



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

February 2007



## Registration Up 10% For 2007 Annual Meeting

The crowd continues to mount as registrations arrive for the 2007 Appalachian Hardwood Manufacturers, Inc. Annual Meeting.

As of Feb. 2, AHMI has registered 10 percent more people than in 2006, reports AHMI President Tom Inman. The program, meeting location and colder weather are driving people to Florida.

"Chairman John Crites has joked that we will have a great program in an outstanding facility and people will come. But we really need some very cold weather to hit and push people over the edge and that has happened," Inman said.

The theme for the weekend is "What Sustainable Means to your Customer and What Certified can mean to your Company" at Longboat Key Club and Resort in Longboat Key, FL. The program will detail the two leading certification programs in the United States and plans for AHMI and other hardwood groups in 2007.

"I have had numerous calls from people seeking meeting information that are very interested in this program and the impact on their business," Inman said. "Our attendees will hear what these programs are about and be able to ask specific questions about the needs of their company."

Confirmed speakers for the Friday program are Rick Cantrell, vice president of the Sustainable Forestry Board which administers the Sustainable Forestry Initiative (SFI), and Ned Daly, chief operating officer of the Forest Stewardship Council - United States (FSC-US). They have been asked to provide detailed information about their plans for 2007.

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 prac-



tice land stewardship. 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 FSC-US 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 FSC-US national initiative began in 1996. As of April 2005, the FSC-US had certified more than 15 million acres of forest land

**(See Meeting on page 3)**

AHMI, P.O. Box 427, High Point, NC 27261  
phone: 336-885-8315 fax: 336-886-8865  
e mail: [info@appalachianwood.org](mailto:info@appalachianwood.org)  
web: [www.appalachianwood.org](http://www.appalachianwood.org)

## 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

...we have had an unbelievable response to the 2007 Appalachian Hardwood Manufacturers, Inc. Annual Meeting registration with more than a 10 percent increase over 2006. AHMI members and guests filled the room block before our deadline and we have exceeded our expectations every night!

I want to thank those of you who registered early and you should have received your meeting materials. If you registered after Jan. 26, your meeting package mails later this week. Please be certain to bring your badges, agenda and golf lists with you to Longboat Key.

Please make your dinner reservations early. A dining guide is included in your meeting package and the best times go very quickly.

...the AHMI Board of Trustees is very focused on the promotion of all species of Appalachian Hardwoods. While AHMI will continue to administer the New Oak Partnership campaign, your staff and board are researching promotions for all species. AHMI has a long history of promoting the logs, lumber and products from the Appalachian Region in all species and grades from our member companies. That will continue in 2007 as we broaden our efforts to market to the world.

As our manufacturing base moves to new locations, AHMI will continue to find and foster these markets with our Appalachian Hardwood Lumber Promotion. There will be an increased emphasis on Appalachian species as we seek to broaden our partnership with the American Hardwood Export Council and additional ways to promote Appalachian at our own expense around the world. Keep watching because you will be surprised where "Appalachian" will turn up next.

...it is a very "challenging" time in the hardwood lumber industry. I love that word "challenging." Webster's defines it as "requiring full use of your abilities or resources." Each AHMI member I have talked with in recent weeks admits that they are utilizing all of their "abilities" and more "resources" than they would like to meet the "challenge" of sales today.

But those who have been in this business for many years say that is the nature of hardwood lumber sales. Upswings, downturns and fluctuations are the constant and the ability to adapt to each is the "challenge."



## **MEMBERSHIP**

### **AHMI Membership Renewals Are Due**

Appalachian Hardwood Manufacturers, Inc. has 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.

Membership renewals are due immediately for associate member categories: Distributor, Consumer, Forestry and Supplier. Producers are billed monthly. For more information, please contact Inman at the AHMI office at (336) 885-8315.

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### **AHMI Board Approves 2007 Plan Of Work**

Appalachian Hardwood Manufacturers, Inc. Board of Trustees met recently in Hickory, NC, to review the association's efforts in 2006 and approve the plan of work for 2007.

The 2006 program was highlighted by promotions for The New Oak, participation in trade shows and conferences, sponsorship of awards and scholarships and direct presentations to wood consuming companies. AHMI Chairman John Crites gave a report to the board on the staff changes in 2006 naming Tom Inman as president and Dinah Farrington as administrative assistant. He said the association must continue its role in promoting Appalachian Hardwoods.

For 2007, the board approved plans to continue administration of The New Oak Partnership and develop new promotions for all Appalachian species. AHMI will participate in 14 trade events and conventions in 2007. There will also be expanded emphasis on international promotion.

The trustees also welcomed 16 new members in 2006 and were pleased that membership topped 200 companies in January 2007.

For more information on any AHMI activities, please contact Inman at (336) 885-8315.

## Meeting from page 1

in the United States.

The Friday program also includes American Hardwood Export Council consultant Rupert Oliver who will explain certification demands in Europe. The European market continues to see increased demand for certified lumber and products. AHEC Executive Director Michael Snow will follow with reports from other international markets.

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 Ken Arney, U.S. Forest Service Southern Region deputy regional forester. He will share information on U.S. Forest Service plans in the south.

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.

"We are very pleased to have Mark return to our meeting and give us his 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. The Partnership has raised almost \$500,000 and is reaching architects, designers and consumers with a positive message about the benefits of Oak.

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.

"We filled our room block very quickly and the resort is near capacity for the weekend," Inman said. "I would encourage anyone who has not made a reservation to call today and get one of the last remaining rooms."

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 1920s.

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.

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 adjoins the resort. The Friday round is the individual 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 distinctive restaurants or off site in dozens of restaurants on the key or nearby Sarasota.

Registration is available online at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm). Hotel reservations may be made with the Longboat Key Club at [www.longboatkeyclub.com](http://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 6.

## Special Thanks To Annual Meeting Sponsors

Appalachian Hardwood Manufacturers, Inc. would like to thank the following companies for their sponsorship of the 2007 Annual Meeting. Their contributions allow the association to keep registration fees low and provide outstanding programs.

The sponsors are:

Friday Reception - Lumbermen's Underwriting Alliance Insurance Co.

Business session speakers - Pennsylvania

Lumbermen's Mutual Insurance Co.; USNR; American Hardwood Export Council; National Hardwood Lumber Association

Coffee breaks - Southmark Consulting and the Hardwood Federation

Golf tournament refreshment - SII Dry Kilns

Golf tournament prizes - Corley Manufacturing Inc. and USNR

Sporting clays tournament - ISK Biocides Inc.

Tennis Tournament - U\*C Coatings Inc.

## 2007 AHMI Annual Meeting Agenda

### Wednesday, Feb. 21

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

### Thursday, Feb. 22

4-6 p.m. Check In Meet & Greet *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 AHMI members. Rick Cantrell, vice president of the Sustainable Forestry Board (SFI) and Ned Daly, chief operating officer of the 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

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. 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*

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

6:30 p.m. Lumbermen's Underwriting Alliance 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).*

U.S. Forest Service activities in the Southeast - Ken Arney, deputy regional forester

9:15 a.m. General Session *John Ringling Ballroom* Annual Meeting, Chairman's Report and 2007 Plan; 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*

*Dinner on your own*

### Sunday, Feb. 27

NO FORMAL BUSINESS - HAVE A SAFE TRIP

## Hardwood Council OKs Plan

PITTSBURGH, PA - Member associations and companies participating in the Hardwood Council recently approved the plan for 2007.

The budget for the year is \$240,000 and will fund the continued push to provide high quality educational resources to architects, designers and building professionals. The focus of the Hardwood Council is to encourage the increased specification of American hardwoods.

Council members heard plans for the latest *Material Matters* report which will focus on "American Hardwoods in Green Design." The Council also recently sponsored a "Green Buildings and the Bottom Line" report on sustainability that was presented to the GreenBuild conference in Denver.

## Carolinas Expo is Feb. 15-16

GREENSBORO, NC - The 2007 Carolina Industrial Woodworking Expo is set Feb. 15-16 at the Greensboro Coliseum Complex.

Appalachian Hardwood Manufacturers, Inc. President Tom Inman will participate in the show and distribute Appalachian promotional materials in member booths. He will also contact prospective members and wood consumers.

"This used to be a very large show when more manufacturing was in North Carolina," Inman said. "It is still beneficial to make contact with the woodworkers who attend."

AHMI members should use the free pass code "WOD" when registering.

## USFS Names Kimbell; NC Gets As New Chief

WASHINGTON - The U.S. Department of Agriculture recently announced the selection of Abigail Kimbell as the 16th chief of the U.S. Forest Service. She succeeds Dale Bosworth who retired in February after 41 years with the Forest Service.

Kimbell currently serves as Regional Forester for the Northern Region in Missoula, Montana. As chief, she will oversee an organization of 30,000 employees and a budget of \$4 billion. Before becoming a Regional Forester, she served in Washington as associate deputy chief for the National Forest System.

Bosworth has been commended for his leader-

ship in the Healthy Forest Initiative.

In other forest news, North Carolina recently named Wib Owen as the new Director of the Division of Forest Resources. He is currently the assistant chief of wildlife management with the NC Wildlife Resources Commission and is a forester by training.

Owen has previously served the commission for eight years as a wildlife forester, where he had forest management responsibilities on 65,000 acres of state-owned property, and also provided technical guidance to private landowners through the Forest Stewardship Program.

## Managing Hispanic Workforce Class Set

PRINCETON, WV - The USDA Forest Service's Wood Education and Resource Center and Virginia Tech's Sloan Foundation Forest Industries Center will offer a workshop to improve management skills in working with the growing hispanic workforce.

The course is March 26-27 at the WERC in Princeton at exit 14 off I-77. The two-day workshop fee is \$490 and includes registration, materials, breakfasts, breaks and lunch.

The course is designed for employers and managers in the forest industries from primary to secondary manufacturing.

To register, please contact Anne-Collins Albimino at (540) 231-3095 or [www.forestindustries.vt.edu](http://www.forestindustries.vt.edu) by March 19. The course is limited to the first 30.

## AHMI Resource Guide Deadline Is Feb. 28

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. will publish its annual Demand the Appalachian Standard Resource Guide in March 2007.

The book is the association's main promotional piece for Appalachian hardwood lumber and it lists company and contact information for AHMI members.

A mailing to members about participation was sent in mid-January. The deadline for all materials to be included is Feb. 28. Materials may be mailed or sent in electronically to AHMI, P.O. Box 427, High Point, NC 27261 or [tom@appalachianwood.org](mailto:tom@appalachianwood.org).

More than 8,000 copies will be published and distributed to wood consumers around the world. The listing pages are also posted on AHMI's website. For more information, please contact the AHMI office immediately at (336) 885-8315.

## The New Oak Partnership Offers Update At VFPA

The New Oak Partnership gave an update on progress to date during the 2007 Virginia Forest Products Association Annual Meeting in Williamsburg, VA.

Appalachian Hardwood Manufacturers, Inc. serves as the administrator of the Partnership and AHMI President Tom Inman explained the promotion has four components:

- (1) direct mail postcard to 8,000 designers and architects
- (2) an interactive website
- (3) student design contests at four universities
- (4) press work through trade publications

Inman explained the Partnership is an alliance of companies who are combining resources to promote Oak to designers and architects. More than \$450,000 has been raised from 75 companies.



NOP continues its campaign to mail cards to architects and designers driving them to its website, [www.thenewoak.com](http://www.thenewoak.com). The site offers examples of design work, sample colors in Oak, showcases for product and general information on the sustainability, versatility and characteristics of Oak.

The Partnership is hosting student design contests at four universities and offering scholarships to students.

"Overall the message was well received and our partners report they are pleased with our progress," Inman said.

# 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.**

**AHMI filled its room block before Jan. 22, 2007 but a few rooms are available at the resort. The rate, however, cannot be guaranteed.**

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 immediately.

**AHMI MEMBER - \$400 per person**

**GUEST - \$500 per person**

**MEMBER SPOUSE - \$250**

**GUEST SPOUSE - \$300**

**Register online at our website [www.appalachianwood.org](http://www.appalachianwood.org).**

### **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** \$ \_\_\_\_\_