



Appalachian Sustainable

July 2013

Monthly newsletter of
Appalachian
Hardwood
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Future Meetings

2013 Summer Conference - July 27-30

The Greenbrier,
White Sulphur
Springs, WV

2013 Fall Meeting - Oct. 21-23

The Nemaquin,
Farmington, PA in
conjunction with
Penn-York Club

2014 Annual Meeting - Feb. 26-March 2

Boca Beach Club,
Boca Raton, FL

Business Advice Tops Summer Agenda

Reservations exceed room block for Summer Conference

The Appalachian Hardwood Manufacturers, Inc. Summer Conference reservations surpassed the room block by 10 percent at The Greenbrier and a great crowd is anticipated for the July 28-30 event.

The business agenda includes items of interest to all AHMI members and confirmation was received last week that U.S. Sen. Joe Manchin of West Virginia will attend. He is a member of the Senate Energy and Natural Resources Committee.

The business program will include:

- Property/Casualty Insurance for Hardwood Companies by a panel of insurance professionals. Renewals for most companies have increased in 2013 and the panel will explain these changes and ways to reduce exposure. Speakers include John Smith of Pennsylvania Lumbermen's Mutual Insurance; Kevin Mershimer of LUA; and Robin Little of BB&T Insurance Services.

- Accurate Business Appraisals Meet Financial Needs with Daniel Horgos and John Pfeffer of Industrial Appraisal Co. in Pittsburgh, PA. They will discuss the need for updated appraisals as financial institutions and insurance companies change requirements for forest products companies.

- The Present and Future of Woody Biomass by Dr. Tim Rials, director of the Center for Renewable Energy at the University of Tennessee Institute of Agriculture. Biomass-based energy has become a focus of industry and policy makers with an emphasis on products derived from wood, both short-rotation crops and traditional forest resources. Wood is the most important source of renewable energy in the United States and a primary source of fuel for the world. Rials will discuss developments in 2013 in the eastern U.S.

"These topics are on everyone's mind today as costs rise and the complexity of dealing with these things change," said AHMI President Tom Inman. "Attendees will come away from the sessions with new insight and the ability to make better decisions."

The meeting will include networking time before and after the business sessions, receptions each evening and the Summer Golf and Sporting Clays tournaments. The Greenbrier is an exceptional property and continues to expand its dining, entertainment and accommodations. The hotel has improved its five-star spa, offers 14 restaurants, cafes, bars and lounges including the famous Main Dining Room, Prime 44 West steakhouse and In-Fusion sushi bar.

The Casino Club at The Greenbrier offers world-class gaming, live entertainment, international cuisine and boutique shopping in an elegant setting. Other recreational opportunities include golf, sporting clays, tennis, fishing, hiking, mountain biking, and horseback riding.

(See Meeting on page 3)

The way I see it...

By Tom Inman, AHMI President

promotion of Appalachian Hardwoods was expanded to more diverse markets in the U.S. and internationally in June.

For the first time in more than 20 years, AHMI participated in NeoCon13 along with thousands of office, institutional, hospitality and retail designers, manufacturers and architects. Our attendance was at the urging of several AHMI members who were finding new business in these markets.

And I can understand why. The hallways of the Merchandise Mart in Chicago were filled with people visiting showrooms, looking for the latest designs and meeting with customers. It was like stepping into a High Point Furniture Market from the early 1990s.

AHMI members Century Furniture, Mohawk Flooring and Shaw Industries were among the hundreds of exhibitors. It was unusual to see furniture and flooring manufacturers in the same venue but obviously they understand the opportunity.

My overall impression was very positive with these business markets doing very well in 2013 and forecasted to continue into next year. There is opportunity for hardwood lumber distributors and secondary manufacturers to reach these customers with very specific products. Their needs may be higher but so should the margin.

...I was pleasantly surprised to see a company fighting back against the electric hot air blowers claims they save trees. This company has placed decals on paper towel dispensers stating "It's OK to use me, I will be back soon."

Their message is the towels are recycled for the fiber but also could equally promote the renewability of trees. Trees *will* be back soon.



Congrats to Keiver-Willard and Bob! Wendell Cramer of W.M. Cramer Lumber Co. (left) congratulates Bob Keiver (right) on his 80th birthday and the 60th anniversary of Keiver-Willard Lumber in Newburyport, MA. A celebration of both events was held in early June. In the background is KW salesman and rocker Jack Little.

MEMBERSHIP

AHMI welcomes the following new member:

Supplier

Industrial Appraisal Co.
Daniel Becker
603 Stanwix St., Suite 1500
Pittsburgh, PA15222

New members are the lifeblood of the association.

AHMI Saddened By Death Of Alex Coughlin

AHMI is saddened to report the death of Alex L. Coughlin, 66, of Rapidan, VA, on June 23, 2013. He was the sales executive at Rock Hill Lumber Co. in Culpeper, VA.

He was born on October 25, 1946, in Virginia and is survived by two children, four grandchildren, and two great-grandchildren.

A funeral service was held on Friday, June 28, 2013, at Found and Sons Funeral Chapel in Culpeper. An online guest book and tribute are available at www.foundandsons.com

Meeting from page 1

The declassified Bunker at The Greenbrier is a must-see experience that takes you behind the scenes and walks you through a fascinating period in the resort's history. Carved deep into the mountainside beneath the West Virginia Wing, it is an emergency Cold War fallout shelter.

Once a top secret U.S. government relocation facility for Congress, The Bunker is now open to anyone interested in reliving a legendary piece of The Greenbrier history.

AHMI is assisting with Bunker Tour ticket reservations. Please note the day and time on your registration form and return as soon as possible to assure availability.

A registration form is included with this newsletter. Please complete and return to the AHMI office at your earliest convenience or complete online at appalachianwood.org/meetings.htm.

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

AHMI Summer Conference July 27-30, 2013

Agenda

Saturday, July 27

6 pm - Early arrival reception

Sunday, July 28

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

Optional Bunker Tours at 1:30 and 3:30 p.m. with additional ticket required

5 pm - Registration open

6 pm - Reception

Dinner on your own

Monday, July 29

8:30 am - General Session

12 noon - Golf Tournament

1 pm - Sporting Clays Tournament

Optional Bunker Tours at 2 p.m. and 3:30 p.m. with additional ticket required

6 pm - Reception

Dinner on your own

Tuesday, July 30

7:30 a.m. AHMI Board of Trustees breakfast

9 a.m. - General Session *(if needed)*

Enjoy the Greenbrier

NeoCon Proves Office, Hospitality Is Strong

Appalachian Hardwood Manufacturers, Inc. participated in the NeoCon Business Furniture World Fair in Chicago in early June.

The event attracts manufacturers and designers in corporate/office, education/institutional, healthcare, and hospitality/retail furniture industries. AHMI President Tom Inman attended the show and distributed information on the Appalachian Hardwood Verified Sustainable and Verified Legal programs to dozens of exhibitors.

"This event was extremely well attended and the exhibitors report that these market segments are doing very well," he said. "Hotels and retail stores are renovating or expanding and hardwood is a key part of it."

The response to the AHMI programs was very positive as purchasing and marketing staff said they continue to seek sustainable supplies of materials. They noted that sustainable solutions are



AHMI's Tom Inman (right) meets with Century Furniture's Phillip Brown and Carrie Regan in their showroom at NeoCon in Chicago

no longer a trend but are in demand for every product category.

AHMI Participates In AHEC Asian Convention

Appalachian Hardwood Manufacturers, Inc. participated in the 2013 American Hardwood Export Council Asia Convention in Harbin, China on June 18-20.

Approximately 250 Chinese manufacturers, American producers and distributors, designers and academia attended the convention. The theme was American Hardwoods: Consistent Quality and Sustainable Supply.

There were presentations on the environmental benefits of American hardwoods and the Life Cycle Analysis completed by AHEC. The results prove that hardwoods far exceed any other building material for impact on the environment from extraction through manufacturing.

Harbin is located in northeast China and is home to furniture, cabinet and flooring plants. Much of the wood used in the region is sourced from Russia and Southeast Asia.

"We do have an opportunity here to reach new markets with American hardwoods which are sustainable and legal," said AHMI President Tom



AHMI President Tom Inman (right) meets with (from left) Zhu Qiang, China Timber Products Distribution Association; Nguyen Khanh, Wood Industry Association of Vietnam; Ernie Koh, Singapore Furniture Industries Council; Zhang Ping, Harbin Furniture Association; and Ambar Tjahyono, Indonesia Furniture Industry.

Inman. "Chinese manufacturers understand that and its importance for products they export to the U.S. and Europe."

Forest Owners Continue To Boost U.S. Economy

WASHINGTON, DC – The National Alliance of Forest Owners released new data confirming the strong value forest owners provide to the U.S. economy in its "The Economic Impact of Privately-Owned Forest in the United States."

The report reveals forest owners support 2.4 million jobs, \$87 billion in payroll, \$223 billion in sales and 5.7 percent of all U.S. manufacturing.

"Private forest owners are a driver of the U.S. economy by providing millions of jobs while producing a broad range of goods and services that improve quality of life in every home and community," said Dave Tenny, NAFO President and CEO. "Private forest owners are able to provide these substantial benefits because they recognize that responsible management today yields sustainable economic and environmental benefits."

Strong markets for working forests enable forest owners to make investments in forest stewardship that result in the following:

- The U.S. grows more trees than it harvests. USDA reports that the standing inventory (volume

of growing trees) in U.S. forests has grown by 50% between 1953 and 2011.

- For the past 100 years, the amount of forestland in the United States has remained relatively stable, at around 755 million acres.

- More than half of the freshwater supply, 53 percent, originates on forestlands. Outside of the Western region of the U.S., state and private lands provide 89 percent or higher.

- 20% of US forestland is under some type of conservation program, which is almost twice the world average of 11%.

- Assessments of biodiversity on the nation's forests have found that the annual rate at which species are listed as threatened or endangered has declined fivefold.

- Energy from forest biomass accounts for 22.2% of U.S. renewable energy consumption.

- The EPA reports that carbon storage in U.S. forests continues to increase, offsetting about 14% of annual U.S. emissions from burning fossil fuels.



Treesun Floorings Mr. Chan (from left) AHMI's Tom Inman and Jiu Shung Wood Co.'s James Zhu and Lin Zhu at warehouse in Nanxun, China

Inman Tours Treesun Flooring's Plants In China

NANXUN, CHINA - Appalachian Hardwood Manufacturers, Inc. President Tom Inman visited one of China's largest hardwood flooring manufacturers, Treesun Flooring.

The company is owned by Jiu Sheng Wood Co., an AHMI member company. It has five plants and warehouses west of Shanghai in the city of Nanxun. The company produces solid, engineered and laminated flooring and all of their products are marketed and sold in China.

The Treesun Flooring lines include Appalachian Red Oak, White Oak, Hickory, and Ash. The offerings included traditional strip flooring and planks.

Officials report that demand for hardwood floors remains strong in apartments and condominiums construction. Forecasts for the next 12 months are positive.



AHMI's Tom Inman presented Mr. Chang with plaque recognizing Treesun Flooring's use of Appalachian Hardwood Verified Sustainable materials

AHMI Activities in 2013

Appalachian Hardwood Manufacturers, Inc. will attend / display at the following meeting, trade shows and other events to promote AHMI members and products in 2013:

July 27-30: AHMI Summer Conference, White Sulphur Springs, WV

Aug. 19: Penn-York Lumbermen's Club, Findley Lake, NY

Sept. 16-17: Wood Component Manufacturers Association Annual Meeting & Tour, Millersburg, OH

Sept. 20-21: Kentucky Wood Expo, Lexington, KY

Oct. 2-5: NHLA Convention, Fort Worth, TX

Oct. 19-24: High Point Furniture Market, High Point, NC

Oct. 20: American Society of Furniture Designers, High Point, NC

Oct. 21-23: AHMI Inter-Industry Meeting and Tours, PA

Oct. 29-31: Hardwood Federation Fly-In, Washington, DC

Nov. 13-15: NC Wood Exports Conference, Raleigh, NC

Nov. 20-22: GreenBuild, Philadelphia, PA

For more information, please contact the AHMI office at (336) 885-8315.

Dry Kiln Short Course In NC

A Dry Kiln Operators Short Course sponsored by Southeastern Dry Kiln Club and conducted by N.C. State University will be held July 16-19 at the Haywood Community College in Clyde, NC.

This short-course will provide practical knowledge about how wood is effectively kiln dried and scientific background on related wood properties and processes. The registration Fee is \$375 per person.

For more information please contact: Doug Burchfield, Continuing Education Division, 185 Freedlander Drive, Clyde, North Carolina 28721 Telephone: (828) 564-5128 or ddburchfield@haywood.edu

2013 AHMI Summer Family Conference

The Greenbrier, White Sulphur Springs, WV, on July 27-30

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 12, 2013 to AHMI, P.O. Box 427, High Point, NC 27261.

MEETING REGISTRATION FEES:

AHMI MEMBER - \$265 per person	GUEST - \$365 per person
MEMBER SPOUSE - \$135	GUEST SPOUSE - \$235
CHILDREN 12 & older - \$50	CHILDREN UNDER 12 FREE!

Full registration will be refunded on cancellations received by July 12, 2013. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S SUMMER CONFERENCE

Name: _____	Badge Name: _____	FEE: \$ _____
Name: _____	Badge Name: _____	FEE: \$ _____
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: \$195

Name: _____ Hdcp _____ FEE: \$195

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

One round of 100 - Includes gun, targets and ammunition

Name: _____ FEE: \$195

Name: _____ FEE: \$195

THE BUNKER TOUR Adults \$30; Children 10-17 \$15; children under 10 are not permitted.

Please make your selection below. Tickets will be available before you arrive.

Sunday, July 28 @ 1:30 p.m. ____ @ 3:30 p.m. ____ Adults ____ Children ____

Monday, July 29 @ 1:30 p.m. ____ @ 3:30 p.m. ____ Adults ____ Children ____

FEES: _____

Check enclosed _____

Credit Card: VISA / MasterCard # _____

Expiration date _____

Name on card: _____

Billing zip code _____

Total _____

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

Room reservations should be made online at www.greenbrier.com and use code 130727APPALA