - Wood Moulding Manufacturers Association, Asheville, NC

Aug. 21-23 - Global China Trade, Landsdowne, VA



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

Distributor

St. Joseph's Lumber Co.
Adeline Brown
218 Fairmont Court
Nashville, TN 37203

New members are the lifeblood of the association and we need your help connecting with new people or former members. Please call the AHMI office at (336) 885-8315 with suggestions of customers and competitors who can benefit from participation in the association.

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.

- Aug. 24-28 - IWF, Atlanta, GA
- Sept. 14-15 - Hardwood Federation Fly-In, Washington, DC
- Oct. 13-16 - NHLA, Vancouver, BC
- Oct. 16-22 - High Point Furniture Market, High Point, NC

If you are interested in these events, please contact Tom Inman immediately at (336) 885-8315 or tom@appalachianwood.org.

AHMI Summer Conference July 24-27, 2010

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for Monday afternoon.

A reception will be held Monday evening on Kate's Mountain. The conference will close with a Board of Trustees meeting Tuesday morning. The Hardwood Federation will host a PAC breakfast on Monday.

Meeting participants have access to Greenbrier Classic PGA Tour ticket books for a discounted rate. The books range in price from \$133 and up for AHMI members and provide access to each practice and tournament round and many allow access to Tour tents and special events. Advanced purchase required.

Greenbrier room reservations may be made today at www.greenbrier.com and enter the group code APPALACHIAN HARDWOOD. AHMI meeting registration is available at www.appalachianwood.org/meetings.htm and a form is included on page 6 of this newsletter.

Reservations for dinner are required for most of The Greenbrier's restaurants and we strongly encourage you to make your dinner reservations early!

If you have questions, please call the AHMI office at (336) 885-8315.

Summer Conference Agenda

Saturday, July 24

6 pm - Early arrival reception

Sunday, July 25

10 am *Optional* Golf for early arrivals (contact the AHMI office for details)

4-6 pm - Registration open for materials

6-7 pm - Reception

Dinner on your own

Monday, July 26

8:30 am - General Session

Appalachian Hardwood Furniture

Forest and Chain of Custody Group Certification Programs

Social Media Marketing

12:30 - Golf Tournament

1 pm - Sporting Clays Tournament

6-7:30 pm - Reception on Kate's Mountain

Dinner on your own

Tuesday, July 27

8 a.m. AHMI Board of Trustees breakfast

Enjoy the Greenbrier Classic Golf Tournament

Practice Rounds (*ticket required*)

Federation Lobbies For Wood In Cash For Caulkers

The Hardwood Federation recently reported that the HomeStar Bill, also known as "Cash for Caulkers", passed the U.S. House. This bipartisan legislation will provide rebates for homeowners renovating their homes with better insulation and energy-saving windows and doors.

In recent months, the Hardwood Federation has worked to get wood products recognized in the House and Senate versions of this bill. Rep. Bart Stupak (D-MN) and Senator Ron Wyden (D-OR) listened to our concerns and added wood products to the list of accepted energy-saving purchases eligible for rebates.

Now that the House HomeStar bill has achieved passage, the Senate will vote on its version of the legislation in coming weeks. The Fed-

eration will notify members as the Senate proceeds to action.

The Home Star legislation would pay thousands of dollars in rebates over a two-year period to people who install energy-saving products such as insulation, windows and water heaters. It authorizes \$6 billion to pay for the program, expected to be used by some 3 million families.

While the bill was headed for passage in the House, some Republicans were skeptical, saying the price tag was too high at a time of mounting federal debts. They said a \$4.7 billion weatherization program that was part of last year's economic stimulus has been slow to provide grants.

The bill has the backing of a wide spectrum of environmental and business groups.

AHMI Forestry, AHFRA Tour Set June 17-18

The 2010 Appalachian Hardwood Manufacturers, Inc.'s Forestry Division workshop, meeting and tour will be June 17-18 in Elkins, WV. AHMI will again partner with the Appalachian Hardwood Forest Research Alliance for this meeting and tour.

The Hardwood Silviculture Regeneration workshop will begin at 1 p.m. at the Days Inn and will be lead by Dr. Tom Fox of Virginia Tech. He will discuss the regeneration models that have been developed and attendees should plan to bring a laptop to complete their own work. The next day, attendees will go to the field in the Elkins area to review stands and compare results.

The meeting will include a reception at 5:30 p.m. on June 17 followed by dinner. The dinner program will be discuss skid trail rehabilitation and research work done in Virginia. Plans for an ex-

panded research project in West Virginia will be presented.

The program will be June 17-18 at the Days Inn Randolph Center, 1200 Harrison Ave., Elkins, WV. The reception and dinner will be held in the same facility and the tour will depart on Friday at 8:30 a.m. and will return before lunch.

AHMI has requested eight (8) hours of Continuing Forestry Education credits from the Society of American Foresters and certificates should be available at the meeting upon completion.

Meeting registration fee is \$65 and includes materials, breaks, reception, and dinner. This meeting is open to all AHMI members and guests.

Please complete the form below and mail before June 9 with your credit card information or check to AHMI.

Agenda & Registration

Thursday, June 17

Workshop at 1 pm at Days Inn - Hardwood Regeneration Models with Dr. Tom Fox

Reception at 5:30 pm, Dinner at 6:30 p.m. at Dukes Steakhouse (in Days Inn)

Program at 7:15 pm Skid Trail Research Proposal and AHFRA Meeting

Friday, June 18

Forest Tour at 8:30 am leaves from Days Inn

MEETING FEE: \$65 per person (includes materials, reception, dinner, breaks)

NAME: _____ Fee: \$65

NAME: _____ Fee: \$65

COMPANY: _____

ADDRESS: _____

CITY: _____ ST _____ ZIP _____

CREDIT CARD PAYMENT (Visa or Mastercard only)

CARD NUMBER _____ EXPIRATION _____

CARD BILLING ZIP CODE _____

PLEASE RESPOND BY June 9. You may also send payment by check with registration.

Mail to: AHMI, PO Box 427, High Point, NC 27261. Please duplicate this form if needed.

Hotel Information

Days Inn, Randolph Center, 1200 Harrison Avenue, Elkins, WV 26241. Tel. (304) 637-4667

AHMI room block is "Hardwood." Single rooms are \$59.85 plus tax per night; Queen suites are \$89 plus tax per night. A limited number of rooms so make your reservations early.

8 Continuing Forestry Education Credit Hours requested from the Society of American Foresters



EXPORTS

AHMI Assists Global Strategies Workshop

Appalachian Hardwood Manufacturers, Inc. is a cosponsor of the Global Competitiveness of Hardwood Products: Strategies for Success in a Chinese Market workshop set for Aug. 23-24, 2010, at the Lansdowne Resort, Lansdowne, VA.

The program is designed for Forest Products Trade Organizations, Forest Products Industry Personnel, Corporate Executives, Timberland Investors - REITs/TIMOs, and Appalachian Hardwood Producers. This conference explores the opportunities and barriers confronting the US hardwood market in an increasingly challenging global economy. Industry leaders from both the US and China will discuss strategies to improve trade relationships and eliminate trade barriers.

Presentation topics include US-China trade barriers, Lacey Act, Housing market outlook, and Increasing global competitiveness. Sponsors are West Virginia University, Hardwood States Export Group, National Hardwood Lumber Association, Pennsylvania Hardwood Development Council, Virginia Department of Agriculture and Consumer Services, West Virginia Department of Commerce, WERC and AHMI.

Conference fees (registration fee, 2 nights lodging, reception, and all meals for the duration of the conference) are \$700 per attendee.

Reservations should be made no later than July 20, 2010 for preferred rate. Registrations received after this date will increase to \$800 per attendee. Single day registration is available. More information at www.wdscapps.caf.wvu.edu/trade/.

For information, contact Sue Dimmick, Event Coordinator, WVU Division of Forestry and Natural Resources, TEL: (304) 293-0020 or FAX: (304) 293-2441 or EMAIL: sue.dimmick@mail.wvu.edu or Dr. Jingxin Wang, Program Chair, WVU Division of Forestry and Natural Resources, TEL: (304) 293-7601 or FAX: (304) 293-2441 or EMAIL: jxwang@wvu.edu



CONSUMERS

Furniture Orders Improve 13 Percent

From Furniture Today

HIGH POINT — U.S. residential furniture factory orders were up 13% in February from the same month a year earlier, the fourth month of positive comparisons, Smith Leonard reported.

"Admittedly, all these months were comparing to poor results in the previous year. But the good news is that we seem to have stopped the downward flow," Ken Smith, managing partner wrote in his monthly Furniture Insights newsletter.

For the first two months of the year, orders were up 9%. Of the participants in Smith Leonard's factory survey, 68% reported order increases for the two-month period.

Factory shipments in February were up 4% from February 2009 and the order backlog was much higher - up 34% from a year earlier. "Based on all we heard at the High Point Market, it does appear that business is getting better at retail," he added.

Council Redesigns Website

PITTSBURGH – The Hardwood Council's recently redesigned website is a comprehensive resource for design/build professionals concerning North American hardwoods. The "refreshed" site—which is easier to navigate and more visually appealing—offers new features, more information and is a must-see for all involved in sustainable specification.

The site, www.hardwoodcouncil.com, offers sustainable building facts, a growing library of project case studies that feature hardwood applications in the real world, a location where visitors can easily request hard copies of the new resources and information and interactive species guide.

The site continues to house the ever-popular How-To-Projects, Professional Specifying Tips, and broadcast presentations and podcasts.

2010 Classic Summer Family Conference

The Greenbrier, White Sulphur Springs, WV July 24-27, 2010

To accurately plan the functions and make sure all participants are included on the Registration List, please complete this form and return it with your check or complete the credit card information below by July 9, 2010 to AHMI, P.O. Box 427, High Point, NC 27261.

MEETING REGISTRATION FEES:

AHMI MEMBER - \$240 per person

GUEST - \$340 per person

MEMBER SPOUSE - \$125

GUEST SPOUSE - \$225

CHILDREN 12 & older - \$50

CHILDREN UNDER 12 FREE!

Full registration will be refunded on cancellations received by July 9, 2010. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S CLASSIC SUMMER CONFERENCE

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Company: _____

Address: _____

City/State/Zip: _____

AHMI GOLF TOURNAMENT (Monday at 12:30 p.m. Greenbrier Course)

Name: _____ Hdcp _____ FEE: \$175

Name: _____ Hdcp _____ FEE: \$175

SPORTING CLAYS TOURNAMENT (Monday at 1 p.m. The Greenbrier Gun Club)

One round of 100 - Includes gun, targets and ammunition

Name: _____ FEE: \$160

Name: _____ FEE: \$160

GREENBRIER CLASSIC PGA TOURNAMENT (badge for practice and tournament rounds)

Name: _____ # of Badges _____ @ \$133 ea. **TOTAL:** _____

The Grounds Badge will provide tournament admittance for the entire week including practice rounds on Monday - Wednesday and the competition on Thursday - Sunday. Higher level badges are available from The Greenbrier.

Total _____

Check enclosed _____

Credit Card: VISA / MasterCard # _____

Expiration date _____

Name on card: _____

Billing zip code _____

You may also register online at www.appalachianwood.org/meetings.htm.

Room reservations should be made online at www.greenbrier.com and use code APPALACHIAN HARDWOOD