



# Appalachian Hardwood *Sustainable & Legal*

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.

## AHMI Targets Health Conscious Homeowners New Postcards, Emails, And Video Tout Solid Appalachian Benefits

Appalachian Hardwood Manufacturers, Inc. has launched its 2016 Promotion titled "Solid Appalachian Hardwoods - Know What's In Your Home."

The campaign targets first-time homebuyers and existing homeowners with positive messaging about the health benefits of Solid Appalachian Hardwood in flooring, cabinets and furniture. While beauty and lasting value are also included in the initiative, the emphasis is on clean air and low energy consumption of solid hardwood products.

*"Glues found in laminate, bamboo floors, and engineered floors have been proven to leak carcinogenic formaldehyde into the air. These emissions can cause a bounty of unwanted health risks including nasal and lung cancer, nausea, and asthma.*

*Likewise, carpet is a trap for allergens, pesticides, and parasites which pollute the air in your home. These airborne pollutants can inflame respiratory issues such as asthma or allergies, putting you, your children, and pets at risk.*

*Appalachian Hardwood has centuries of proven respiratory health benefits. Don't settle for unsafe and artificial. Get safe, solid, Appalachian Hardwood. We're the real deal.*

*Don't leave your future up to chance."*

The promotion was approved by the AHMI Board of Trustees in July to target consumers with messaging on the benefits of Solid Appalachian



**Solid Appalachian dining room from Ethan Allen is highlighted in promotion**

Hardwood in their homes compared to imported laminates and substitute materials. These inferior products have taken market share in recent years as cheap alternatives to solid hardwood.

AHMI's Producer Division discussed the changes and challenged the Trustees to work on solutions. AHMI has contracted with a Virginia company to manage the campaign in 2016.

*"As the old saying goes. 'you get what you pay for,' which definitely rings true for Appalachian Hardwood. Homes built with Appalachian Hardwood floors moldings, or cabinets can last for generations compared to the short lifecycle that artificial woods and laminates deliver. With its high*

**(See Promotion on page 5)**

February 2016

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## ***The way I see it...***

By Tom Inman, AHMI President

...hardwood lumber markets in the New Year are "unsettled" (*a word used recently by Tony Honeycutt of Mullican Flooring*). I agree with production stable in the Northern Appalachian region while tightening in the Southern Appalachian because of lower log supplies.

Supplies of soft maple are low while demand is rising. Inventories of ash are rising while demand from Europe weakens because of stricter rules for wane.

White oak remains under pressure from stave producers and fewer logs are making it to the sawmill. Red oak inventories are stable with price increases reported in the pricing guides.

Certainly "unsettled" is a great description of the key Appalachian species but also the others. Many Producers are reporting mixed results in moving lumber for the first five weeks of the year.

China is almost back to work after celebrating the New Year. Vietnam buyers are turning to rubberwood to replace American poplar as the US Dollar is on the rise. Cherry remains flat.

So what does the rest of the year look like? Everyone wants to know and the best word to describe it is well, um - "unsettled."

The recent Indiana Hardwood Lumbermen's Association meeting was well-attended last week with buyers and sellers converging for the first time in 2016. The mood was generally positive.

...we have a great crowd planning to attend the 2016 Annual Meeting in Naples, FL, in just two weeks. We have a couple of new members to join us in recent weeks and one will be in attendance with other new registrants and regular participants.

We have a strong business program, the election of new officers and trustees and several fun events like golf, fishing, a Friday Night Beach reception and Chairman's Banquet with dinner and dancing.

I can still get you a room for the key nights but I must know immediately. We will keep registration open until Feb. 15. Please make plans TODAY to join us.



AHMI welcomes the following new members:

### **Distributor**

Tioga Hardwoods, Inc.  
Kevin Gillette  
PO Box 195  
Berkshire, NY 13736

### **Supplier**

Brewco Inc.  
Bill Hendrix  
PO Box 150  
Central City, KY 42330

New members are the lifeblood of the association and if you know of potential members, please contact AHMI at (336) 885-8315. We have materials to send and will schedule a visit.

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## **AHMI Membership Dues & Resource Guide DUE NOW!**

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. mailed its 2016 Membership Dues and Appalachian Hardwood Verified Sustainable Resource Guide information recently. The deadlines for both are NOW.

The dues are paid annually for members of the Distributor, Export, Consumer, Forestry and Supplier Divisions. The Producer members pay monthly based on lumber production. (Export membership is for Producer and Distributor companies in addition to their primary dues.)

The Resource Guide is distributed to thousands of lumber buyers around the world. It lists all AHMI members, facility locations, contacts, equipment, and species. There is also an opportunity to advertise and promote specific details about your company. It is emailed to 12,000 international buyers and is promoted on the AHMI website.

Please return your materials IMMEDIATELY to be included in all of the AHMI promotions for 2016. If you have questions about these, please contact the AHMI office at (336) 885-8315 or email to [info@appalachianwood.org](mailto:info@appalachianwood.org).

# Registration Still Open For 2016 Annual Meeting

The 2016 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. registration remains open for a few more days. The meeting is Feb. 24-28 at the Naples Beach Hotel & Golf Club, Naples, FL.

The five informative business sessions are:

**Invest In Solid Appalachian Hardwoods - Know What's In Your Home** - Prototype Advertising, Forest, VA. AHMI has developed a promotion campaign to target consumers with a positive message on Solid Appalachian Hardwood.

**Weigh Your Can! New Rules For Export Containers** - Curtis Struyk, TMX Shipping. Exporters will have new requirements to document the weight of containers starting July 1.

**Wood Millwork Industry Revival** - Matt Weaber, president of Weaber Inc. The millwork industry is regaining strength and solid Appalachian hardwood is playing a key role.

**Forestry Issues & The 2016 Candidates** - Dana Lee Cole, executive director of the Hardwood Federation. This session will explain races in key Appalachian states.

**New Property & Casualty Insurance Programs** - Duke Baldrige of Dominion Advisors and Robin Little of BB&T Insurance Forest Practices will discuss the major changes in property and casualty insurance in 2016.

There will also be remarks by Chairman Steve Houseknecht recapping his two years of leadership and the election of new officers and trustees. There will be a Chairman's Banquet to close the meeting on Saturday evening with a special dinner and music by Society Hill.

Those who arrive early on Wednesday, Feb. 24 will be treated to a special reception at the home of Mitch and Iris Carr in Naples. AHMI will provide transportation from the hotel.

The Meeting offers ample time for networking with members and guests at receptions, sporting events and dinners. The hotel has the only Gulf front restaurant in Naples and other dining venues are just minutes away in downtown Naples.

There will be golf and fishing tournaments during the meeting. Golf is on site both Friday and Saturday and the fishing tournament is Friday and

## Wednesday, Feb. 24

6 p.m. Early Arrival Reception at the home of Mitch & Iris Carr

## Thursday, Feb. 25

*Informal golf and fishing available. Call AHMI*

3 p.m. Board of Trustees Meeting

4 p.m. Registration Opens

6 p.m. Welcome Reception on Ocean Lawn  
*Dinner on your own*

## Friday, Feb. 26

8:30 a.m. General Session

*Business Presentations*

9 a.m. Ladies Breakfast at Tiki Hut

12 p.m. Fishing Tournament on Gulf

12:30 p.m. Golf Tournament at Naples Beach Hotel Course

6 p.m. Beach Reception at Coconut Grove  
*Beach party*

*Dinner on your own*

## Saturday, Feb. 27

8 a.m. Producers Meeting (*Producers only*)

8 a.m. Distributors Meeting

*Credit / Leasing options in 2016*

9 a.m. General Session

*Annual Meeting & Member Anniversaries, Chairman's Report, Business Presentations*

12:30 p.m. Golf Tournament

1:30 p.m. Beach Fun (*AHMI cabana*)

6 p.m. Chairman's Reception

7:15 p.m. Chairman's Banquet & Dancing

## Sunday, Feb. 28

NO FORMAL BUSINESS - HAVE A SAFE TRIP

will leave from the Naples docks.

Please register at [www.appalachianwood.org](http://www.appalachianwood.org) and click on Meetings or call the Naples Beach Hotel at (239) 261-2222 and ask for the Appalachian Hardwood block.

The Naples Beach Hotel & Golf Club is on 125 tropical acres along the Gulf of Mexico and is Southwest Florida's only beachfront hotel with onsite golf, tennis and spa. The beach hotel features newly renovated guest rooms and suites – each with a patio or balcony – and beautiful Gulf of Mexico or resort views.

If you have questions or additional needs for the meeting, please contact the AHMI office at (336) 885-8315.

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# New Bat Rules Go Into Effect Feb. 16

The U.S. Fish & Wildlife Service published the much-awaited Final 4(d) Rule recently outlining “incidental takes” of the Northern Long-Eared Bat and clarifies previously rules. The Final 4(d) Rule goes into effect Feb. 16, 2016.

The Final Rule concedes regulatory requirements with regards to forest management activities (and other tree removal activities). However, restrictions regarding the Northern Long-Eared bat that impact the forest products industry are:

(1) Incidental take is prohibited if it occurs within hibernacula for the Northern Long-Eared Bat. Incidental take includes harm, harassment or mortality incidental to an otherwise lawful activity.

(2) Tree removal activities within a quarter-mile radius of any known hibernacula, at any time of year resulting in incidental take of the bat are prohibited. The Final Rule uses the term “known hibernacula,” instead of the “known, *occupied* hibernacula” phrase in the Interim Rule.

(3) The buffer zone of tree removal activities near “known, occupied maternity roost trees” during the June 1-July 31 pup season has been amended to 150 feet radius. This is much smaller than the proposed quarter-mile radius restriction.

(4) Liability for incidental takes associated with conversion of natural forest to plantations, or to other uses, has been omitted.

(5) The Final Rule reiterates that “project proponents” may apply for special permits for activities that may result in incidental takes but which the 4(d) rule does not cover.

(6) Intentionally killing or harming of Northern Long-Eared Bats is considered “purposeful take” and is prohibited unless otherwise related to the protection of human health and safety and meeting FWS’ underlying requirements.

FWS acknowledges the difficulty that “project proponents” may experience in locating hibernacula or occupied maternity roost trees. FWS encourages landowners to survey their land for hibernacula and occupied maternity roost trees but does not yet require them to do so.

Contact AHMI for more information.



**John Hammond, NCDA&CS (from left); NC Agriculture Commissioner Steve Troxler; Joe Pryor, Oaks Unlimited President; Karen Pryor; Peter Thornton, NCDA&CS**

## Oaks Unlimited Named NC's Exporter Of Year

Oaks Unlimited, Inc., has been named 2016 Exporter of the Year by the N.C. Department of Agriculture and Consumer Services.

The award honors agribusinesses that have excelled in exporting their products around the world. Agriculture Commissioner Steve Troxler recognized Oaks Unlimited for its exporting success and President Joe Pryor and Export Sales Manager Mark Taylor.

“Oaks Unlimited has shown the world the quality of North Carolina forestry products for more than 40 years,” Troxler said. “The company now exports 75 percent of its production to a dozen countries outside the United States.”

Oaks Unlimited specializes in the production of high-quality kiln-dried Ash, Cherry, Hickory, Poplar, Red Oak and White Oak. The company recently expanded by purchasing 10 acres adjoining its existing facility, adding a boiler, dry kiln and new lumber shed for air drying under cover. In 2014, the company also purchased a sawmill to supply its dry kilns with Appalachian hardwoods.

The company is a member of AHMI's Producer Division and offers Appalachian Hardwood Verified Sustainable and Forest Stewardship Council certificates. The company is an active member of the NC Forestry Assoc., National Hardwood Lumber Assoc., American Hardwood Export Council and Hardwood Manufacturers Assoc.

## Promotion from page 1

*quality look, nothing compares to the warmth, beauty, and value of Appalachian Hardwood, which never goes out of style."*

The card also educates homeowners on the lasting value of Solid Appalachian:

*That's why it brings so much value to a home. Homes with Appalachian Hardwood are almost assured to maintain a higher property value than those with vinyl and laminates. Appalachian Hardwood floors are renowned for making or breaking a seller's price point.*

*All of this points to Appalachian Hardwood being the perfect investment for first-time homebuyers. who never have to worry about replacing their features. and who will see a higher home value when it's time to sell.*

*Don't leave your future up to chance."*

The Solid Appalachian Hardwood promotion includes a 4-minute video that takes the viewer from the forest to the finished product and emphasizes the health and economic benefits of solid hardwood. The narrator questions the harmful glues, resins and unknown materials in imported laminates and substitute products and repeatedly asks "do you know what's in your home?"

The video can be seen at [www.youtube.com/watch?v=4khKPhm4w](http://www.youtube.com/watch?v=4khKPhm4w)

The messaging is duplicated in 12 email blasts to targeted consumers who are potential home



Video promotes the carbon sequestration in trees and hardwood products AND the air quality benefits of solid hardwood



buyers and / or renovators. There are also a revised website, mailing cards and press releases.

The campaign will be detailed at the 2016 Annual Meeting on Feb. 26 and complete information available after.

## Inman Talks Hardwood Markets To PA Foresters

STATE COLLEGE, PA - AHMI President Tom Inman recently participated in the 2016 Winter Meeting of the Pennsylvania Bureau of Forestry. More than 400 Bureau employees from around the state gather annually to discuss issues and hear updates on forest management.

Inman presented on hardwood lumber markets both domestically and internationally. He detailed hardwood lumber production for the past 10 years and broke down how each market segment has changed.

Low grade markets have seen the greatest

growth with board road mat, crane mat and railroad ties all increasing. Traditional markets like furniture, cabinets and millwork have declined while flooring has gained overall despite recent declines. Exports have risen with sales to China.

Other presentations included breakouts on invasive species, crop tree management, climate change, and cherry decline. The US Forest Service is reporting severe declines in cherry tree populations and attributing part of that to lower levels of nitrogen in the air.

For more information, contact AHMI.



## Renovation Spending Forecast Up In 2016

Expenditures for home improvements should see healthy gains in 2016, according to the most recent Leading Indicator of Remodeling Activity measure compiled by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University.

The LIRA projects annual spending growth for home improvements will accelerate from 4.3 percent in the first quarter of 2016 to 7.6 percent in the third quarter. By then, the level of annual spending in nominal terms is anticipated to surpass the previous peak set in 2006.

"2016 is looking to be a stronger year for home renovation activity compared to 2015 thanks to the continued recovery in the owner-occupied housing market," center managing director Chris Herbert said in a statement. "In most markets across the country, rising house prices are bringing more homes to the market and increasing sales, which is a driver of home improvements."

"The remodeling market has steadily improved in recent years with homeowners incorporating larger, more discretionary projects into their home improvement priorities," a research analyst added. "The real test this year will be whether the industry can clear ongoing bottlenecks in labor availability and consumer financing concerns to fully meet this increased demand."

## Lumber Liquidators Fined For Lacey Violations

The Department of Justice sentenced Lumber Liquidators recently for five criminal charges, including a felony violation of the Lacey Act, related to illegally importing wood from protected Siberian tiger habitat in the Russian Far East.

Lumber Liquidators must pay a total of \$13.2 million in fines, parts of which will fund conservation efforts including the development of the Forest Product Laboratory's XyloTron wood species

## AHMI Promotion & Trade Show Activities

Appalachian Hardwood Manufacturers, Inc. will attend / display at the following meetings and other events to promote member companies:

Feb. 16-17: **Hardwood Federation Board Meeting**, Washington, DC

Feb. 25-28: **AHMI Annual**, Naples, FL

March 9-11: **HMA National Convention**, Fort Worth, TX

March 22: **ALC Meeting**, Pinehurst, NC

April 5-6: **KFIA Annual**, Louisville, KY

April 16-20: **High Point Furniture Market**, High Point, NC

April 27-29: **NWFA Expo**, Charlotte, NC

May 5-8: **Appalachian Lumbermen's Club Beach Meeting**, Myrtle Beach, SC

May 13-14: **EXPO Richmond 2016**, Richmond, VA

July 24-28: **AHMI Summer Conference**, The Greenbrier, White Sulphur Springs, WV

Aug. 24-28: **International Woodworking Fair**, Atlanta, GA

Sept. 13: **Appalachian Lumbermen's Club**, Johnson City, TN

Oct. 5-7: **NHLA Convention**, Washington, DC

Oct. 19-21: **AHEC European Convention**, Copenhagen, Denmark

Oct. 22-26: **High Point Furniture Market**, High Point, NC

For more information about these events, please contact [info@appalachianwood.org](mailto:info@appalachianwood.org)

identification device.

The company pleaded guilty to five criminal charges because it illegally imported Mongolian oak from protected forests in Russia. Those forests provide habitat to the only wild Siberian tigers left on Earth. The total fine is the largest U.S. penalty ever for timber trafficking.

"This company left a trail of corrupt transactions and habitat destruction.,," officials said.