



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

December 2006



Certification Programs Focus Of AHMI Meeting

Interest in forest and lumber certification programs is rising and Appalachian Hardwood Manufacturers, Inc. will have the answers during the 2007 Annual Meeting and Convention.

"What Sustainable Means to your Customer and What Certified can mean to your Company" is the theme for the meeting set Feb. 22-25 at the Longboat Key Club and Resort in Longboat Key, FL. The resort is located near Sarasota on the Gulf of Mexico.

"We are receiving inquiries each week from members and non-members asking about certified lumber and certification programs," said Tom Inman, AHMI president. "We think it is very timely to hear from the leaders of the top two programs in the United States with details about how sawmills, yards and manufacturers are affected."

Confirmed speakers for the Friday program are Bill Banzhaf, president of the Sustainable Forestry Board which administers the Sustainable Forestry Initiative (SFI), and Roger Dower, president of the Forest Stewardship Council - United States (FSC-US). They have been asked to provide detailed information about each program.

SFI was adopted in 1994 by members of the American Forest & Paper Association and its principles call on the U.S. forest products industry to practice a land stewardship ethic that integrates the reforestation, nurturing, and harvesting of trees for useful products with the conservation of soil, air, and water resources; wildlife and fish habitat; and forest aesthetics. As of April 2005, over 45 million acres of forest land in the United States had been independently third-party certified to the SFI Standard.

The Forest Stewardship Council, FSC-US's mission is to promote, through certification, broad-scale



improvements in forest management practices in the United States—practices that are: (1) environmentally responsible, (2) socially acceptable, and (3) economically viable. The FSC was created in 1993 and the US FSC national initiative began in 1996. As of April 2005, the FSC had certified over 15 million acres of forest land in the United States.

The Friday program also includes American Hardwood Export Council consult Rupert Oliver who will explain certification demands in Europe. The European market continues to increase in demands for

(See Meeting on page 3)

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APPALACHIAN Future Meetings

2007 Annual Meeting - Feb. 22-25

Long Boat Key Resort, Long Boat Key, FL

2007 Summer Family Conference July 22-24

The Greenbrier, White Sulphur Springs, WV

2007 Inter-Industry Meeting - Oct. 16-17

Location to be announced

The way I see it...

By Tom Inman, AHMI President

...the slower times being reported in hardwood lumber sales in recent weeks a reflection of the Appalachian Hardwood Manufacturers, Inc office.

Since becoming president of Appalachian Hardwood Manufacturers, Inc. in mid-October, the buzzsaw of activity has not stopped. The transition began in the middle of the 2006 Inter-Industry Meeting and upon returning to the office it kicked into high gear. The transition from former President Mark Barford to me involved paperwork to sign, files to share, contacts to update and more. Fortunately my past 12 years with the association has me very familiar with the daily operation, the people and the mission.

I am happy to report the change has gone extremely well. Thank you to the members who have sent me notes, emails and calls to congratulate and offer their support if needed. (I will call!!)

I am pleased to report three new members (see *information to the right*) to the association recently. New members and retention are the keys to a successful association and I plan to pursue both of those aggressively.

...the 2007 Annual Meeting program is blockbuster. Certification and sustainability are fast returning to the forefront in the industry and I have scheduled the leaders of the Sustainable Forestry Initiative and the Forest Stewardship Council - United States to tell us exactly how they work for sawmills and distribution yards. The AHMI office is receiving a call or email weekly from members and non-members seeking certified wood. *Hardwood Review* says certification "may be for real." We will hear from the leading groups and the American Hardwood Export Council about these issues. There will also be a report about an AHMI program that may be beneficial for members needing accountability for customers. More about that later. And we will hear about NHLA plans under Barford management. Please register today to the 2007 Annual Meeting.

...when you call the AHMI office you will hear a new voice. Dinah Farrington has been hired as the new administrative assistant. She comes to our office with experience in various business office settings. Office Manager Susan Koontz began semi-retirement in recent years and will officially retire Dec. 31. More on that next time.



MEMBERSHIP

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

Producer

Bill Hanks Lumber Co.
Jeff Hanks
2655 Piney Grove Church Rd.
Danbury, NC 27016

Producer

Taz Hardwoods Co., Inc.
Ronald Frazee
Rt. 3 Box 69-K
Bruceton Mills, WV 26525

Consumer

Linwood Furniture Co.
Bryan Starnes
P.O. Box 909
Linwood, NC 27299

Membership is the lifeblood of all associations. To assist AHMI in recruiting, please contact Tom Inman at (336) 885-8315 or send an email to tom@appalachianwood.org.

AHMI Offers Opportunities For Meeting Sponsors

Appalachian Hardwood Manufacturers, Inc. is seeking sponsors for the 2007 Annual Convention. These sponsorships enable the association to keep registration fees low and provide outstanding programs and entertainment.

Sponsors receive recognition in pre-meeting materials, listing on the agenda and newsletter and an announcement during the meeting. Signage also lists the sponsoring company during the event.

The following opportunities are available:

- Business session speakers
- Welcoming reception
- Tournament prizes
- Saturday reception
- Coffee breaks

Other meeting sponsorship opportunities are available. Please contact the AHMI office at (336) 885-8315 for more information.

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certified lumber and products. AHEC Executive Director Michael Snow will follow with reports from other foreign markets.

"This is a terrific opportunity for our members to hear it all in one place," Inman said. "Our program is extremely strong and we should have all of the answers for certification questions."

The Saturday business session begins with separate meetings for Producers and Distributors at 8 a.m. The Producers' Only session will feature a roundtable discussion of sawmill issues. The Distributors Division meeting is open to all attendees and will feature a presentation on distribution issues.

The Saturday general session will begin with the Annual Report and remarks from AHMI Chairman John Crites. It will be followed by a presentation from National Hardwood Lumber Association Executive Manager Mark Barford who will discuss plans for NHLA in 2007. Barford is the former AHMI president and completed transition to his new position in November.

"We are very pleased to have Mark return to our meeting and give us his thoughts about plans for NHLA in 2007 and beyond," Inman said. He will be followed by Jim Howard, NHLA president, who will share the leadership's initiatives for the new year.

The Saturday program also includes an update from The New Oak Partnership (NOP) on its progress in 2006 and plans for 2007. This will be presented by NOP Co-Chairman Ed Ramsey.

"Another strong morning program offers incentive for all AHMI members to attend the 2007 convention," Inman said. "They will learn Saturday what AHMI, NHLA and New Oak are all planning for the new year and these are exciting plans."

Longboat Key Club is an outstanding resort which offers classically appointed rooms and suites with a large private balcony and views of the beach, lagoon or golf course. There are guest rooms, suites and one or two-bedroom condominiums available for AHMI meeting attendees.

"This property gives a host of choices for first-class accommodations for our convention," Inman said. "They assure us that we can expect an experience that will inspire confidence, generate excitement and produce long-lasting results."

New for 2007 will be a special Ladies Tour and Shopping Trip on Friday. AHMI ladies have the opportunity to tour the John and Mable Ringling Home and Art Museum. He was one of the founders of the Ringling Brothers Circus and the home and museum represent the rich and famous of the "roarin 1920s."



Longboat Key Club is located on the Gulf of Mexico near Sarasota, FL

The ladies will be taken to the St. Armands Circle shopping district to complete the day and return at 4 p.m. to prepare for the evening reception.

"This promises to be an extremely entertaining time for our ladies," Inman said. "A bus will meet them at the front of the resort and return to the same location so it could not be easier."

The weekend will include golf tournaments on Friday and Saturday at the club's signature courses, Islandside and Harborside. The championship courses will challenge all levels and adjoin the resort. The Friday round is the official meeting tournament and Saturday's round will be Captain's Choice.

A sporting clays tournament is set for Friday at the Sarasota Trap and Sporting Clays Club. The fee includes 100 rounds, ammunition, gun rental and cart charges.

A tennis tournament will be held Saturday at the resort's tennis club.

There will be receptions each evening at the resort's pool, Island House and harbor locations. Dinner each evening is available in the resort's four distinctive restaurants or off site in dozens of restaurants on the key or nearby Sarasota.

An invitation along with registration materials were mailed recently to AHMI members and guests. The information is also available online at www.appalachianwood.org/meetings.htm.

Hotel reservations may be made with the Longboat Key Club at www.longboatkeyclub.com or telephone 1-800-237-8821.

Please see the Meeting Agenda on page 4 of this newsletter. A registration form is printed on page 8.

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2007 AHMI Annual Meeting Agenda

Wednesday, Feb. 21

6 p.m. Early Bird Reception *Chairman's Suite*

Thursday, Feb. 22

4-6 p.m. Registration *Lobby area*

6:30 p.m. Welcoming Social *Barefoots Poolside*
Dinner on your own

Friday, Feb. 23

9 a.m. General Session *John Ringling Ballroom*

Certification - U.S.: What it means to consumers, sawmills and distribution yards

Bill Banzhaf, president of the Sustainable Forestry Board (SFI)

Roger Dower, president Forest Stewardship Council - U.S.

Certification - International: Rupert Oliver and Michael Snow, American Hardwood Export Council, will present trends in Europe and across the world

AHMI Sustainability Statement: Tom Inman, AHMI President

9:30 a.m. Ladies Tour *Ringling Home & Art Museum, St. Armands Circle*

AHMI ladies are invited to tour the Ringling home to see how the rich lived and played during the 1920s. Enjoy the world famous art collection and beautiful grounds. Bus leaves from resort and returns to St. Armands Circle for lunch and shopping. Back to the Longboat Key resort at 4 p.m.

12:30 p.m. Golf Tournament *Islandside Course* Shotgun Start - Medal Play

12:30 p.m. Sporting Clays *Sarasota Trap and Sporting Clays*

6:30 p.m. Reception *Spike N Tees at Island House*

Dinner on your own

Saturday, Feb. 24

8 a.m. Producers Meeting *Island House Dining Room* (*open to producers only*)

8 a.m. Distributors Session *John Ringling Ballroom* (*open to all meeting attendees*)

Chairman Jerry Vaughn - presiding

9:15 a.m. General Session *John Ringling Ballroom*

Annual Meeting, Chairman's Report and 2007 Plan of Work

Mark Barford, NHLA Executive Manager, and Jim Howard, NHLA President, The Future for the National Hardwood Lumber Association

Ed Ramsey, New Oak Partnership Co-Chairman, Progress Report and Plans

12:30 p.m. Golf Tournament *Harborside Course* Consecutive Tee Times - Captain's Choice

2 p.m. Tennis Tournament *Longboat Key Club Courts*

6:30-8 p.m. Chairman's Reception *Barefoots Poolside*

Dinner on your own

Sunday, Feb. 27

NO FORMAL BUSINESS - HAVE A SAFE TRIP HOME



Longboat Key Club reservations available at 1-800-237-8821 or www.longboatkeyclub.com
or a printable form is available online at www.appalachianwood.org/meetings.htm

U.S. Cabinet Demand Forecasted To Rise

Demand for cabinets in the United States is forecast to expand 3.1 percent per year through 2010 to \$16.4 billion, the Freedonia Group, a Cleveland-based industry market research firm, predicts. According to a recent report, building design trends that lead to greater cabinet use per residence will boost new residential cabinet demand and help offset a decline in single-family housing completions.

Kitchen cabinets, which represented about 85 percent of cabinet shipments in 2005, will benefit from a continuing trend toward using more cabinets to provide increased utility. In addition, the rising use of the kitchen-type cabinets in other rooms of the home (e.g., laundry rooms and media rooms) will also aid increases. Shipments of bathroom cabinets will offer similar growth prospects through 2010.

Emerald Ash Borer Quarantine Includes Ohio, IL, IN

WASHINGTON, DC - The USDA's Animal and Plant Health Inspection Service expanded its emerald ash borer quarantine to include the states of Ohio, Illinois and Indiana effective Dec. 1.

The ruling restricts the movement of ash lumber and products and requires permits from APHIS offices. The permits are required if shipping within the quarantine states and from within the states to other areas.

Companies operating in states not listed as this time should still take note of the new regulations and requirements. The treatment options include: ISPM 15-Approved; 100% bark-free with an additional 1/2-inch of wood removed; fumigation as per USDA treatment schedule; kiln drying as per USDA treatment schedule; and heat treatment scheduled as per USDA treatment schedule.

Under the Plant Protection Act of 2000, violations of a domestic quarantine may result in monetary fine up to \$250,000 and/or imprisonment. For more information, please visit www.aphis.usda.gov.

AHMI Educates NCSU Students On Hardwoods

RALEIGH, NC - Appalachian Hardwood Manufacturers, Inc. President Tom Inman recently spoke to forestry graduate students the hardwood lumber resource in the Appalachian Region.

The program was held for the Hardwood Silviculture class at North Carolina State University. The students have researched forestry and forest practices but not as much time on inventories and markets, Inman said.

The presentation focused on the volume of standing timber and timber harvests as well as markets for lumber domestically and internationally.

"These students were extremely interested in the marketing aspects of the industry and what is happening outside of the forest," Inman said.

He shared with them the availability of Appalachian hardwoods and species composition throughout the region.

"This class was interested in changes in the forest in recent years and the timber that is being harvested," Inman said. "It was a great opportunity to showcase what is happening in the region."

The programs were extensions of AHMI's Community Involvement Program that was developed in 1995. Each also incorporated information from forestry and promotion programs the association has developed in recent years.

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

AHMI Renewals Sent

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. recently mailed membership renewal information for 2007. For the 15th consecutive year, AHMI dues have remained at the same level for all divisions.

Membership in the association assures the promotion of Appalachian hardwood lumber and products will continue around the world. Exciting plans are developing for 2007 that will further benefit member companies, said AHMI President Tom Inman.

"We have accomplished many key promotion programs in 2006 and will expand those efforts next year to reach a wider audience," he said. "Members will continue to see the association grow and adapt to the marketplace."

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

AF&PA Honors MeadWestvaco

WASHINGTON, DC - The American Forest & Paper Association has awarded the 2006 Forest Management Award to MeadWestvaco Corporation for its Cooperative Forest Management program.

MeadWestvaco's CFM program enters its 50th year in 2006 and provides sustainable forest management assistance to more than 1,800 family forest landowners who represent more than a million acres of forestland in the United States. Participating landowners receive advice and technical support on everything from timber markets and harvest yields to wildlife habitat and water protection.

Non-industrial forest landowners represent approximately 60 percent of the commercial forestland in the United States. However, only 8 percent of these family forest owners have a forest management plan and only a quarter seek professional forestry advice.

The CFM program provides services to landowners in Alabama, Georgia, South Carolina, Virginia and West Virginia. It also reaches into South America, where MeadWestvaco's Brazilian subsidiary adopted the CFM model to create their own local program. In 2003, the CFM program in South Carolina also became group certified through the American Tree Farm System® (ATFS), further signifying their commitment to private landowner sustainable forestry management and to the SFI program.

Forest Service Alters Cut To Boost View

The U.S. Forest Service responding to complaints about a plan to cut timber within view of touristy Blowing Rock, NC, proposed a new plan recently.

The proposal is intended to reduce the visual impact of the timbering, the service said. It reduces the area to be logged from 231 to 212 acres and leaves more trees standing within view of the resort town.

The public also gets another month to comment on the new proposal for the Globe project, as it is called. A final decision is expected early next year.

The new proposal is at www.cs.unca.edu/nfsnc/nepa/grandfather/globe/globe.htm. To comment, e-mail comments-southern-north-carolina-pisgahgrandfather@fs.fed.us or write Grandfather Ranger District, Attn: District Ranger, 109 E. Lawing Drive, Nebo, NC 28761.

WV Flood Litigation Campaign Seeks Help

A flood litigation group has been formed in West Virginia to change public opinion about lawsuits against the forest products industry.

The campaign is designed to create a more forestry-educated public before further litigation goes to trial. The target audience is southern West Virginia and phase one utilizes Marshall University Football Coach Bob Pruitt in a series of advertisements with emotional appeal. The second phase will deal directly with the negative impact of the lawsuits on West Virginia's economy.

The program is administered by the West Virginia Forestry Association. Contributions are requested and a suggested level of giving is offered for sawmills, distribution yards and timber management companies.

For more information, contact WVFA Flood Litigation Campaign, P.O. Box 718, Ripley, WV 25271 or Rob Jones at jonesrobjones49@aol.com or telephone (304) 633-8011.



FORESTRY

Forestry Symposium Set In WV

The the 2007 A.B. Brooks Forestry Symposium is set for Jan. 31 - Feb. 1 at the Charleston House Holiday Inn in Charleston, WV.

The session begins with Agriculture and Forestry Day at the West Virginia Legislature including exhibits, legislative visits and meeting with the legislators. There will be a legislative reception "A Taste of West Virginia." A joint reception sponsored by WVFA, the WV Farm Bureau, and various other forestry and agricultural groups.

For room reservations at the Charleston House Holiday Inn, call 304-344-4092 and mention that you are with the WVFA A. B. Brooks Forestry Symposium. Room reservations should be called in to the Holiday Inn before room block cut off date of Jan. 15, 2007.

For more information, contact West Virginia Forestry Association, PO Box 718, Ripley, WV 25271 or Phone (304) 372-1955.

China's Import of American Hardwoods Rises

American hardwood exporters increased sales of all hardwood materials to China by 8.4 percent in value on 2005, compared with the previous year.

The impressive growth of US hardwood imports to China, taken from recent data released by the US Bureau of Census, reconfirms the importance of China as a market. The strong increase in China outpaced most other markets: the value of total shipments of all hardwood products and lumber sales rose by 1.9 and 1.5 per cent, respectively.

WVU Awards AHMI / Bennett Scholarship

The West Virginia University Foundation is pleased to announce the Howard D. Bennett/AHMI Scholarship of \$500 was recently awarded to Justin Barnes of Charlottesville, VA.

He is a senior majoring in forest resources management. Scholarships are traditionally awarded for the academic year, with disbursement increments of 50 percent for the fall and 50 percent for the spring semester.

The scholarship is named for the former AHMI executive director and is generated annually from a foundation grant to the university following the sale of an AHMI research forest in the 1970s. The money was given to the university for scholarships to deserving forestry students.

USFS Moves Office To NM

ALBUQUERQUE, NM - The U.S. Forest Service is undertaking the most significant change to its business practices since its founding in 1905 by centralizing many of its business operations, including human capital management, in Albuquerque, New Mexico.

"Centralizing the Forest Service's administrative services makes good common sense and aligns with the President's goal of increasing the efficiency and effectiveness of government programs," said Agriculture Secretary Mike Johanns. "This change enables the Forest Service to redirect crucial funds from administrative functions back to mission-critical programs."

The Service Center currently has 109 employees providing human resource services to 4,530 Forest Service employees. By September 2007, the center will have 360 employees located in Albuquerque serving approximately 39,000 Forest Service employees.

Hardwood products export to the world's most populous nation, on the other hand, reached over US \$500 million for the first time.

Sales of sawn lumber to China in the same year increased by 6.9 per cent and are now worth US \$154 million.

While the European Union remains the single largest market for American hardwoods, China is now the single largest importing country but it re-exports much of what it purchased back to the US.



Advanced Selling Course

Personal selling methods provide most forest product companies the differentiation strategy necessary to be successful in the marketplace. As the forest products industry becomes increasingly competitive, personal selling skills increase in importance.

Those attending this Advanced Selling course will learn how to increase their effectiveness in their sales jobs. Specific topics include territorial management, self-motivation, sales negotiation techniques, time management, communication skills, value-added sales techniques and keeping a positive attitude.

The course will be held at the Inn at Virginia Tech on March 28-29 in Blacksburg, VA. For additional information please contact Bob Smith at 540-231-7107 or rsmith4@vt.edu.

FRA Has Timber Safety Video

The Forest Resources Association has released a new safety training video, *Timber Harvesting Deck Safety*, produced by the Southwide Safety Committee and the Forestry Mutual Insurance Company.

This video-based training program is designed to enable a crew supervisor or independent facilitator to provide all employees in a logging job with a basic understanding of the hazards associated with working at or near the log deck or landing.

FRA members may order the 21-minute video (including Discussion Leader's Guide) for \$35, domestic shipping included; the price is \$70 for non-members; specify DVD or VHS format. Please enclose payment with order, checks payable to "FRA"; Address orders to Forest Resources Association INC., 600 Jefferson Plaza, Suite 350, and Rockville, Maryland 20852; please refer to stock number 06-A-6

APPALACHIAN

**Hardwood
Manufacturers, Inc.**

2007 Annual Meeting Feb. 22-25, Longboat Key Club, Longboat Key, FL

To reserve your room at Longboat Key Club, call 1-800-237-8821.

The cut-off date for AHMI's room block is Jan. 22, 2007.

Rooms & suites are available with "Beachview Club Suite" recommended.

AHMI will mail registration materials to meeting attendees prior to Feb. 15. To accurately plan functions and include all participants on the Registration List, please complete this form and return it with your check to: AHMI, P.O. Box 427, High Point, NC 27261 before Jan. 26, 2007.

Registration before Jan. 26, 2007:

AHMI MEMBER - \$350 per person

GUEST - \$450 per person

MEMBER SPOUSE - \$200

GUEST SPOUSE - \$250

Add \$50 to any registration fee after Jan. 26, 2007

Register online at our website www.appalachianwood.org.

Full registration fee refunded on cancellations received by Jan. 26, 2007. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S 2007 ANNUAL MEETING

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

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

Company: _____

Address: _____

City/State/Zip: _____

REGISTER FOR GOLF (*Tournament on Friday at Islandside; Captain's Choice Saturday at Harbourside*)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday @ (\$165) Saturday at (\$165)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday @ (\$165) Saturday at (\$165)

REGISTER FOR SPORTING CLAYS (*Friday 12:30 p.m. Sarasota Trap and Clay (100-shots, ammunition, gun rental and cart included)*)

Name: _____ FEE: \$75

Name: _____ FEE: \$75

REGISTER FOR TENNIS (*Saturday at 2 p.m. Longboat Key Club Courts*)

Name: _____ FEE: \$25

Name: _____ FEE: \$25



REGISTER FOR LADIES RINGLING HOUSE TOUR & SHOPPING (*Friday 9:30 a.m.-3:30 p.m.*)

Name: _____ FEE: \$40

Check # _____ Received _____

TOTAL \$ _____