



Appalachian Sustainable



Solid American Hardwood Gets Attention

HIGH POINT, NC – Furniture that was “Made in the USA” was a prominent theme for the 2011 Fall High Point Market.

From new companies to expansion of lines from existing companies, American made goods received attention at the fall market from Oct. 22-27. Dozens of companies promoted their USA products to retailers looking for new merchandise to entice customers.

Market Square & Suites responded with an entire floor of their showroom complex devoted to Made in America products. Manufacturers who had large showrooms in other buildings took a small space in the pavilion to reach buyers.

AHMI member Century Furniture participated by showcasing its Bob Timberlake Home Collection. The pieces offer traditional American styling and are made of maple and cherry.

Century officials said response to that and dozens of other new pieces at market this year



Lincolnton Furniture's first market was very successful with groups in Appalachian Oak and Appalachian Cherry

was very positive. The showroom saw an increase in buyer attendance.

Vaughan-Bassett Furniture expanded its Appalachian Hardwoods collection with two new groups. The company also introduced its Trends collection in cherry with five beds and dozens of cased good pieces.

“We had 100 new customers to visit our showroom that we have never seen before,” reported Doug Bassett, vice president of Vaughan Bassett Furniture. “I would say our order writing was up 20 percent from last market and was terrific.”

He said Appalachian cherry, oak and maple continue to be buyer favorites for VB’s market of medium priced designs. The company is America’s largest solid wood bedroom manufacturer.

(See Market on page 2)



Century Furniture's Bob Timberlake Collection continues to gain attention from retailers

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.
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Meetings

2012 Annual Meeting - Feb. 29-March 4

The Marco Island Marriott, Marco Island, FL

2012 Summer Conference - July 28-31

The Grove Park Inn, Asheville, NC

2012 Fall Meeting & Tour - TBA

The way I see it...

By Tom Inman, AHMI President

...the Appalachian Hardwood promotion effort had great success in reaching new customers in October.

I participated in my 44th Furniture Market since moving to High Point in 1989. While the first five years I was reporting on it, the past 17 have been promoting Appalachian Hardwoods to furniture manufacturers.

I see several long time friends in many AHMI member showrooms. We distribute Appalachian Hardwood Verified Sustainable plaques and stand up banners that answer questions for buyers seeking sustainable products.

The response to this program has been terrific, reports AHMI Consumer members at market. People are looking for an assurance that the wood for their furniture is sustainably sourced and AHVS gives them that.

The emphasis, however, is on new people and this market I met dozens from both domestic and international companies. A common denominator was "quality," with the makers, sellers and consumers all looking for "quality" products.

I shared with them to look no further than an Appalachian sawmill, distributor or consumer member who offer the finest "quality" hardwoods in the world. Couple that with sustainability and availability and I have their interest. The work then moves to the individual companies to "sell" their products and service.

More new people were reached at the Architectural Woodworking Institute's National Conference in Charlotte. While many of these companies receive the AHMI Resource Guide by mail each spring, I have not spent time directly meeting with them.

AWI members are the people who make the products specified by architects in commercial and residential buildings. While the economy has had a negative impact on their volume of business, most reported that 2011 work is ahead of last year. The forecast for 2012 was more of the same.

This group utilizes more of the higher grades of lumber for their products. These are the customers we need specifying Appalachian.

Market from page 1

"People know who we are and what we produce. Our quality and fast delivery are what they are looking for in today's market," Bassett said.

Newcomer Lincolnton Furniture had tremendous success in reaching buyers with the new designs and lines that will be available in December. Company President Bruce Cochrane said the response exceeded expectations.

"It was really good for us this time and people welcomed us back and are excited about the new product we are making out of solid wood," he said.

The company offers bedroom and dining room groups in traditional and contemporary styles made of oak, cherry and maple. The solid wood pieces come with a lifetime warranty and will be made in a new facility in Lincolnton, North Carolina.

Kincaid Furniture expanded its American Homecoming collection with more than 20 new pieces in walnut, maple, birch and pine solids. The traditional design includes bedroom, dining room, entertainment and occasional pieces.

Traffic through the showroom was ahead of October 2010, officials said, with interest in the solid wood products. The Vintage Walnut collection received very positive response.

Kincaid officials said its Vintage Oak, an extension of its Homecoming collection, is receiving high marks - and commitments - for its solid oak construction with tongue and groove details, antique hardware and large overhang on tops.

American manufacturer Linwood Furniture also received a boost from the emphasis on Made in the USA. The company's Keswick Manor in solid American maple was a hit along with other offerings in its Louis Phillip collection in cherry.

The High Point Market is the largest furnishings industry trade show in the world, bringing more than 85,000 people to High Point every six months. The market has 180 buildings with more than 10 million square feet of showroom space. There are more than 2,000 exhibitors and tens of thousands of product introductions.

For more information on the market, please contact Tom Inman at (336) 885-8315 or tom@appalachianwood.org.

AHMI '12 Meeting Set For Marco Island Marriott

Appalachian Hardwood Manufacturers, Inc. invites you to attend the 2012 Annual Meeting on Feb. 29-March 4 at The Marco Island Marriott in Marco Island, FL. The association is returning to the Marriott after an outstanding visit in 2008.

There are informative business sessions on topics that are important to you and your business and ample time for networking with fellow members and guests.

The agenda includes:

- The Return of Furniture Manufacturing to North Carolina with Bruce Cochrane, president of Lincolnton Furniture
- New Markets for American Hardwoods with Michael Snow, executive director of the American Hardwood Export Council
- The Five-Year Review of the Appalachian Hardwood Verified Sustainable program with updates on sustainability data from the U.S. Forest Service
- 2012 Election Update with a prominent U.S. Congressman from Florida who has been invited
- The Final Push for the Hardwood Checkoff with Blue Ribbon Committee Members Jim Howard and John W. Crites
- AHMI Leadership change and member anniversaries

Please see the agenda for days and times and the other information on the unique opportunities at the Marco Island Marriott. The beautiful views of the Gulf of Mexico, breathtaking sunsets and temperatures guaranteed to be in the 80s will make this a meeting to remember.

The AHMI registration form is included with this newsletter or you may register online at www.appalachianwood.org. Please make your reservations early at Marco Island Marriott by calling 1-800-438-4373. Please make your airline reservations today for the best choices of flights to Fort Myers/Southwest Florida airport and don't forget that rental car. The Marriott is about 40 minutes from the airport.

For more information, contact the AHMI office at (336) 885-8315 or e mail to info@appalachianwood.org. We look forward to seeing you in Marco Island!

2012 Annual Meeting Feb. 29-March 4

Wednesday, Feb. 29

6 p.m. Early Bird Reception

Thursday, March 1

4-6 p.m. Registration

4 p.m. AHMI Board of Trustees

6 p.m. Welcome Reception on the Beach

Dinner on your own

Friday, March 2

9 a.m. General Session

Furniture Manufacturing Returns To North Carolina - Bruce Cochrane, Lincolnton Furniture International Markets For American Hardwoods - Michael Snow, AHEC

Hardwood Checkoff Final Push - Jim Howard and John W. Crites, Blue Ribbon Committee

12:30 p.m. Golf and Sporting Clays

6 p.m. Reception

Dinner on your own

Saturday, March 3

8 a.m. Producers Meeting (*for Producers only*) and Distributors Meeting (*open to all*)

9:15 a.m. General Session

2012 Election Update - U.S. Congressman invited

Chairman's Report and 2012 Plan of Work, AHMI Member Anniversaries Election of Officers and Board Appalachian Hardwood Verified Sustainable Five-Year Update - U.S. Forest Service

12 noon Business Luncheon -

Chairman's Gavel Ceremony

1:15 p.m. Golf Tournament

6 p.m. Reception

Sunday, March 4

NO FORMAL BUSINESS - HAVE A SAFE TRIP HOME

AHMI Hosts Chinese Furniture Manufacturers

HIGH POINT, NC - Appalachian Hardwood Manufacturers, Inc. hosted a group of Chinese furniture manufacturers during the 2011 Fall Furniture Market.

The group included more than a dozen companies and two furniture manufacturing trade associations from China. They visited the furniture market and AHMI hosted a reception, dinner and two plant tours.

"They were just coming to market and we were able to assist with that but then also took advantage of their time here to get them in front of AHMI Exporter Division members," said AHMI President Tom Inman. Ten companies sent representatives to meet with the group and the AHMI Export Division list and full Resource Guide were distributed to all.

Plant tours were held the following day at Prime Lumber in Thomasville and Edwards Wood Products in Liberty, NC.

The Chinese buyers were interested in purchasing Red Oak, White Oak, Walnut and Cherry.



AHMI Export Division Members discuss Appalachian Hardwoods with Chinese furniture manufacturers at dinner in High Point

About half of the group was already buying American species.

The list of contacts has been distributed to all Export Division members. For more information, contact Inman at the AHMI office.

Inman Attends AWI National Convention

CHARLOTTE, NC - AHMI President Tom Inman participated in the 2011 Architectural Woodworking Institute recently.

The event draws hundreds of millwork, panel and cabinet manufacturers and suppliers from across the country. The business sessions included an outlook for manufacturing, an economist discussing the nation's economy, and better financial management of companies.

There were opportunities during the breaks and receptions to meet with AWI members and discuss the benefits of Appalachian hardwoods. Many participants reported that business was slightly improved from 2010.

This is the first time AHMI has participated in the AWI event. Inman distributed Appalachian Hardwood Resource Guides and Appalachian Hardwood Verified Sustainable materials.

Upcoming Events For Appalachian Promotion

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

Jan. 10, 2012 - Appalachian Lumbermen's Club, Hickory, NC

Feb. 8-9, 2012 - Indiana Hardwood Lumbermen's Association Annual Meeting, Indianapolis, IN

Feb. 15-16, 2012 - Hardwood Federation Winter Fly-In, Washington, DC

March 13, 2012 - Appalachian Lumbermen's Club, Pinehurst, NC

March 14-16, 2012 - Hardwood Manufacturers Association National Conference, New Orleans, LA

April 21-26 - High Point Furniture Market, High Point, NC

AHMI Mails 2012 Resource Guide Information

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. mailed its 2012 Appalachian Hardwood Verified Sustainable Resource Guide information recently. 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 including location, contacts, equipment, available species and certification. There is also opportunities to advertise and promote specific details about your company.

"The Resource Guide is a valuable tool in our promotion program to make certain buyers know who to contact when purchasing Appalachian hardwoods," said AHMI President Tom Inman. Please return information by Jan. 31 to be included in the Guide.

Hardwood Council Becomes American Hardwood Information Center

PITTSBURGH, PA - The Hardwood Council has transitioned into the American Hardwood Information Center and recently redesigned its www.HardwoodInfo.com.

"This website now encompasses a vast amount of industry knowledge for both professionals and consumers seeking information about American hardwoods," says Linda Jovanovich, executive vice president for the Hardwood Manufacturers Association. "From specifying tools and tips to case studies and photo galleries, the site is both informational and inspirational - and we plan to add even more functionality in the coming months."

Designers, Specifiers and Professionals considering hardwood as a material selection, will find a species guide, design inspiration, project support and even continuing education opportunities. "Average Joe" Hardwood Admirers and Enthusiasts, looking for help with their home projects, will easily find design trends, care and maintenance, an Image Gallery, and much more.

AHMI Offers Green Resource Solutions

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

AHMI has partnerships with the WoodNet Market Council and Columbia Forest Products 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.

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 auditing for all of the schemes at a discounted rate for AHMI members.

The Appalachian Hardwood Verified Sustainable program offers certificates and letters verifying the resource is from the sustainable Appalachian Hardwood forest. 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.

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

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



Appalachian Hardwood Manufacturers, Inc. 2012 Annual Meeting Feb. 29-March 4 Marco Island Marriott, Marco Island, FL

To reserve your room at Marco Island Marriott, call 1-800-438-4373
AHMI's block cutoff is Jan. 27. Standard/Pool View Rooms are \$275, Tower Suites are \$399

To plan functions and include all participants on the Registration List, please complete this form and return with your check to: AHMI, P.O. Box 427, High Point, NC 27261. **AHMI will have badges and other materials available on site for collection on Thursday, March 1.**

Registration before Feb. 3, 2012:

AHMI MEMBER - \$360 per person **GUEST - \$460 per person**
MEMBER SPOUSE - \$220 **GUEST SPOUSE - \$220**
CHILDREN AGE 12 & older - \$80; UNDER 12 - FREE
Add \$50 to any registration fee after Feb. 3, 2012

Full registration fee refunded on cancellations received by Feb. 3, 2012. Cancellations received after that time will be subject to 50% forfeiture.

Register by Dec. 31 for drawing on \$100 American Express Card!
Register by Jan. 15 for a drawing of Free Spa Treatment!

PLEASE REGISTER THE FOLLOWING FOR AHMI'S 2012 ANNUAL MEETING

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

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

Company: _____

Address: _____

City/State/Zip: _____

REGISTER FOR GOLF (Medal Play Friday; Captain's Choice Saturday)

Name: _____ FEE: \$210
Please check: Friday Saturday

Name: _____ FEE: \$210
Please check: Friday Saturday

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

Name: _____ FEE: \$110

Name: _____ FEE: \$110

Check # _____ Received _____

TOTAL \$ _____