



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

August 2004



## Politics, Lumber Markets Dominate Meeting

ASHEVILLE, NC - A mixture of politics and hardwood lumber markets were the emphasis of the 2004 Appalachian Hardwood Manufacturers, Inc. Summer Family Conference at the Grove Park Inn.

More than 170 members, guests and friends participated in the meeting which is annually billed as a family event. The Grove Park Inn served as a terrific setting for the business and social events.

"We had a great crowd and informative business sessions and popular social events, the three key ingredients to a successful meeting," said AHMI President Mark A. Barford. "All reports after the meeting have been very positive and people were glad they came and had a great time."

The business session was kicked off by Gerald Grider, president of Ferche Millwork, the nation's top hardwood millwork producer. He detailed the company's focus on quality.

Ferche Millwork started in 1958 and has been a member of AHMI since 1993. Founder Bob Ferche was a lumber distributor and began making moulding to sell to the local builder market.

The company was sold to RAF Inc. in 1987 but continues to operate on the same site in Rice, MN.

(From left)  
AHMI  
Chairman  
Ed  
Ramsey  
and  
Ferche  
Millwork  
President  
Gerald  
Grider



(From left) AHMI Chairman Ed Ramsey, Cuddy Johnson and AHMI Past Chairman Gary White

Ferche employs more than 200 people.

Grider said the main product from Ferche is stain grade, solid hardwood moulding products for the professional market. The company also produces veneer product and paint grade mouldings.

"We give our customers quality, that is our emphasis," Grider said. "It starts with the lumber we bring in, we choose the highest grades of Appalachian lumber in a few species to allow us to make the highest quality mouldings possible."

Appalachian hardwood lumber helps Ferche to produce a consistent product that has the highest machining properties and the best color and finish. The company manufactures about 80 percent of its products from Appalachian Red Oak, 10 percent from Appalachian Maple, four percent Appalachian Poplar, and Appalachian Cherry and Birch accounting for 2 percent. The remaining balance is spread over a dozen other species.

Grider said Birch used to be a major product for  
(see Meeting on page 2)

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### APPALACHIAN Future Meetings

#### 2004 Inter-Industry Meeting

Oct. 20 - The Village Inn, Clemmons, NC

#### 2005 Annual Meeting

Feb. 24-27 - The Sanctuary, Kiawah Island, SC

#### 2005 Summer Meeting

July 24-26 - The Nemaconlin, Farmington, PA

## **Mark my words.....**

**By Mark A. Barford, CAE, CF  
President**

One of the twelve Appalachian Species that AHMI concentrates our promotion on is Walnut - but it wasn't until I spoke at the Sixth Walnut Council Research Symposium in Indiana that I realized what an unusual lot these walnut growers and users are.

The entire Black Walnut lumber industry is probably about 100 million board feet per year in the midst of a 10 Billion BF industry (about 1%). The 300 people in attendance learned about better ways to grow, manage and ultimately sell their product.

Why? Because walnut is special. Midwesterners, where the great majority of walnut timber is found, have learned that walnut is one of the few eastern hardwood species that makes sense to plant. Most hardwood foresters are not worried about planting as much as reducing the competition of existing trees to help them grow.



**Mark A. Barford**

Nature is more than generous with natural regeneration. Walnut is a true crop tree, that pays off big dividends to investors. And not just for lumber. There is a gigantic worldwide demand for Walnut veneer, and the nuts from the trees are a staple food (as a mandatory part of the meeting various walnut treats are served!).

Some producers reported to me that recently the price of walnut logs have nearly doubled in price, with the demand from China leading the way.

Though Black Walnut is a natural American species, there are plenty of other walnuts that grow around the world that rival our American species, with extensive research going on in England and Spain that augments the work going on in our country. There is a lot of investment to make sure that good quality walnut is available for years to come.

It was inspiring to see so much interest and excitement for growing a crop of trees that this generation may never harvest. These people know and love trees, and I know we will continue to do our part to remind primary consumers of the many unique qualities of walnut lumber.

Consumers, you can be assured you will have a steady crop of high quality trees for generations to come.

## **Meeting** from page 1

millwork but it has been replaced by Maple and Cherry.

The business session was highlighted by Bush-Cheney'04 National Field Director Cuddy Johnson. He offered insight into the remaining months of the 2004 Presidential campaign.

Johnson has served in the Bush Administration since January of 2001 as associate director of political affairs for the White House, overseeing political activity in nine Appalachian and Central states: Indiana, Kentucky, Kansas, Missouri, North Carolina, Ohio, Tennessee, Virginia and West Virginia.

"It is no secret that President Bush would not be in office today if it were not for the people of the Appalachian region in West Virginia, Kentucky, Tennessee and southern Ohio, all of these states swung our way and got behind us," he said. "We need your help again in 2004."

Johnson said President Bush truly is a good man who is doing a good job. His vision for the United States is a message of hope.

"We need your help in sharing that message of hope for our country to the people in your area," Johnson said. "There is a very stark contrast between the candidates in this race: The President who wants to work with manufacturers and build a better America and his opponent who quite frankly does not."

He told attendees that manufacturers need the government to offer fair and consistent regulations, a tax code that encourages growth and expansion, an energy plan that provides energy and fixed costs like health care to be stable. "This President offers a plan and leadership in all of these areas, while his opponent does not," Johnson said.

The meeting included a presentation by Grace Terpstra of Terpstra & Associates, Washington, DC, on the Hardwood Federation. Terpstra serves as lobbyist for the Federation which was formed to represent hardwood lumber issues before Congress.

After reviewing general information about the Federation, Terpstra detailed plans for the remainder of 2004. The November election offers key races in House and Senate seats from across the country.

The Federation will continue to offer financial support to candidates who have voted for forest products industry issues and lobby others who have opposed the industry.

For more information about the meeting or these presentations, please contact the AHMI office at (336) 885-8315.

# AHMI Board Approves Expanded Promotion

Appalachian Hardwood Manufacturers, Inc.'s board met immediately following the Summer Conference under the leadership of Board Chairman Ed Ramsey.

The main topic of discussion involved the further expansion of Appalachian promotion efforts, including the newest promotion of FAS grade lumber. The board also received reports on the extensive outreach to all users of hardwood lumber including flooring manufacturers, cabinet builders, distributors, and component producers.

"The board learned that the membership has expanded this spring, and the staff is staying on the road to meet the program of work laid out at the annual meeting," reports AHMI President Mark Barford. "The general attitude is that with some markets increasing their use of wood, now is the time for promotion efforts to move into overdrive."

The board received a report from AHMI Director of Communications Tom Inman on the Appalachian FAS promotion. The effort has produced a website [www.appalachianfas.com](http://www.appalachianfas.com) that details the benefits of using the top grades of Appalachian hardwood lumber.

AHMI will promote the website through advertisements in trade publications and at industry trade shows and conventions. The advertising campaign begins this month and special promotions are

planned at three shows later this fall.

"We are very pleased with the promotion so far and are excited about the results we expect in coming months," Barford said. "AHMI members should also expect results in increasing demand for FAS hardwood lumber."

The board meets again at the Inter-industry meeting on Oct. 20 in Clemmons, NC.

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## Presidential Portrait

**Former  
AHMI  
President  
Bonnie  
Hoover  
presents  
Mark  
Barford  
with a  
framed**



**the seven past presidents of AHMI who were in attendance for the 75th Anniversary celebration of the association in 2003 at The Greenbrier. The print will hang in the AHMI office in High Point.**

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## Special Thanks To Sponsors Of Summer Conference

Appalachian Hardwood Manufacturers, Inc. extends special thanks to the following sponsors for their financial contributions to make the 2004 Summer Family Conference a success:

**Sunday Welcoming Reception** - Volvo Construction Equipment

**Coffee Break** - Southmark Consulting

**Golf Tournament Prizes** - Page International

**Golf Tournament Refreshment** - SII Dry Kilns

**Sporting Clays Tournament** - ISK Biocides, Inc.

**Tennis Tournament** - U\*C Coatings Corp.

The generous support of these companies allows AHMI to hold exceptional meetings. AHMI members are encouraged to support these fine sponsors.

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## Sporting Events Winners

### Golf

Men's Low Gross: First - Steve Jeffers and John Winkler (tie); Second - Paul Baity; Third - Jack Hatfield and Roy Cummings (tie)

Men's Low Net: First - Mike Hoover; Second - Bob Smith; Third - Jack Swanner, Jim Hamer and Dan Cox (tie)

Closest to the pin: Jack Hatfield

Longest Drive: John Winkler

### Tennis

Men - First: Kent Carr; Second: Tim Terpstra

Women - First: Debbie French; Second: Lauren Burnett

### Sporting Clays

First - Matt Begley; Second - John Patterson; Third - (tie) Keith Price and Mark Haddix with Price winning the tiebreaker

## Inter-Industry Meeting Focuses On Yield

HIGH POINT, NC - Yield Matters is the theme for the 2004 Appalachian Hardwood Manufacturers, Inc. Inter-Industry Meeting on Oct. 20 at The Village Inn, Clemmons, NC.

This meeting typically is the opportunity for lumber producers to make contact with buyers to discuss common issues, AHMI President Mark Barford said. A record crowd of buyers attended the 2003 session and an equal number are expected this year.

"This is a great meeting for lumber producers and buyers to get together," Barford said. "Our subject this year is of interest to everyone in the hardwood business: how higher grades of lumber can impact yield of finished goods."

Attendees are invited for golf at Tanglewood beginning at 12:30 p.m. The golf fee of \$55 must be paid to AHMI with registration.

A sporting clays tournament will be held at Friendship Sporting Clays just west of Clemmons beginning at 12 noon. The shooting fee of \$55 must be paid to AHMI with registration. Shooters must provide their own gun and shells.

A block of rooms has been reserved at The Village Inn. AHMI has secured a rate of \$59 per night

and reservations may be made by calling The Village Inn at (336) 766-9121. The room cutoff date is **Sept. 19.**

The meeting registration fee is \$95 for members and \$195 for non-members. A form is included on page 6 of this newsletter. For more information, contact the AHMI office at 336-885-8315 or e mail to [ahmi@northstate.net](mailto:ahmi@northstate.net).

## Lumber Buyer Sponsors Sought

HIGH POINT, NC - Appalachian Hardwood Manufacturers, Inc. is seeking lumber buyer sponsorships for the 2004 Inter-Industry Meeting. The sponsorship is \$150 and pays for a lumber buyer to attend the meeting and golf or shooting for free.

The AHMI Board of Trustees is asking AHMI Producer and Distributor members to participate. Sponsoring companies receive a list in advance of all of lumber buyers who will attend. The lumber buyers will receive a list of all sponsor companies, addresses, contact names and telephone numbers.

To become a consumer sponsor, contact the AHMI office at (336) 885-8315.

## Burr Brings Campaign To NC Forest Industry

RUTHERFORDTON, NC – The forest products industry in North Carolina heard a positive message from a Congressman running for the Senate.

U.S. Rep. Richard Burr, 5th-NC, talked with sawmill owners and operators, lumber distributors and suppliers recently. The program was sponsored by Weyerhaeuser at the Broad River Forest Products operation just north of Gilkey, NC.

Burr said he supports the forest products industry and the use of national forests for timber, recreation and conservation. The North Carolina Republican has consistently voted for industry issues and private property rights.

Solidly conservative, Burr said there is no doubt where he stands on most controversial issues of the day. He co-sponsored the House Bill on the Federal Marriage Amendment and is a pro-life advocate.

"North Carolina has only had one senator for the past two year and that is Sen. Elizabeth Dole because John Edwards has been absent," Burr said. "I have served in the House for the past 10 years and have the experience to represent North Carolina in the U.S. Senate."



**At campaign stop are (from left) Mark Vollinger, W.M. Cramer Lumber Co.; Rep. Richard Burr; Wendell Cramer, W.M. Cramer Lumber Co.; Mike Parton, Gilkey Lumber Co.; Bud Conner, Godfrey Lumber Co.**

AHMI member companies with representatives in attendance included Gilkey Lumber Co., W.M. Cramer Lumber Co., Canton Hardwoods Inc., Granite Hardwoods Inc., Associated Hardwoods Inc., WNC Dry Kilns, Forest Products Inc., and Columbia Forest Products.

## AHMI Ready For IWF

ATLANTA, GA - Interest in the 2004 International Woodworking Machinery & Furniture Supply Fair in Atlanta Aug. 26-29 is strong

Appalachian Hardwood Manufacturers, Inc., will again exhibit at IWF in booth space A426. AHMI members are encouraged to visit the booth. "This is a great show for AHMI because we see thousands of wood consumers and tell them about Appalachian," said Mark Barford, AHMI president.

For more information or to receive registration materials, contact the AHMI office at (336) 885-8315.

## Forest Products Sales Course Set At VA Tech

BLACKSBURG, VA - The Center for Forest Products Marketing at Virginia Tech will offer its two-day Advanced Sales Training in the Forest Products Industry shortcourse Sept. 23-24.

The program is designed for individuals who are familiar with the forest products industry and concentrates on the self-management and interpersonal skills. Instructor is Bob Smith from the VA Tech Department of Wood Science and Forest Products.

The course will be taught at the Donaldson Brown Hotel and Conference Center in Blacksburg. Rooms are available by calling 877-200-3360.

The meeting registration fee is \$395. To register, contact Bob Smith, Center for Forest Products Marketing, Virginia Tech, 1650 Ramble Rd. - Mail Code 0503, Blacksburg, VA 24061. Telephone 540-231-5876 or e mail to rsmith4@vt.edu.

## Oak Disease Found In NY

The discovery of a red oak tree in New York state infected with sudden oak death could force changes in a nationwide quarantine of California nurseries as scientists re-evaluate the spread of the microbe.

The infected tree was found earlier this month in the Tiffany Creek Preserve, a 192-acre nature park in Nassau County, nowhere near any nurseries that might have received diseased flora from California.

Forestry experts are at a loss to explain how the pathogen got to the preserve or how long it has been there. The fungus-like organism, known scientifically as *Phytophthora ramorum*, has more than 60 host plants in the United States, but has, until now, never been found in the wild outside of the coastal regions of Northern California and southern Oregon.



## FORESTRY

## House Committee OKs ESA Revisions

House Resources Committee voted recently to make broad revisions to the Endangered Species Act by making it more difficult to list species as endangered and declare their habitat off-limits.

The two bills — which passed by comfortable margins with some Democratic support — show a change in the approach to environmental law. Bush administration officials and House leaders have repeatedly attacked the 30-year-old law as ineffective, and lawmakers said they hope legislation will offer relief to landowners who say they have been denied full use of their property to accommodate imperiled species.

Both bills could pass the House this year, aides said, but are unlikely to make it through the Senate before adjournment.

## Industry Appeals Daniel Boone Plan

The Forest Service plan for the 700,000-acre Daniel Boone National Forest has opposition from the timber industry and environmentalists. Both sides have filed administrative appeals to the plan, released in April. The 2004 plan calls for increased timber harvests and burning to improve forest health.

The Kentucky Forest Industries Association and three other groups say the Forest Service is given in to lawsuits and appeals and it is not allowing enough logging to meet congressional mandates.

The appeal by Heartwood of Kentucky, the Sierra Club and two other groups says the plan has bad science and emphasizes on logging.

The plan establishes a "new role" for logging in the forest: It will be used "first and foremost as a tool to achieve desired ecosystem conditions," instead of to produce lumber.

Under the plan, timber harvests would increase over the levels of the last five years. But logging would not reach the higher levels seen in the 1980s.

The industry appeal says the new plan will allow forests to grow at a far faster rate than they are harvested.

**REGISTRATION FORM**



# APPALACHIAN

**Hardwood Manufacturers, Inc.**

**Inter-Industry Meeting**

**Oct. 20, 2004**

**The Village Inn, Clemmons, NC**

To accurately plan the functions and ensure all members and guests are included 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 has reserved a block of rooms at The Village Inn for \$59 per night. Call (336) 766-9121 to reserve a room before Sept. 19.**

**MEETING REGISTRATION FEE: \$95 for members / \$195 for non-members**

*The AHMI meeting registration fee will be refunded on cancellations before Sept. 20. Cancellations after that time will be subject to 50% forfeiture.*

**PLEASE REGISTER THE FOLLOWING FOR AHMI'S MEETING**

**NAME:** \_\_\_\_\_ **BADGE NAME:** \_\_\_\_\_ **FEE: \$95/\$195**

**NAME:** \_\_\_\_\_ **BADGE NAME:** \_\_\_\_\_ **FEE: \$95/\$195**

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

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

**City** \_\_\_\_\_ **St.** \_\_\_\_\_ **Zip** \_\_\_\_\_

**PLEASE REGISTER THE FOLLOWING FOR GOLF**

**Tanglewood Championship Course, Clemmons, NC 12:30 p.m. \$55 per person**

**GOLF:** \_\_\_\_\_ **HANDICAP** \_\_\_\_\_ **FEE: \$55**

**GOLF:** \_\_\_\_\_ **HANDICAP** \_\_\_\_\_ **FEE: \$55**

**PLEASE REGISTER BELOW FOR SPORTING CLAYS TOURNAMENT**

**Friendship Sporting Clays, East Bend, NC, at 12 noon. \$55 per person**

**SHOOTING:** \_\_\_\_\_ **FEE: \$55**

**SHOOTING:** \_\_\_\_\_ **FEE: \$55**

*(Shooters must provide their own gun and shells)*

**TOTAL:** \_\_\_\_\_

Check for \$ \_\_\_\_\_ encl. Date: \_\_\_\_\_ By: \_\_\_\_\_