



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

December 2005



## Convention Offers Oak, Green Building Info

Appalachian Hardwood Manufacturers, Inc. will discuss its Oak Promotion, learn about Green Building and hear from design leaders at the 2006 Annual Convention.

The association returns to southern Florida for its meeting at the Naples Grand Resort, formerly known as The Registry Resort where AHMI met in 2001. The property changed names in November.

The meeting is planned for February 22-26.

"The resort has completed a \$50 million renovation since we were there, including the addition of a new night club, new spa, remodeled lobby, and refurbished rooms," said AHMI President Mark Barford. "We were able to negotiate a room rate that is less than we paid in 2001 and are looking forward to a large attendance and terrific meeting."

The confirmed program for the meeting includes a report on the AHMI Oak Promotion program. The association has taken the lead in implementing a targeted campaign to wood users educating them on a new look for Oak.

Other speakers include a presentation on the Green Building Initiative and efforts to promote the environmental positives of hardwoods.

Invited speakers are from the stair industry and design and architecture. More information on these programs will be available when the participants are confirmed.

On Friday morning, the Distributors Division will have an open meeting with a presentation on transportation issues. At the same time, the Producers Division will have a "producers only" discussion.

The weekend will include AHMI's popular receptions with the Friday Reception sponsored by Lumbermen's Underwriting Alliance. "We are pleased



once again to have LUA as our host and they always provide a first class reception," Barford said.

Other socials include the Welcoming Reception on Thursday and the Chairman's Reception and banquet on Saturday.

Sporting events for the weekend include golf tournaments on Friday and Saturday afternoons, tennis on Friday and Sporting Clays on Friday. Please see the registration form on page 6 to sign up.

The Annual Meeting for 2006 will mark a change in leadership for AHMI. Chairman Ed Ramsey will complete his two-year term and pass the gavel to Chairman-Elect John Crites. Other officers and trustees will be named at the meeting.

"We encourage all AHMI members and friends to join us for an educational and exciting meeting  
**(See Meeting on page 3)**

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### APPALACHIAN Future Meetings

**2006 Annual Meeting - Feb. 22-26**

The Registry Resort, Naples, FL

**2006 Summer Family Conference July 22-24**

The Homestead, Hot Springs, VA

## Mark my words.....

By Mark A. Barford, CAE, CF  
President

In theory, fluctuating consumer preferences are good for the hardwood lumber business. We are an industry that produces a variety of species, grades and products, and are normally pleased that buyers have differing desires when it comes to wood.

Imagine the problems if consumers bought only Maple, which comprises less than 7% of the standing timber in the US forests. Or worse yet, Cherry, which comprises only 2% of the American hardwood forest. Since we harvest what the forest gives us, we would end up with a lot of logs on the yard and no market.

The problem comes when consumer preferences steer away from a majority species like Oak. Red Oak and White Oak combined comprise 38% of the standing timber in the American hardwood forest, and closer to 50% of the Appalachian forest. When the public changes their buying patterns away from Oak, it has a significant effect.



**Mark A. Barford**

Perhaps we are victims of our own success. AHMI is no stranger to Oak Promotion. Back in the last downturn in oak demand three decades ago, a campaign was begun which included lumberman who went door to door to various furniture and cabinet makers to tell the Oak story. You know the story - sustainable resource, abundant supply, beautiful grains, high strength values and a history of finished Oak products that are passed down from generation to generation.

It worked. Oak use expanded dramatically. In fact you see it most everywhere including restaurants, stores and retail outlets, as well as many fine homes. That popularity may be part of the problem. It seems that few people want their house to look like a store or restaurant, and go in search of another species.

The new Oak Promotion campaign that AHMI has kicked off this year offer consumers a chance to have a new look without abandoning oak. The campaign will remind them that oak is available in a variety of designs and finishes. From recent history, the industry can feel confident that the beauty and consistency of Oak will one day bring buyers back. The promotion should help it return sooner rather than later.

## AHMI Oak Promotion Enters New Phase With Mailing, Website

Appalachian Hardwood Manufacturers, Inc. is expanding its Oak Promotion with an effort aimed at designers and architects to educate these groups about the new looks for oak.

Earlier this year, AHMI developed more than 20 new finishes and styles for Red Oak and White Oak in an effort to boost interest. The association produced samples and a presentation and began a campaign to visit wood consuming companies with the materials.

The initiative has met with early success and AHMI is launching its second phase, a direct mail and Internet marketing campaign, reports AHMI Director of Communications Tom Inman.

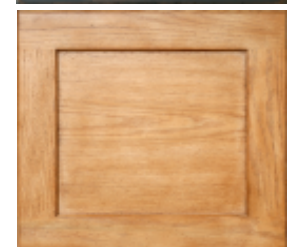
"We are very excited about this new emphasis to educate certified designers in furniture and kitchen and bath cabinet industries about the *new oak*," he said. "We are targeting these groups because research shows that they set the trends for the wood consuming industry."

The campaign will utilize direct mail and an Internet marketing strategy. It will begin in mid-January.

"We hope to have our first round completed before our 2006 Annual Convention so that we can report great results to the membership at that meeting," Inman said. "We believe this will assist our members and the entire industry in generating interest in oak and begin a fresh approach to the marketing of oak lumber and products."

The campaign will continue through 2006, pending board approval at the Annual Meeting.

For more information about the AHMI Oak Promotion, please contact Inman at the AHMI office at (336) 885-8315 or by e mail to [tom@appalachianwood.org](mailto:tom@appalachianwood.org).



## Meeting from page 1

about the programs for AHMI in 2006 and industry information," Barford said. "Please make room reservations immediately and register with AHMI as soon as possible."

The Naples Grand Resort boasts that it is one of the most prized locations in all of southwest Florida. The 23-acre resort is bordered by a spectacular mangrove preserve and white-sand beach.

The resort recently completed the renovation of its 395 tower guestrooms and suites. The suites enjoy private balconies with views of the Gulf of Mexico.

The resort encourages reservations by telephone at **(800) 247-9810**. Please ask for the AHMI room block with a nightly rate of \$305 before Jan. 22, 2006.

The AHMI registration form is printed on page 6 of this newsletter. Please print and return with your check to the AHMI office by Jan. 20 to receive the early registration discount. All meeting materials (badges, agenda, literature) will be mailed to registrants in advance.

The AHMI meeting form also includes reservations for all AHMI sporting events. For more information, contact the AHMI office at (336) 885-8315.

## AHMI Offers Opportunities For Meeting Sponsors

Appalachian Hardwood Manufacturers, Inc. is seeking sponsors for the 2006 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

Saturday reception entertainment

Coffee breaks

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

## Tentative Agenda

### Wednesday, Feb. 22

6-7:30 p.m. Informal Reception in Chairman's Suite

*Dinner on your own*

### Thursday, Feb. 23

6:30 p.m. Welcoming Social on Sunset Terrace

*Dinner on your own*

### Friday, Feb. 24

8 a.m. Producers Meeting in Sunset Room I-II  
*(open to producers only)*

8 a.m. Distributors Session in Crystal Ballroom  
*(open to all meeting attendees)*. Speaker Dr. Robert Smith, Virginia Tech, on freight issues.

9:15 a.m. General Session in Crystal Ballroom  
Speaker on the Green Building Initiative

12:30 p.m. Golf Tournament at Naples Grand Course. Medal Play

12:30 p.m. Sporting Clays Tournament at Port of Islands Gun Club. *Fee includes lunch, 100-shot round, gun rental and ammunition*

2 p.m. Tennis Tournament at Naples Grand courts

6:30 p.m. LUA Reception at Luna's Nightclub  
*Dinner on your own*

### Saturday, February 25

7:30 a.m. Trustees Breakfast in the Boardroom

9:15 a.m. General Session in the Crystal Ballroom  
Annual Meeting and 2006 Plan of Work; Oak Promotion

12:30 p.m. Golf Tournament at Naples Grand Course. *Captain's Choice*

6:30 p.m. Chairman's Reception in Lalique Foyer

7:30 p.m. Chairman's Banquet in Lalique Ballroom

### Sunday, February 26

NO FORMAL BUSINESS

HAVE A SAFE TRIP HOME

Need More Information? It is always available online at  
[www.appalachianwood.org](http://www.appalachianwood.org)

## Forest Chief Applauds Forest Salvage Plan

WASHINGTON — A bill to speed up logging of dead timber and planting new trees after storms and wildfires won praise recently from the leader of the U.S. Forest Service.

In fact, Forest Service Chief Dale Bosworth said he wished that the bill already were in effect so that the agency could better restore Southern forests damaged by Hurricane Katrina.

"It would allow us to move more quickly to respond to the needs on the ground after the hurricane," he said. Even under current law, plans are moving relatively quickly, Bosworth said.

Cleanup efforts to repair huge swaths of forests damaged or destroyed in the hurricane are under way, and an environmental assessment for long-term restoration should be completed within a few weeks. Work on projects to restore Southern pine forests in Mississippi and Louisiana should begin early next year, he said.

The salvage proposal by U.S. Reps. Greg Walden, R-Ore., and Brian Baird, D-Wash., would speed up that timetable by weeks or months, Bosworth told members of a House Resources forestry subcommittee.

The measure is intended to streamline regulations that often delay forest restoration and recovery after wildfires or other natural disturbances.

The bill would require that areas larger than 1,000 acres damaged by fire, storms or insect infestations be restored quickly.

Currently, environmental analyses can take a year or longer, followed by lengthy appeals and sometimes court battles. During that time, the commercial value of fire-killed timber diminishes as insects and rot set in.

The new bill would give the Forest Service and other public-land agencies 30 days after a catastrophe to come up with a plan, with a 90-day public comment period after that.

## Forest Service Estimates Hurricane Losses at \$6 Billion

The United States Department of Agriculture and Texas Forest Service at Texas A&M University estimate timber losses in Louisiana, Mississippi, Texas and Alabama at nearly \$6 billion.

Hurricanes Rita and Katrina damaged about 5.7

## Taylor Receives Environmental Leadership Award

Rep. Charles Taylor of North Carolina was honored with the National Environmental Education Leadership Award.

The prestigious award was presented by members of the National Environmental Education & Training Foundation, including the North American Association for Environmental Education, Project Learning Tree and the Campaign for Environmental Literacy. The award states: "In recognition of your distinguished leadership in support of the National Environmental Education Act to ensure balanced, scientifically-based environmental education programs around the country."

Taylor founded the Pisgah Forest Institute to promote science-based environmental education. Created in 1999 through a cooperative partnership of Brevard College, the USDA Forest Service and the Cradle of Forestry in America, the Institute provides earth and environmental science education programs for teachers. Thousands of educators have attended the Institute and are now using the training in their classrooms.

Taylor is Chairman of the House Interior Appropriations Subcommittee, which has a tremendous impact on Western North Carolina through funding for the Pisgah and Nantahala National Forests, the Blue Ridge Parkway and Great Smoky Mountains National Park.

"As the only Member of Congress who is also a registered forester, I am deeply committed to environmental education. As a nation, we would be much better off if we based our decisions concerning the environment on fact and science, rather than emotion," Taylor said. "My hope is that by providing a solid foundation in environmental education for our children, we are ensuring a cleaner and healthier environment for the future."

million acres of timber - enough to produce nearly 900,000 single family homes. The acreage represents 20 percent of the private, state and federal forest land in those states and 1 percent of the nation's forests.

## Haywood Community College Gets Grant

WAYNESVILLE, NC - The U. S. Department of Labor announced that Haywood Community College has received a \$1.7 million grant to update equipment in the natural resources department, to fund seven additional positions, to develop 45 internet courses, and to take five existing HCC degree programs online.

The Community-Based Job Training Grant from the U.S. Labor Department is targeted to help the North Carolina forest industry, including forestry, forest products manufacturing, and wilderness-related tourism and recreation.

The project is called the WNC Forestry Industry Training Initiative. Out of 388 applications only 70 community colleges in 40 states received awards with HCC the only one in North Carolina.

"This capacity grant enables Haywood Community College to bring its five natural resources degree programs to a 21st century state-of-the-art industry standard and to address the needs of local industry," said Mike Germano, vice president of Academic Services. "This grant allows us to prepare forest industry workers and enable existing forest industry workers to upgrade their skills for forestry industry careers on-line or in traditional classes."

Vital support for the project comes from community partners, which include the Haywood County Economic Development Commission, Haywood County Schools, Southern Forestry Foundation, USDA Forest Service, the N.C. Division of Forest Resources, Southern Appalachian Multiple-Use Council, and Blue Ridge Paper Products Inc.

## Seminar Offers Mexico Advice

The U.S. Commercial Service Mexico is presenting a free monthly web seminars program covering the Mexican commercial, legal and cultural climate. This program, which allows you, or your customers, to participate in the seminar from the comfort of your own desk, is designed for American companies that are looking to enter or increase their presence in this dynamic and growing market. <[https://www.buyusa.gov/mexico/en/sharing\\_more\\_than\\_a\\_border.html](http://www.buyusa.gov/mexico/en/sharing_more_than_a_border.html)>

The next WebEx Session will be Dec. 8 at 12:00 p.m. EST and covers two Commercial Service Mexico home-grown initiatives: "Marketing to Manufacturers in Mexico" and "The Border Development Program".

## Student Researches Bio-Oil From Wood

A University of Idaho graduate student believes the answer to the world's crude oil crisis grows on trees. Juan Andres Soria says he has developed a process that turns wood into bio-oil, a substance similar to crude oil.

The process - in which sawdust and methanol are heated to 900 degrees Fahrenheit to create the bio-oil - is already drawing some interest from energy and wood product companies. Soria claims the theory has precedent in nature - coal is the result of trees subjected to high heat and pressure.

So far, Soria's research has focused on sawdust from Ponderosa pine trees, although he said any variety of tree could be used, including fast-growing varieties like those being cultivated for wood pulp. Only about 2 percent of the mass is lost in the heating process, he said.

After the bio-oil is produced, he separates it by boiling points, or grades. He has identified oil grades that could someday replace gasoline, tar, glues and resins that make things like lawn furniture.

Soria said the bio-oil isn't likely to be an immediate competitor to crude oil. Crude oil currently costs about \$60 a barrel, and bio-oil will only be competitive when the cost of crude oil reaches \$80 a barrel.

## College Heats With Wood

GARDNER, MA - With \$400,000 spent to heat the Mount Wachusett Community College campus four winters ago, school officials were desperate for a new source of energy. So they turned to woodchips.

The Massachusetts school had just converted its electric heating operation into a system that runs on biomass — products like wood and agricultural waste. Although some were worried that burning 1,000 tons of woodchips wouldn't generate enough energy to heat the 500,000-square-foot campus, their doubts melted away when the system worked and heating costs plunged with winter temperatures.

The college paid a mere \$31,000 for the woodchips. The savings is so great that school officials say the \$2 million heating system conversion cost will pay for itself within 10 years.

At the same time, Mount Wachusett has so far reduced its greenhouse gas emissions — a polluted mix mostly containing carbon dioxide — by nearly 19 percent.

# APPALACHIAN

## Hardwood Manufacturers, Inc.

### 2006 Annual Convention Feb. 23-26 | The Naples Grand, Naples, FL

**To reserve your room at The Naples Grand, call 1-800-247-9810.**

**The cut-off date for AHMI's room block is Jan. 22, 2006. Room rates are \$305.**

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. AHMI will mail meeting materials (*badges, agenda, etc.*) to registrants by Feb. 15.

#### Early Registration before Jan. 20, 2006:

**AHMI MEMBER** - \$350 per person

**GUEST** - \$450 per person

**MEMBER SPOUSE** - \$200

**GUEST SPOUSE** - \$300

**Add \$50 to any registration fee after Jan. 20, 2006**

*Full registration fee refunded on cancellations received by Jan. 31, 2006. Cancellations received after that time will be subject to 50% forfeiture.*

#### PLEASE REGISTER THE FOLLOWING FOR AHMI'S ANNUAL MEETING

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_



#### REGISTER FOR GOLF (Tournament on Friday; Captain's Choice on Saturday)

Name: \_\_\_\_\_ Hdcp \_\_\_\_\_ FEE: \_\_\_\_\_

Please check:  Friday @ Naples Grand (\$200)     Saturday at Naples Grand (\$200)

Name: \_\_\_\_\_ Hdcp \_\_\_\_\_ FEE: \_\_\_\_\_

Please check:  Friday @ Naples Grand (\$200)     Saturday at Naples Grand (\$200)

#### REGISTER FOR TENNIS (Friday at 2 p.m. at Naples Grand courts)

Name: \_\_\_\_\_ FEE: \$25

Name: \_\_\_\_\_ FEE: \$25

#### REGISTER FOR SPORTING CLAYS (Friday at 12:30 p.m. at Port of the Islands Gun Club)

Name: \_\_\_\_\_ FEE: \$75

Name: \_\_\_\_\_ FEE: \$75

*(Fee includes lunch, 100 rounds of sporting clays, gun rental and ammunition)*

Check # \_\_\_\_\_ Received \_\_\_\_\_

**TOTAL**      \$ \_\_\_\_\_