



Appalachian Sustainable



American Made Gains Momentum At Market

HIGH POINT – Furniture manufacturers had their best attendance in five years from retail buyers at the spring 2012 High Point Furniture Market.

The crowd of retail buyers and designers was noticeable as hallways, showrooms, elevators and more were filled during the opening days of market. The buyers were seeking new product in higher price categories for stores as they anticipate buyers this summer and fall.

“We had a terrific market, probably the best in several years,” said Doug Bassett, vice president of Vaughan-Bassett Furniture in Galax, VA. The bedroom manufacturer introduced new lines touting their made in America and specifically the Appalachian region.

“We had good crowds and we wrote orders,” Bassett said. “Our buyers were looking for furniture and they like the new pieces in Carolina Cottage and more.”

Made in the USA pavilion at High Point market attracted buyers seeking domestic goods in domestic woods



Vaughan-Bassett has expanded production into a neighboring furniture plant that closed a few years ago and opened additional warehouse space.

“We anticipate a very good spring and summer,” he said.

Attendance at the spring market was up about
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Export Compliance Tops Summer Meeting

A presentation on export regulations for companies who directly or indirectly ship goods overseas will highlight the 2012 Appalachian Hardwood Manufacturers, Inc. Summer Family Conference.

The program is set for July 28-31 at the Grove Park Inn in Asheville, NC. Michael Allocca, president of Allocca Enterprises, will discuss export compliance in 2012 and the problems companies can encounter from a lack of expertise.

The company was founded in 2006 and offers consulting services and training seminars across

the United States and world. These specialize in compliance audits, classifications and implementing written export and import procedures.

Allocca states that many exporters fail to check the "Denied Persons List" on the U.S. Bureau of Industry and Security website published by the U.S. Department of Commerce. Shipping to these companies can lead to fines and seizure of goods.

The Bureau has expanded its role since the 9/11 attacks and changes frequently occur to federal laws regarding exports. There will also be an
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Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.
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Meetings

2012 Summer Conference - July 28-31
The Grove Park Inn, Asheville, NC
2012 Fall Meeting & Tour - TBA
2013 Annual Meeting - Feb. 28-March 3
Hyatt Grand Cypress, Orlando, FL

The way I see it...

By Tom Inman, AHMI President

...AHMI member Stanley Furniture has it going on.

The company recently confirmed it received \$40 million from the distribution of duties on Chinese-made wooden bedroom furniture. The money was part of the estimated \$152 million in duties on wood bedroom furniture that have been held by U.S. Customs and Borders.

The government distributes the funds to manufacturers that supported the antidumping petition involving Chinese-made wooden bedroom. The duties are designed to level the playing field for domestic producers that have been injured due to unfairly priced imports.

The fight has been on since the late 1990s when John Bassett of Vaughan-Bassett Furniture initiated the protest. The U.S. government found cause and began collecting the duties under the Continued Dumping and Subsidy Offset Act, also known as the Byrd Amendment.

While the Byrd Amendment was repealed in early 2006, manufacturers can still receive duties collected by October 2007. The \$152 million is being cleared through U.S. Customs.

No announcement how Stanley will spend the money but part could be to move company headquarters from Stanleytown, VA, where it was founded in 1924, to High Point, NC. The relocation will consolidate offices with its furniture market showroom.

President and CEO Glenn Prillaman says moving the showroom from the top of the International Home Furnishings Center to their own space will allow Stanley to attract more upper-end retailers and interior designers.

"We can showcase our product amongst other high-end brands in the industry," he said. "For the premium brick and mortar retailer and especially interior designers, it will allow them to see Stanley product in a whole new light."

The moves all sound very positive for Stanley Furniture. Many furniture companies are trying new concepts to reach new markets. Targeting consumers with money to spend on quality Appalachian Hardwood products makes sense.

Conference from page 1

advanced workshop on export compliance on Tuesday, July 31 in conjunction with the summer conference. The cost is \$35 and will include policies and procedures to assure compliance.

AHMI has also invited a North Carolina furniture manufacturer to present an update on success selling American made furniture in China. Details are still being worked out.

AHMI will also invite the new director of the Hardwood Federation to share their plans for 2012 and beyond. Deb Hawkinson has resigned.

The Grove Park Inn is a member favorite with its panoramic view of the Appalachian Mountains, award-winning spa facility, amenities and location in the region. AHMI meeting attendees will also be able to experience Asheville's finest attractions with:

- Optional tour of the Biltmore House on Sunday.

- Annual Bele Chere Festival in the downtown area is Friday-Sunday. Bele Chere means "beautiful living" and the festival is a celebration of that with music, food, crafts and celebrations.

The Grove Park Inn Spa is one of the country's finest and provides full services to guests. The spa appointments go quickly and members are encouraged to reserve times today by calling (828) 252-2711.

AHMI will have golf and sporting clay tournaments in conjunction with the meeting. There is also whitewater rafting, hiking, mountain biking and more recreational opportunities available in the Asheville area.

To reserve your room, please call The Grove Park Inn at 1-800-438-5800 and use the AHMI code: 690227. Cut-off is June 18, 2012.

A meeting registration form is included on page 6 of this newsletter. Full meeting materials will be mailed soon.

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



Market from page 1

8 percent from one year ago when it was up 6 percent from the previous year. These increases are bringing new life to the High Point market.

Stanley Furniture Company recognizes that and announced plans to move its headquarters and showroom from Stanleytown, VA, to just north of the main market building in the downtown High Point area. Stanley President and CEO Glenn Prillaman said the company is targeting upscale consumers.

"Our product lines are repositioned for the upscale consumer's desire for better goods as the economy continues to improve," he said.

The company introduced Arrondissement with 65 pieces of bedroom, dining and occasional. The group is made from American Cherry and tropical hardwoods.

Its Young America collection continues to win approval from parents and grandparents seeking quality, American made pieces. Much of the group is made from Appalachian Poplar with a variety of stains and paints.

Buyers continued to ask manufacturers if products were made in the United States. The Made in America pavilion in Market Square filled the third floor as manufacturers like Furniture Traditions used the smaller space to drive buyers to their existing showroom in another building. The company manufactures bedrooms in alder and oak.

"This has been very positive for us," said Bob Kirkeby, co-president of service and sales. "We have a unique product and the buyers really responded."

The company produces large bedroom groups in alder and oak. The company has a unique design with an emphasis on storage.

Oak Design had a good market with keen interest in American products, said Ishmael Castellanos, sales manager. It was the California company's first time in High Point.

Kincaid Furniture found buyers looking for products in middle and upper price point categories. President Steve Kincaid said retailers were more interested in style.

"We are seeing people who have lowered their

price points and they are coming back because they are getting requests for higher end products," he said. The company did well with Winston, a collection in solid maple with a leg table and four chairs priced at \$1,599 and a sleigh bed with an upholstered headboard that retails at \$1,499.

Lincolnton Furniture had dozens of buyers ready to add their bedroom and dining room to retail floor space, said Bruce Cochrane, president. The response to its cherry, oak and maple offerings were strong for the second market and the company has a back log of orders.

Lexington Furniture offered a 100-piece collection, Aquarius, with contemporary designs. Wood pieces make up about 75% of the group and use a variety of veneers such as walnut, mahogany, ebony and mappa burl over solids and engineered products. Officials reported a good response from buyers.

Smaller scale items for home office gained popularity at the spring market. Many vendors had solid wood and veneer paneled desks and hutches in oak, cherry and walnut with natural and dark finishes.

The fall 2012 High Point market is Oct. 13-17.

Upcoming AHMI Activities

Appalachian Hardwood Manufacturers, Inc. will attend / display at the following meeting, trade shows and other events to promote AHMI members and products in 2012:

May 30 - Forestry Division Meeting, Flatwoods, WV

June 19-22 - AHEC Southeast Asia Convention, Singapore

Aug. 22-25 - International Woodworking Fair, Atlanta, GA

Sep. 12-15 - National Hardwood Lumber Association Convention, Chicago, IL

Sep. 18-20 - Hardwood Federation Fly In, Washington, DC

Oct. 3-5 - NC Forestry Association Annual Meeting, Asheville, NC

Oct. 13-18 - High Point Furniture Market, High Point, NC

For more information, contact the AHMI office.

Forestry Meeting Offers Skid Trail Findings

The 2012 Appalachian Hardwood Forest Research Alliance workshop and meeting will be May 30 at the Days Inn Conference Center in Flatwoods, WV. AHFRA will again partner with Appalachian Hardwood Manufacturers, Inc. for this meeting.

Dr. John Brooks of West Virginia University will discuss his followup research on Whole Stand Appalachian Hardwood Growth and Yield Systems. This AHFRA-funded project began in September 2009 with the objective of developing a whole stand growth and yield model to predict future trees per acre, basal area and volume. He presented at the 2011 meeting and was given instruction to expand his analysis.

Dr. Chad Bolding of Virginia Tech will present his research comparing erosion rates under a variety of sites and closure techniques in order to provide additional insight into the BMP recommendation. Based on previous strong correlations be-

tween actual erosion and predicted erosion (USLE-Forest and WEPP-Roads), the modeling evaluated a wide range of conditions and cover BMPs for skid trails in West Virginia.

The meeting will begin at 9:30 a.m., break for lunch and should be completed by 4 p.m. Meeting registration fee is \$45 and includes materials, breaks, and lunch. Please complete the registration form below and send with payment to AHMI. This meeting is open to all AHFRA and AHMI members and guests.

Please mail before May 23 with your credit card information or check to AHMI, P.O. Box 427, High Point, NC 27261. For more information, please contact AHMI at (336) 885-8315 or e mail to tom@appalachianwood.org.

AHMI has requested five (5) hours of Continuing Forestry Education credits from the Society of American Foresters and certificates should be available at the meeting upon completion.

2012 AHMI / AHFRA Workshop May 30 Days Inn Conference Center, Flatwoods, WV

MEETING FEE: \$45 per person (includes materials, lunch and breaks)

NAME: _____ Fee: \$45
NAME: _____ Fee: \$45
COMPANY: _____
ADDRESS: _____
CITY: _____ ST _____ ZIP _____

CREDIT CARD PAYMENT (Visa or Mastercard only)
CARD NUMBER _____ EXPIRATION _____
CARD BILLING ZIP CODE _____

PLEASE RESPOND BY May 23. You may also send payment by check.

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

Export University Details Financing, Shipping

Appalachian Hardwood Manufacturers Inc., recently co-sponsored a day-long workshop for exporters seeking improved methods to send products, check out customers and finance accounts in export markets.

AHMI, The U.S. Commercial Service, the NC Department of Commerce, the NC Agriculture, the NC District Export Council and the Small Business Trade Development office presented Export University-Advanced Lumber Products Exporting on April 23 in Greensboro, NC. Eight speakers focused on ways to negotiate sales to avoid non-payment, use of international banking systems, how freight forwarders and shipping companies

can assist and credit insurance.

The program provided handouts and electronic materials for participants.

"This was truly a great program for a new exporter or even someone who has been involved for years to learn of better ways to do business," said Tom Inman, AHMI president. "These state and federal agencies have programs that can help and people who are willing to work on behalf of U.S. companies."

Materials from the workshop, including a CD with dozens of forms, letters, and tips, is available from the AHMI office by phone at (336) 885-8315 or email tom@appalachianwood.org.



WORKSHOPS

Local Products Marketing

North Carolina State University Cooperative Extension is presenting Educational Webinars on Local Wood Products Marketing at noon EDT on May 31, June 28, July 26, and August 16, 2012.

This webinar series is part of a Wood Education Resource Center funded project. The goal is to help wood products manufacturers that use U.S. hardwoods to make value-added wood products to expand sales, profitability, and employment.

The four webinars will discuss how to expand the production and sale of locally made wood products. The webinars have interactive PowerPoint slideshows and opportunities for speakers and attendees to interact via a microphone or through real-time text messages.

To register, call Harry Watt at 704-880-5034.

Value-Added Technology

Staying on top of technology can keep a business competitive. Technology is continually advancing, and materials can change too. Get out of the shop and look at what new options may fit your business at a workshop New Technologies for Value-Added Wood Products Manufacturers - Cabinets, Furniture, Millwork on Thursday, June 7 at the WERC Facility, in Princeton, WV. This workshop will discuss innovations in equipment as well

as software and materials.

For more information or to register, contact Harry Watt at 704-880-5034. Sponsors include North Carolina State University, Woodshop News, and WERC.

Small Sawmill Profitability

A workshop titled Profitable Operation of Small Sawmills Workshop with Hands-On Demonstrations will be held Thursday, June 14 at the WERC facility in Princeton, WV.

This workshop focuses on small sawmills and lumber drying operations that use gas engines, diesel engines, and single-phase electric power. Equipment vendors are invited to set up exhibits and offer demonstrations.

Classroom lectures cover equipment currently available for small sawmill and lumber drying operations, how to saw for improving hardwood lumber grades, basics of the hardwood lumber grading system, lumber drying basics, heating a kiln with a stick wood water stove, profitable business and marketing strategies, and how to make value-added products beyond green and kiln-dried lumber.

For information, contact Harry Watt at 704-880-5034. Sponsors include North Carolina State University, Woodshop News, and WERC.

2012 AHMI Summer Family Conference

The Grove Park Inn, Asheville, NC, July 28-31, 2012

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 credit card information below by June 30, 2012 to AHMI, P.O. Box 427, High Point, NC 27261.

MEETING REGISTRATION FEES:

AHMI MEMBER - \$280 per person
MEMBER SPOUSE - \$140
CHILDREN 12 and older - \$40

GUEST - \$380 per person
GUEST'S SPOUSE - \$240
CHILDREN UNDER 12 FREE!



Full registration will be refunded on cancellations received by June 30, 2012. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S SUMMER FAMILY CONFERENCE

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

Company: _____

Address: _____

City/State/Zip: _____

BILTMORE HOUSE DAY PASS FOR SUNDAY, JULY 29 (optional)

Tickets will be mailed to you. Transportation on your own. _____ **Adult Tickets @ \$45 each** _____
Children 16 and under are FREE but we still need a ticket _____ **Child Tickets @ free**

SUMMER GOLF TOURNAMENT (Monday 12:30 p.m. Course at The Grove Park Inn. Incl. box lunch)

Name: _____ FEE: \$145

Name: _____ FEE: \$145

SPORTING CLAYS TOURNAMENT (Fowler Farms Sporting Clays van departs at 11:45 a.m.)

One round of 100 targets - Includes transportation, boxed lunch, and ammunition

Name: _____ FEE: \$80

Name: _____ FEE: \$80

EXPORT COMPLIANCE WORKSHOP (optional Tuesday 9-11:30 a.m. at Grove Park Inn)

Name: _____ FEE: \$35

Name: _____ FEE: \$35

Payment information

Total _____

Check enclosed _____

Credit Card: VISA / MasterCard # _____

Expiration date _____ Name on card: _____