



# Appalachian Sustainable



## Buyers Seek "American" At Furniture Market

HIGH POINT – Made in America matters at the High Point Furniture Market.

For the first time in years, retail buyers were asking manufacturers where products were made and if inventory was on hand in the United States, exhibitors reported during the April 2-7 show in High Point. Those who answered "in America" and "yes" to the inventory question reported they were receiving orders.

"We have had the best market in 12 years," said Doug Bassett, vice president of Vaughan-Bassett Furniture. The Galax, Va.-based bedroom maker introduced American Trends this market to follow three markets of Appalachian Hardwood group introductions.

"Retailers really like what we are doing and are finding consumers want value," Bassett said. "These groups are made of solid wood – oak and ash, cherry and walnut – and people are looking for better products that are reasonably priced."

Attendance at the spring market was up 5-8 percent from one year ago and many retailers were seeking goods with a slightly higher price point but had a focus on style, construction and finish.

Henredon officials said its new collection, Folio Eighteen, was a mix of quartered American black walnut and burl walnut veneers with a light brown hand-planed finish. Dealers liked the solid wood and focus on details on a panel headboard and dresser drawer fronts.

Hooker Furniture received excellent reviews for two groups with an emphasis on design. Its contemporary Felton collection was made of wal-



**Linwood Furniture President Mike Mebane talks with AHMI's Tom Inman at an Appalachian Hardwood display during the furniture market**

nut veneers and poplar solids.

Adam Tilley, vice president of product management at Stanley Furniture, said retailers were asking questions about the species and the finish. "They are willing to hear about how a piece is constructed. It hasn't been that way in a while."

Stanley introduced the Avalon Heights collection, with highly figured cherry veneers, anigre fiddle veneers and mapa burl veneers on cocktail tables and dining chairs.

Retailers were also focused on location of the production and the warehouse. Legends Furniture had labels clearly identifying U.S.-made entertainment and occasional items from its Arizona plant.

Linwood Furniture's Jeff Schwall said dealers were very pleased with the company's ability to

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Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.  
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### Meetings

**2011 Summer Conference - July 23-26**

The Nemaocolin, Farmington, PA

**2011 Fall Meeting & Tour - Oct. 12-13**

Zanesville, OH

**2012 Annual Meeting - Feb. 29-March 4**

The Marco Island Marriott, Marco Island, FL

## The way I see it...

By Tom Inman, AHMI President

...the Appalachian Hardwood industry lost one of its finest on March 17 with the passing of Jim C. Hamer.

A devoted husband, a loving father, caring grandfather, fine friend, fair competitor and gentleman all sum up Jim C. Hamer's life. I met Jim within a few weeks of beginning with AHMI in 1994 and he welcomed me to the Appalachian family after recently finishing a term as AHMI chairman.



Jim C. Hamer

I have visited each of the Jim C. Hamer operations and learned from Jim C. his business philosophy. It was not different than his personal philosophy of caring for other people and doing what was right.

I remember one instance where Jim asked me to attend a company picnic for Jim C. Hamer Co. and Gilbert Lumber Co. employees at Camden Park in Kenova, WV. Hundreds of workers and their families poured into the park that sunny summer afternoon for food, fun and fellowship. Jim took the microphone and thanked each one for being a part of the Hamer family and then proceeded to give away dozens of prizes from children's bicycles to cash. The joy on one little girl's face was no brighter than the smile on Jim's.

Jim served the hardwood lumber industry with terms as president and trustee of AHMI, the West Virginia Forestry Association and the National Hardwood Lumber Association.

He was memorialized at a wonderful service at First Baptist Church in Kenova attended by family, friends and a substantial gathering of his Appalachian hardwood family. My wife said to me it is the type of gathering Jim would love. I agreed.

The family has requested that memorials be made to the Hamer Scholarship Fund c/o First Baptist Church, P.O. Box 475 Kenova, WV 25530 or the Good Samaritan Center, 1523 Chestnut St., Kenova, WV 25530.

## MEMBERSHIP

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

### Distributor

Dan K. Moore Lumber Co., Inc.  
Dan K. Moore  
PO Box 496  
Lexington, NC 27293

### Forestry

High Mountain Timber LLC  
Matthew T. Hall  
PO Box 587  
Elkins, WV 26241

## Jerry Vaughn Is President Of Emmet Vaughn Lumber

KNOXVILLE, TN - Emmet P. "Buck" Vaughn, Jr., chief executive officer and chairman of Emmet Vaughn Lumber Company, Inc., recently announced that Jerry V. Vaughn has been named president of the company.



Jerry Vaughn

Matt Bennett, Jim Speigle and Brad Froning. He and his wife, Debbie, have three daughters and five grandchildren.

Jerry is a former chairman of the AHMI Distributor's Division. "Jerry has been a loyal partner and a great lumberman, highly respected in the company and throughout the industry," said Buck Vaughn.

Jerry is the fourth president of the 55-year-old Knoxville, Tn.-based wholesale lumber company. He is in his 38th year with the company and is a graduate of the University of Tennessee and a U.S. Navy veteran.

Jerry has been the senior member of the Emmet Vaughn Lumber Management Team of Vaughn,

## Furniture from page 1

offer some 500 color options and ship a custom order in 30 days. The Lexington, NC-based manufacturer reported more than twice as many buyers than one year ago.

Response was very strong to two new collections, including The Haymarket, which includes solid wood beds and dining tables.

Steve Kincaid of Kincaid Furniture was equally upbeat with the company's cherry group Contemporary. He said retail traffic was up from a year ago and buyers were looking for product to get consumers back in the store.

Kincaid offered new walnut pieces in its Homecoming collection, broadened its Chateau Royale and promoted its environmental programs utilizing Appalachian Hardwood Verified Sustainable hardwoods.

"The overall take from furniture market was very positive," said Tom Inman, AHMI president. "Most manufacturers reported more buyers and those who came were placing orders. It should prove to be very positive in the coming months."

AHMI participated in a reception in conjunction with Linwood Furniture. Inman displayed the Appalachian Hardwood Verified Sustainable booth and distributed materials to hundreds of attendees.



**Stanley Furniture youth bedroom group (above) in maple and Vaughan-Bassett cherry chest both were winners at the High Point market**



## Lincolnton Furniture Begins With NC Plant

HIGH POINT - Former management and owners from three North Carolina furniture companies are planning to bring production back to the state.

During the High Point market, Lincolnton Furniture invited AHMI President Tom Inman to participate in a preview reception with sales representatives. The company plans to begin production in early fall.

Bruce Cochrane, a former Cochrane Furniture executive, is one of the principles in the new venture. He said the company will produce bedroom, dining room and occasional tables made of solid wood and veneers.

Lincolnton Furniture has contracted with a long-time High Point design firm, Otto & Moore, for preliminary design work. Officials have also pur-

chased a facility in Lincolnton and plan to begin installing equipment this spring.

Cochrane said they hope to buy lumber this summer with plans for production to begin in early fall. The first finished pieces would be available in December.

"We are very excited about this opportunity and want to put North Carolina people back to work," he said.

Lincolnton Furniture plans to participate in the Appalachian Hardwood Verified Sustainable green program. All of its lumber will be sourced from the Appalachian region.

For more information, please contact Inman at the AHMI office at (336) 885-8315 or [tom@appalachianwood.org](mailto:tom@appalachianwood.org).

## AHMI Offers Log Yield, Production Surveys

Appalachian Hardwood Manufacturers, Inc. offers two programs to help sawmills determine costs for raw materials and lumber production.

AHMI is working with the Appalachian Hardwood Center at West Virginia University to offer a onsite sawmill studies. The program consists of reviewing the mill's log grading system and determining if the lumber grade yields and overrun/underrun match the pricing for logs and lumber.

Each cooperating mill will receive a comprehensive, log by log analysis of the mill study re-

sults, including spreadsheets to analyze log pricing. Each study consists of approximately 100 logs of a single species selected by the mill. Each log is characterized/graded and then processed through the mill, keeping track of each board and cant.

The process occurs over two days, with the first day dedicated to collecting the individual log data and the second day processing the logs through the mill. To schedule the log yield study, please contact Tom Inman at (336) 885-8315 or [tom@appalachianwood.org](mailto:tom@appalachianwood.org).

The second program is an analysis of production costs compared to other sawmills in the Appalachian region. AHMI completed its first Production Cost Survey last year for 2009 production with approximately 50 percent of the Producers completing the online survey.

The first attempt discovered interesting results for many participants and the opportunity to compare their costs with other similar mills in the region. The AHMI Trustees agreed to complete the survey again this year to review 2010 costs and compare with the previous year.

AHMI Producer members will receive invitations to participate in the Production Cost Survey this summer with results available in early fall. For more information, contact the AHMI office.



**Rick Jordan of Associated Hardwoods, Granite Falls, NC, shows Appalachian hardwood lumber to lumber producers/importers from Guyana during a U.S. Forest Service tour in the region in March.**

## AHMI Distributes 2011 Resource Guide

AHMI mailed its 2011 Appalachian Hardwood Resource Guide to more than 6,000 lumber buyers across the United States in April.

The 2011 version has detailed information on AHMI members including:

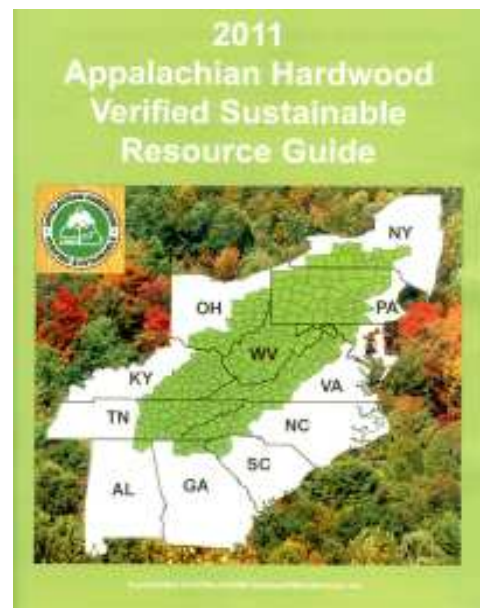
Producers - contact information, sawmill and kiln equipment, lumber availability, certification schemes, locations and additional products

Distributors - contacts and locations, certification schemes

Exporters - contacts and locations, certification schemes

AHMI thanks the companies who advertised in the issue. Copies have been mailed to AHMI members. If you need additional copies, please contact the AHMI office.

**2011 AHMI Resource Guide offers information on member companies, lumber availability, certification schemes and Export companies**



# USDA Gives Environmental Favor To Wood

Secretary of Agriculture Tom Vilsack announced recently that the U.S. Department of Agriculture would step up efforts to promote wood and wood products as environmentally favorable building materials.

Vilsack outlined a three point program that included the immediate sourcing of wood for all new agency construction, an increase in wood-based research & development projects, and efforts to identify and highlight non-residential construction demonstration projects utilizing wood.

The victory was a long time coming, and the result of steady pressure on the USDA and Secretary Vilsack from the Hardwood Federation, allied organizations, and Members of Congress with a solid understanding of our issues.

HF Executive Director Deb Hawkinson said the announcement was the beginning of a longer



process to help wood gain the preferential ratings it deserves. HF representatives, led by Chairman Brad Thompson, will continue the discussions in meetings with USDA Deputy Undersecretary for Natural Resources and Environment Jay Jensen.

The meeting had been established prior to the Vilsack announcement, but Thompson used that as a framework for their discussion. He requested specifics from Undersecretary Jensen and provided an early list of potential R&D and demonstration projects.

## Commerce: Chinese Flooring Subsidized

WASHINGTON - The U.S. Department of Commerce has found that multi-layered wood flooring exported from the People's Republic of China was unfairly subsidized.

The DOC announced its preliminary findings March 22. It determined that Chinese producers/exporters have received countervailable subsidies ranging up to 27 percent, giving them a pricing advantage in the U.S. market versus domestic flooring manufacturers.

Some firms were found not to have been subsidized and others were presumed to have been subsidized because they did not respond to the inquiry by the Commerce Dept.

The list includes 127 Chinese firms that allegedly received a 27 percent advantage in subsidies. Two firms analyzed - Fine Furniture (Shanghai) Ltd. (and its affiliates Great Wood (Tonghua) Ltd., and Fine Furniture Plantation (Shishou) Ltd. - allegedly received a preliminary net subsidy rate of 2.25 percent.

The Commerce Dept. says it will instruct U.S.

Customs and Border Protection to collect a cash deposit or bond from Chinese manufacturers based on the preliminary rates. The U.S. imported nearly 72.2 million square feet of hardwood flooring from China in 2009, valued at \$119.7 million, according to Wood Flooring.

The complaint against the Chinese firms was filed last October by The Coalition for American Hardwood Parity, an ad hoc association of U.S. manufacturers of multilayered wood flooring.

Products covered by the investigation includes multi-layered wood flooring, composed of an assembly of two or more layers or plies of wood veneers in combination with a core of hardwood or softwood veneer, particleboard, MDF, high-density fiberboard, stone and/or plastic composite, or strips of lumber placed edge-to-edge.

The DOC will continue its investigation, including accepting input from the impacted manufacturers and importers of Chinese engineered wood flooring. The investigation will culminate with a final determination scheduled for June 6, 2011.



## UHP Offers Branding

The Unified Hardwood Promotion group encourages hardwood lumber producers, distributors and secondary manufacturers to utilize the new logo and tagline - American Hardwoods Treasured for Generations.

The campaign was developed to give the hardwood industry a unified identity and to elevate American Hardwoods as the building material of choice. With research showing that 93% of consumers like hardwood as a material for furniture, flooring and cabinets, UHP knows it has a compelling story to tell and a captive audience.

The success of this campaign starts with hardwood companies using this logo on company websites, packaging, brochures, sales tools, branded merchandise, etc. This branding should not replace the marketing efforts of your organizations and associations, but should be a supplement to enhance your business messaging and reinforce our joint promotion of American Hardwoods as a choice material.

With the assistance of American hardwood companies, UHP believes they have an opportunity to make a big impact in the industry and to reinvigorate the image of American Hardwoods.

For more information, contact the AHMI office.

## AHMI Assists AHEC At Interzum Cologne

Appalachian Hardwood Manufacturers, Inc. President Tom Inman will participate in the 2011 Interzum Cologne in Cologne, Germany, in conjunction with the American Hardwood Export Council.

Interzum Cologne is May 25-28 and is one of the world's leading trade fair for suppliers for furniture production and interiors. It often includes the world premiere of new products and future-oriented materials for well-known and new types of applications.

Organizers are expecting more than 50,000 visitors to attend interzum 2011, 30,000 of them from abroad. More than 140 countries will be represented at interzum, helping to make the trade



fair the most international of events and the platform for presenting global trends and innovations for furniture production and interior finishing.

The event has already attracted 10 percent more exhibitors than the previous year.

"I have participated in this show before and AHEC does an outstanding job promoting the American hardwood resource," said Inman. "I look forward to helping educate international buyers about our hardwood, its availability and developing contacts for our companies."

For more information, please contact the AHMI office or visit online [www.interzum.com](http://www.interzum.com).

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## Appalachian Hardwood Promotion Plans For 2011

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

**May 4-6** - Stiles Machinery Show, High Point, NC

**May 16** - Penn York Lumbermen, Champion, PA

**May 25-28** - Interzum Cologne, Germany

**June 22-24** - AHEC Asian Convention, Nanjin, China

**July 24-26** - AHMI Summer Conference, The

Nemacolin, Farmington, PA

**Sep. 21-24** - NHLA Convention, Nashville, TN

**Oct. 12-13** - Fall Meeting & Tour in conjunction with HMA, Zanesville, OH

**Oct. 16-18** - International Scientific Hardwood Conference, Blacksburg, VA

**Oct. 23-28** - High Point Furniture Market, High Point, NC