



The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

January 2004



Meeting Highlights '04 Vote, Lumber Markets

PONTE VEDRA BEACH, FL - The 2004 Presidential Campaign and the Future Utilization of Hardwood Lumber will be the focus of the 2004 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. Feb. 26-29.

The highlight will be remarks by a top political advisor to President George Bush. Collister "Coddy" Johnson, national field director for Bush-Cheney04 will speak about the campaign during the Friday morning business session.

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.

The 2004 AHMI Annual Meeting will be held at the Sawgrass Marriott Resort at Ponte Vedra Beach, FL. The activities begin with a Welcoming Social Thursday, Feb. 26, and conclude with the Chairman's Banquet on Saturday night, Feb. 28.

"We are already receiving registrations and our members are taking rooms at the hotel so this should be a terrific meeting," said AHMI President Mark Barford. "The program, keynoted by a top member of President George Bush's political team, along with

presentations on expanding hardwood markets and

Politics 2004 & The Hardwood Lumber Industry



the future will be extremely important for our members and guests." Other speakers are Mullican Flooring President Neil Poland. He will discuss hardwood

lumber utilization in the flooring industry.

Wood Promotion Network President Kelly McCloskey will provide an update on that organization's recent survey of builders and architects about hardwood lumber. AHMI and more than a dozen members have financially supported the work of the Wood Promotion Network.

The weekend will include an array of social and sports activities, with a special opportunity to play on the famed TPC golf course which includes the difficult 17th Island Hole.

"Our members have received the first mailing of meeting registration materials and should make their room reservations as soon as possible," Barford said. "Florida in February fills up quickly."

Registration forms are included on page 7 and 8 of this newsletter. Please return these forms and your check at your earliest convenience.

Rooms are available in the AHMI block at the Sawgrass Marriott until Jan. 26. The reservation telephone number is 1-800-457-4653.

For more information on the meeting speakers or the agenda, see page 5 of this newsletter.



**Sawgrass
Marriott
Resort
Ponte
Vedra
Beach,
FL**

AHMI, P.O. Box 427, High Point, NC 27261
phone: 336-885-8315 fax: 336-886-8865
e mail: ahmi@northstate.net web:
www.appalachianwood.org

APPALACHIAN Future Meetings

2004 Annual Meeting

Feb. 26-29 - Sawgrass Marriott Resort, Ponte Vedra, FL

2004 Summer Meeting

July 18-20 - The Grove Park Inn, Asheville, NC

2004 Inter-Industry Meeting

late Oct. - North Carolina

Mark my words.....

By Mark A. Barford, CAE, CF
President

Happy New Year! And here's to a great 2004 for the Appalachian hardwood lumber business! I read with interest the industry predictions for 2004 in the recent National Hardwood Magazine, and was not surprised to hear a fair amount of optimism from the industry. Some outside economists say that we are at the beginning of a period that will mimic the extended good times of the 1990s.

My own observations are also upbeat. After all, we have a number of things going for us that should make 2004 more profitable for the whole industry... producers, distributors and consumers - as well as timberland owners. We all know that politics play a strong role in what happens in this country, and presidential election politics are historically a positive influence on the economy. The effects of the recent tax stimulus created a surge in the economy late last year and seem to be ready to continue that growth this year.



Mark A. Barford

Change continues in our industry as we prepare for a world economy that does business differently. They have differing customs and traditions, and look at the world in ways we aren't sure we understand. With over 50% of wooden domestic furniture now coming from overseas, predominately China, we need to re-learn how to do business.

One of the most encouraging things about my recent trip to Vietnam, was that there were many American companies represented and already talking directly with their future customers. These agents understand the old adage "selling is finding a customer for what you produce... marketing is learning what you need to produce to satisfy your customer."

2004 promises to be a good year for much of the Appalachian hardwood industry, and be assured, your association has come through the past few years strong as well. Our membership has remained strong, our meetings well attended, and our promotion efforts increased. We look forward to seeing you in Ponte Vedra next month to share new ideas with you, and hear your visions for this year and the many good years ahead.



MEMBERSHIP

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

Supplier

Arch Wood Protection, Inc.
Pamela Mitchell
1955 Lake Park Drive #250
Smyrna, GA 30080

R.W. Davis & Son Becomes Pembelton Forest Products

BLACKSTONE, VA - The owners of R.W. Davis and Son Lumber Co. recently announced the change of their company name to Pembelton Forest Products, Inc.

President Garland Ray Pembelton said the name change reflects the current ownership and the products offered. The sawmill will remain at its current location at 402 Davis Mill Road.

The corporate offices have been merged with its sister company, F & P Enterprises Inc. The mailing address is P.O. Box 561, Amelia, VA 23002 and the telephone is (804) 561-6055.

The company is a member of AHMI's Distributor Division.



**President
Bush
The
Logger**

We do not know the context of this photo but the sight of President George W. Bush with chainsaw in hand looks good! Thanks to Bruce Griffith for supplying the photo.

Barford Talks Hardwood Lumber In Vietnam

On behalf of Appalachian Hardwood Manufacturers, Inc. and the American Hardwood Export Council (AHEC), AHMI president Mark Barford traveled to Vietnam in December 2003. The purpose of the trip was to speak at AHEC's 8th Southeast Asia and Greater China Convention, and assist with AHEC's booth at the VINAMAC trade show located in Ho Chi Minh City (formerly Saigon).

"Ho Chi Minh City is a vibrant crowded city of 17 million people, the majority of whom are under 30 years of age," Barford said. "Most have few memories of the Vietnam War, and treat Americans with hospitality."

There are areas of the city that still have many remnants of the war in plain view. The museums reflect the Vietnamese victory over the "invading Americans," and highlight "atrocities American troops" caused, Barford noted.

More than 200 delegates attended the convention. Barford spoke on the application of American hardwood lumber grades in buying and producing American hardwoods.

"The main emphasis of my talk is to help Vietnamese furniture manufacturers understand the basic differences in the grades, and encourage them to talk with their suppliers to determine which grade best suits their particular need," he said.

Furniture Factory Tours

As part of the convention, delegates visited three domestic furniture factories. The first operation was Taiwanese owned and included a large workforce producing high quality kitchen cabinet doors. The doors were solid American oak, and were being



Opening session of the 8th Southeast Asia AHEC Convention in Vietnam

shipped to Europe.

The second factory in the tour was locally owned, and featured Forest Stewardship Council (FSC) certified Teak in the assembly of outdoor furniture. They have an interest in expanding into furniture utilizing American hardwoods, but are not sure which product or design they want to use.

The third plant used Radiata Pine in one of the largest plants in Vietnam.

"Our hosts were hospitable and friendly, with highly productive operations and large numbers of employees," Barford reported. "They informed us that the average wage rate of \$1.20/day was less than half of their counterparts in China."

Conclusions

The furniture industry is expanding very quickly in Vietnam, Barford said. Imports of American hardwoods increased four-fold last year, but that was from a small volume the prior year.

The Vietnamese industry expresses caution about entering the American furniture market, since they have no knowledge of what the American consumer is buying, and realize they will have difficulty with quick deliveries.

"There will be some opportunities in the years to come for exporters to ship more lumber into the Vietnamese market," Barford said. "But price competition will remain stiff, and other countries within the region, such as Malaysia and Indonesia are well poised to become the next new market for American Hardwoods in the near future."

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



Visitors obtain information at AHEC booth

VT Forest Landowner Education Program Wins National Award

BLACKSBURG, VA - The Virginia Forest Landowner Education Program (VFLEP) recently received a national award recognizing the outstanding non-industrial private forest education program in the country for 2003. The award, given jointly by the National Association of Professional Forestry Schools and Colleges (NAPFSC) and the National Woodland Owners Association (NWOA).

The award-winning Virginia Cooperative Extension education program has provided more than 70 short courses around the state, reaching more than 1,600 forest owners who collectively own approximately 320,000 acres of private forests. The program has produced a quarterly newsletter mailed to 19,000 landowners statewide, a collection of websites that provide up-to-date information and referrals, and a web-based educational short course.

The college's forestry department coordinates the multi-agency educational initiative. Since 1996, these groups have worked together to offer education programs for Virginia's 400,000 private forest landowners who control nearly 80 percent of the commonwealth's forestlands.

NC Forests Are Sustainable, Inventory Analysis Reveals

RALEIGH, NC - North Carolina's Piedmont and Mountain regions are growing more timber than is being harvested, according to a recent forest inventory analysis.

The survey was completed by the North Carolina Division of Forest Resources and the U.S. Forest Service. Deputy State Forester Dan Smith said overall North Carolina's forests are sustainable.

"While we are concerned about the conversion of timberland to urban uses, the total net forest growth exceeds removals," Smith said. "This demonstrates increased productivity on remaining forestlands."

Forests in North Carolina are younger today than 12 years ago, and young forests lack the same species composition as those that were harvested. The report also found that more than 500,000 acres of timberland has been lost since 1990 to development and urban sprawl.



FORESTRY

MeadWestvaco Wins Environmental Award

CHARLESTON, WV - MeadWestvaco's Wildlife & Ecosystem Research Forest has been awarded the West Virginia Forestry Association Environmental Award for 2003. WVFA presents this award annually to an individual or group that demonstrates outstanding work in environmental awareness.

The 8,400-acre research forest is a "living laboratory" for the study of interaction between commercial forestry practices and wildlife and other ecosystem elements. More than 40 research studies have been completed or are presently being conducted on the 13 square miles of the forest.

"The MeadWestvaco Wildlife and Ecosystem Research Forest is serving a valuable role in the natural resource community and is to be commended for this outstanding accomplishment," said Bob Garrison, WVFA president.

Forest Service Takes E-mail

WASHINGTON - The U.S. Forest Service will accept mass e-mails from people commenting on its pending rules and regulations.

The agency was considering blocking bulk e-mails and pre-printed postcards from the public on the grounds that they provided little meaningful comment on decisions about logging, grazing, forest fires and other issues. But organizations from the American Cancer Society to the National Wildlife Federation protested, saying the government would be shutting the public out of decision-making.

"We didn't have any intention of cutting the public out. We want to have responsible government," said Heidi Valetkevitch, a Forest Service communications specialist. "And we didn't want people to think we don't care what they say."

Since the 1990s, hundreds of groups, including the Sierra Club, the National Rifle Association and the AARP, have used bundled e-mail and their Web sites to lobby Congress and federal agencies.

In most cases, interested people go to a group's Web site, type their names on a form letter and send an electronic letter to Washington, D.C.

2004 Meeting Agenda

Thursday, February 26

3-6 p.m. **Registration** *Heritage Desk*
6:30 p.m. **Welcoming Social** *Champs Deck*
Dinner on your own

Friday, February 27

7:30 a.m. **Registration Opens** *Heritage Desk*
7:30 a.m. **Producers Meeting** *Heritage Ballroom*
7:30 a.m. **Distributors Meeting** *Gallery Ballroom*
Speaker: Emmet P. Vaughn, Jr.
9 a.m. **General Session** *Heritage Ballroom*
Annual Meeting and 2004 Plan of Work
Speaker: Collister "Coddy" Johnson, Associate
Political Director, Bush White House, on the 2004
Election and the Hardwood Lumber Industry
1 p.m. **Golf Tournament** *TPC Stadium Course*
Shotgun Start - Medal Play
6:30 p.m. **Lumbermen's Underwriting Alliance**
Reception *100th Hole*
Dinner on your own

Saturday, February 28

9 a.m. **General Session** *Heritage Ballroom*
Speakers: Neil G. Poland, president of Mullican
Flooring on "The Future of Flooring" and Kelly
McCloskey, president Wood Promotion Network on
"Influencing Builders/Architects Toward Wood."
11 a.m. **Board of Trustees Meeting** *Stadium Rm.*
1 p.m. **Golf Tournament** *TPC Valley Golf Course*
Captains Choice
1 p.m. **Sporting Clays Tourn.** *WW Sporting Clays*
2 p.m. **Tennis Tournament** *Marriott courts*
6:30 p.m. **Chairman's Reception**
Heritage Ballroom

7:30 p.m. **Chairman's Banquet** *Heritage Ballroom*

Sunday, February 29

NO FORMAL BUSINESS

2004 Annual Meeting Speakers

Collister "Coddy" Johnson is the national field director for Bush-Cheney 04 and has served since January of 2001 as Associate Director of Political Affairs for the White House. In that capacity, he oversaw all Administration political activity in nine Central states: Indiana, Kentucky, Kansas, Missouri, North Carolina, Ohio, Tennessee, Virginia and West Virginia.

Neil G. Poland is the President of Mullican Flooring, Johnson City, TN, the nation's second largest producer of unfinished and prefinished hardwood flooring. He has been with Mullican Flooring for five years.

Kelly McCloskey is President and CEO of Wood Promotion Network (WPN). He was instrumental in the development of the North American-wide coalition that evolved into the WPN.

1/04 *The Standard* - Appalachian newsletter - 5

AHMI Resource Guide

Deadline Is Feb. 10

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. will publish its first Demand the Appalachian Standard Resource Guide in 2004.

The book will replace the annual Membership Directory as the association's main promotional piece for Appalachian hardwood lumber. It will detail the key aspects the Demand the Appalachian Standard promotion that began in late 2002. It will also list company and contact information for all AHMI members and advertisements.

"We are excited about this new approach to publicizing our members to potential customers around the world," said AHMI President Mark Barford, CAE. "We have more than 9,000 wood consumers in our Demand database that receive this information and use it to guide their wood buying decisions."

The deadline for all materials to be included is Feb. 10. Materials may be mailed or sent in electronically to Tom Inman at AHMI, P.O. Box 427, High Point, NC 27261 or ahmitom@northstate.net.

More than 10,000 copies will be published and distributed to wood consumers around the world. For more information, please contact the AHMI office immediately at (336) 885-8315.

WMMA Invites Industry To Washington Fly-In

PHILADELPHIA, PA - The Wood Machinery Manufacturers Association is inviting the industry to join its legislative fly-in to Washington on Feb. 11.

The association represents domestic manufacturers of equipment and tools used in the processing of wood and wood products. The legislative tour is part of WMMA's annual legislative meetings Feb. 9-11 with the Congressional visits on Feb. 11.

The National Association of Manufacturers is also holding its fly-in during these days, so this is a great opportunity to join forces in DC. Issues range from the cost of health care to the Chinese currency and registered participants will have the opportunity to attend the association's meetings.

If you would like more information or plan to attend, please contact Appalachian Hardwood Manufacturers, Inc. immediately for registration materials at (336) 885-8315.

AHMI Places Demands On Consumers In '03

The following is a review of the 2003 Accomplishments of Appalachian Hardwood Manufacturers, Inc.

Promotion

- Advertising campaign "Demand the Appalachian Standard" completed in select wood consumer trade magazines. The campaign explains the four quality standards met by Appalachian species: sustainable forests, consistent quality, greater yield and Made in the U.S.
- Published "Demand the Appalachian Standard" newsletters and mailed to 8,750 wood consumers.
- Began personal visits to wood consumers with an explanation about Appalachian hardwoods and the "Demand the Appalachian Standard" campaign.
- Published 2003 Membership Directory 75th Anniversary edition and delivered to wood consumers.
- Participated in Spring and Fall International Home Furnishings Markets in High Point, NC. Staff visits to AHMI member companies showing at market and prospective members.
- Administered the annual Wood Species and Design Survey at the Spring International Home Furnishings market. Results of survey were distributed to media and furniture designers.
- Sponsor of the American Society of Furniture Designers Pinnacle Award for Juvenile Furniture Design. Award presented at ASFD annual banquet.
- Distributed thousands of promotional brochures and wood sample kits to wood consumers, individuals, schools and civic groups.
- Participant in Mullican Flooring educational seminar for California flooring distributors.
- Participant in state, regional and national association meetings including presentations at the Society of American Foresters, Wood Component Manufacturers Association, West Virginia Forestry Association, West Virginia Timber and Wood Products Show, National Hardwood Lumber Association, and the Forest Resources Association.
- Financial support of the Hardwood Council and the Wood Promotion Network. AHMI staff also participated in the initial meeting of the Hardwood Federation, a coalition of associations designed to combine efforts on political action.

Export Promotion

- Exhibit at Interzum, Cologne, Germany, and promoted members of AHMI Export Division and Appalachian hardwoods.
- Member of the American Hardwood Export Council. AHMI staff participated in seminars and tours in Bangkok, Thailand; Kuala Lumpur, Malaysia; Guadalajara, Mexico; and Ho Chi Minh City, Vietnam.

Education

- Expansion of Community Involvement Program to include component for Legislative Affair education of local, state and federal elected officials.
- Held Community Involvement Program Training seminar in Pennsylvania.
- Assisted member companies in Community Involvement Program presentations as requested.
- Co-sponsor and participant in teacher education workshops in Kentucky and Tennessee.
- Materials distributed for National Forest Products Week and National Hardwood Day.
- Sponsor of the Teachers For The Forests program.
- Awarded scholarship to West Virginia University student in forestry program.
- Participant in American Forest & Paper Association Government Affairs Conference.

Forestry

- The annual Forestry Division meeting in West Virginia co-sponsored by MeadWestvaco. The program was satellite timber cruising and also the release of the forest survey of West Virginia.
- Support the efforts of treekeepers.org through their various meetings and publications.
- Advocate for active management of our Eastern hardwood forests through letter writing, visits with decision makers, and participation in pro-forestry groups.
- Work with U.S. Forest Service leaders in developing policy and forest planning.
- Staff was active with the Society of American Foresters and on the board of the North Carolina Forestry Association.

APPALACHIAN Hardwood Manufacturers, Inc.



2004 Annual Meeting Sawgrass Marriott Resort, Ponte Vedra Beach, FL February 26-29

To accurately plan the functions and make sure all participants 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 before Jan. 26, 2004 to avoid late fees.

To reserve your room at The Sawgrass Marriott Resort, call 1-800-457-4653. The cut-off date for AHMI's room block is Jan. 26, 2004. Room rates are \$190.

REGISTRATION FEE before Jan. 26, 2004:

AHMI MEMBER - \$325 per person
MEMBER SPOUSE - \$175

GUEST - \$425 per person
GUEST'S SPOUSE - \$275

Add \$50 late registration fee after Jan. 26, 2004.

*Full registration fee will be refunded on cancellations received by Jan. 26, 2004.
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: \$ _____

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

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

Company: _____

Address: _____

City/State/Zip: _____

Signed

Date

(more on reverse)

Sporting Events & Other Activities



APPALACHIAN

Hardwood Manufacturers, Inc.

Sawgrass Marriott Resort Ponte Vedra Beach, FL February 26-29, 2004

PLEASE REGISTER FOR GOLF (Fri: Medal Play \$290 | Sat: Captain's Choice \$120)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$290) Saturday (\$120)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$290) Saturday (\$120)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$290) Saturday (\$120)

Name: _____ Hdcp _____ FEE: _____
Please check: Friday (\$290) Saturday (\$120)

PLEASE REGISTER FOR TENNIS (Saturday afternoon at Sawgrass Marriott Courts)

Name: _____ FEE: \$25

Name: _____ FEE: \$25

PLEASE REGISTER FOR SPORTING CLAYS (Saturday afternoon at WW Sporting Clays)

Name: _____ FEE: \$50

Name: _____ FEE: \$50

TOTAL \$ _____

(please include registration fees from front of form)

Check # _____ Received _____