



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

April 2005



Spring Furniture Market Is Positive For Wood

HIGH POINT - The previews of the 2005 Spring International Home Furnishings Market are in and the forecast is good for wood.

An analysis of the Pre-market from March by Furniture Today magazine reported positive comments from case good exhibitors. Several wood furniture manufacturers introduced dozens of domestically produced and imported pieces and collections at the event. These were well-received and have remained on the showroom floor for the April market.

"Indications for this market are an increase in exotic wood and veneer with darker stains," said Mark Barford, AHMI president. "It will be interesting to see

the plans for 2005 and how Appalachian species are utilized."

The spring market is scheduled April 14-20 in the downtown High Point area. Each market attracts more than 1,200 exhibitors from around the world. Thousands of furniture retailers and interior designers visit these showrooms to see new product and existing goods and place orders.

AHMI members are encouraged to attend market to make contact with existing and potential customers. The market is open to suppliers on Tuesday, April 19. This is also the date for the annual survey of wood species and design. See story page 2.

AHMI Receives Support From ALC, Penn-York

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. recently received financial support for education programs from the Appalachian Lumbermen's Club and the Penn-York Lumbermen's Club.

The contributions support AHMI's Community Involvement Program (CIP). ALC donated \$2,500 and Penn-York contributed \$2,000.

CIP educates the public about the forest products industry and forest management. Since 1998, AHMI members and staff have educated thousands of students and adults in the Appalachian Region.

"AHMI thanks both of these groups for their continued support of our work on behalf of the industry," said AHMI President Mark Barford. "Their financial assistance allows us to reach more communities with our positive message about forestry."

CIP information is available to all AHMI, ALC and Penn-York members. For more information, contact Tom Inman at 336-885-8315



ALC President Dave Redmond (center) presented checks on behalf of the club to Hardwood Federation Lobbyist Grace Terpstra (left) and AHMI's Tom Inman

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

2005 Summer Meeting - July 24-26

The Nemaquin, Farmington, PA

2006 Annual Meeting - Feb. 23-26

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

Headline in our local paper: Dolly Parton Spending \$160 million to Expand Dollywood. I know it's exciting... but what does that have to do with the Appalachian lumber business?

Parton made the announcement in Eastern Tennessee talking about ways to deal with unemployment in the Appalachian Mountains. She and a number of government officials think the way to "saving" the mountains is to have people do service jobs at small wages.

Despite recent gains in cutting on National Forests surrounding Dollywood, the growth rate still far exceeds the cut and mortality rate on all of our Appalachian forests. The manpower required to properly manage these forests would put plenty of people to work. But that contradicts the vision of many leaders, and other people of goodwill who have been duped into thinking that the tourist industry is the solution to tough economic times.

Good meaning people, such as some clergy members and other evangelical environmentalists, are convinced that God put trees on earth for us to admire and not utilize them for a higher need. They declare that they are driven by the Bible to protect the forest, not understanding that trained foresters cannot protect trees without active management. If we did the same for people, we would just let them get sick and die and not "manage" their health care.

All this is a reminder that AHMI's Community Involvement Program that began over 10 years ago is still relevant today. Yes, many big decisions are made on the national stage, and you can be assured that we will actively stay involved with them. There is also misunderstanding in your local government, community groups, and schools. They need to be reminded again and again about the wonders of our hardwood forest.

Oh, and you might be sure to stop by your local church as well. The environmental movement has been working in a low profile with the current climate in D.C., but they are still working.

Shouldn't we be working just as hard?



Mark A. Barford



MEMBERSHIP

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

Producers

Victor Barringer
Coastal Lumber Co.
P.O. Box 829
Weldon, NC 27890

Randy Williams
J & J Log and Lumber Co.
528 Old Route 22
Dover Plains, NY 12522

Supplier

Mark Crossler
Inovec
1457 Westec Drive
Eugene, OR 97402

AHMI Seeks Survey Help

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. is asking members to help survey wood usage and design at the Spring International Home Furnishings Market.

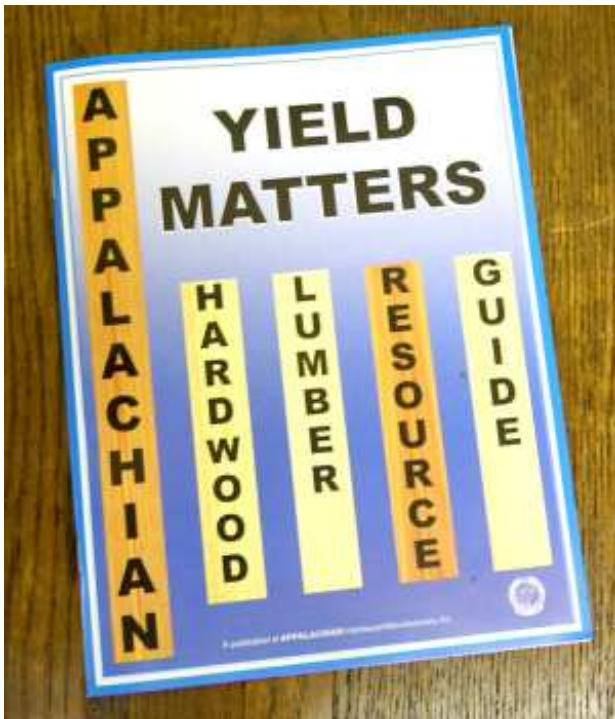
The spring market is April 14-20, 2005. AHMI is seeking volunteers to walk through furniture showrooms and view all wood furniture on display. The participants tally the species, the design and its manufacturing origin on scoresheets.

AHMI compiles the data and publishes an annual report which is used by the media and the furniture industry to track trends.

Students from Virginia Tech and Georgia Tech will assist AHMI this year with the survey. The students are from wood products marketing and furniture design programs.

The survey will be completed on April 19 beginning at 8 a.m. The survey day is also Supplier Day at market when showrooms are open to suppliers to the industry.

AHMI has a block of rooms available at an area hotel. To register, please contact Inman at the AHMI office at 336-885-8315 or e mail to tom@appalachianwood.org.



AHMI Prints Resource Guide

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. has published its Appalachian Hardwood Lumber Resource Guide for 2005.

The book replaces the annual Membership Directory as the association's main promotional piece for Appalachian hardwood lumber. It details the key aspects the Demand the Appalachian Standard promotion that began in late 2002.

It also lists company and contact information for all AHMI members and advertisements. This same information is posted on the AHMI website, www.appalachianwood.org.

For additional copies, please contact the AHMI office at 336-885-8315.

AHMI, AHEC Host European Press Delegation

Appalachian Hardwood Manufacturers, Inc. and the American Hardwood Export Council are hosting seven top hardwood lumber trade press representatives from Europe.

The journalists will arrive in Greensboro, NC, on May 18 and visit with the staff from Columbia Forest Products. They will spend most of Friday and Saturday in western North Carolina, where they will tour Parton Lumber Co., Rutherfordton, NC, visit a forestry operation and tour a furniture plant.

"We love showing the world what a wonderful forest and forest industry this country has that is available to serve needs anywhere on the globe,"

Speakers Set For Summer Conference

Appalachian Hardwood Manufacturers, Inc. is pleased to announce the business speakers for the 2005 Summer Family Conference.

The session is planned July 24-26 at the Nemaocolin Woodlands Resort near Uniontown, PA. AHMI held its 1996 summer meeting at the facility and it has since been expanded.

"We always plan the summer meeting within the Appalachian region and believe the Nemaocolin is an excellent property," said Mark Barford, AHMI president. "They have renovated and we look forward to a great meeting."

Confirmed participants in the business program are:

Hardwood Federation Executive Betsy Ward who will discuss the group's influence in Washington, DC;

International market futures from the best known expert on the topic of American Hardwoods in China, Mike Snow - executive director of American Hardwood Export Council (AHEC)

The future of private forest land investment groups, and how that will effect timber availability, as presented by Chris Zinkham of the Forest Land Group, Raleigh, NC.

Participants will also be invited to a member roundtable on issues including Oak Promotion, the labeling of furniture, and hardwood markets.

More information and registration materials will be available soon. If you have questions, please call the AHMI office at 336-885-8315.

reported Mark Barford, AHMI president, who will serve as one of the guides. "The group will see our modern operations, and our vast growing resource, and learn about the natural sustainability of American hardwoods."

On Saturday the group returns to Europe from Asheville, NC. "I am sure we will hear from these visitors their amazement when they fly over the massive size of our forest and realize we are not running out of trees," Barford said. "They say a picture is worth a thousand words, and we find that a visit is worth a thousand articles."

For more information, contact the AHMI office.

Wood Components Group Invites AHMI Members To Meeting

The Wood Components Manufacturers Association invites members of the Appalachian Hardwood Manufacturers, Inc. to attend the 2005 Annual Meeting & Wood Technology Expo at the Sandestin Golf & Beach Resort in Destin, FL on April 23-26.

AHMI members have been offered the special member rate of only \$100 per person which includes all educational sessions, 3 networking receptions, two breakfasts, and one lunch.

The meeting will have educational programs on the many changes taking place in the woodworking industry. The keynote presentation on "Taking the China Market by the Horns" will offer insight into the Chinese business environment by Dr. James Chan, a leading authority on China and Asian markets.

Learn what the future looks like for today's woodworker from Tom Moser of Thos. Moser Cabinetmakers, one of America's most successful custom furniture makers. There will also be roundtable discussions on important topics and the Wood Technology Expo with table top exhibits from key suppliers of equipment, supplies, and business solutions.

For more information, please visit the WCMA website at www.woodcomponents.org and click on NewsFlash, email to wcma@woodcomponents.org or call at (770) 565-6660.

Advanced Sales Course Offered At VA Tech

The Department of Wood Science and Forest Products at Virginia Tech presents the fifth annual Advanced Sales Training in the Forest Products Industry on April 21-22.

Personal selling is the major form of promotion in the forest products industry. Individuals are often expected to learn on the job the most important aspects of selling forest products. This course is designed for those individuals who are familiar with the forest products industry, but would like to improve their self-management and interpersonal skills.

The course focuses on the attributes of a good salesperson, how to effectively communicate, relationship building, sales negotiation strategies, effective time management and how to stay positive during difficult times. The course is intended for all salespeople who want to improve their skills to make them



MEETINGS

Western NC Timber Meeting Set April 20

Timber purchasers, wood processing facility operators/owners, loggers, foresters and other natural resource professionals are invited to the Western North Carolina Timber Conference on April 20 at the Mountain Horticulture Research and Extension Center in Fletcher, NC.

The event is cosponsored by the North Carolina Forestry Association, North Carolina State University Forestry Extension Service, and the Southern Appalachian Multiple-Use Council. It is designed to provide a forum for updating and educating interested parties on the latest developments in local, state, regional and national timber related issues/programs impacting Western North Carolina.

The meeting has been certified by the Society of American Foresters for contact hours for Continuing Forestry Education (CFEs) units. Loggers will qualify for on CEUs for ProLogger certification.

The cost is \$10 and pre-registration is required. The fee includes lunch and all breaks.

You may pre-register by contacting the Southern Appalachian Multiple-Use Council by mail or phone to 828-452-9712 or fax 828-452-9742 or e-mail shenson1@earthlink.net.

better sales people.

The short course will be held at Virginia Tech in Blacksburg. Lodging and registration is at the Donaldson Brown Hotel and Conference Center. The hotel is easily accessed from I-81. Take Exit 118B to Route 460 West, Blacksburg Business Exit (Main Street). Turn left on College Avenue and left again on Otey Street. The hotel is on the right and parking is on the left. Participants are responsible for making their own reservations. To reserve a room, please call toll free 877-200-3360 or 540-231-5156. Be sure to mention the name of the short course.

Dr. Bob Smith will be the instructor. He is an Associate Professor/Extension Specialist in Forest Products Marketing and Director of the Center for Forest Products Marketing and Management at Virginia Tech.



FORESTRY

U.S. Forest Growth Exceeds Removal

From Knight Ridder Newspapers

Despite a booming population and urban sprawl, the United States has gained 10 million acres of forests since 1990. That's enough trees to cover all the land in New Jersey twice.

Growth is concentrated in the Northeast and Rocky Mountain states, while wooded acres dwindled in the South, Midwest and Pacific Coast.

"We're continually growing more than we're cutting," said Brad Smith, an authority on the nation's estimated 3 billion trees at Forest Service headquarters in Arlington, Va. "People think urban sprawl is eating all the forest we can't say that."

Over the past 50 years, according to the Forest Service, 24 states added woodland seven of them more than a million acres each. New York, Ohio and Pennsylvania were the biggest gainers. The United States land area covered by forests has risen slightly, from 735 million to 749 million acres. Trees occupy one-third of the nation's territory.

The United States is a rare bright spot in a world that's rapidly losing its forests. Worldwide, 235 million acres of trees vanished in the last decade. Africa and South America lost the most, while Europe and China gained. China is adding an average of 4.5 million acres of trees per year under a massive reforestation program.

Budget Rises For Forests

WASHINGTON - The Bush administration will ask Congress to increase funding to \$867 million in fiscal year 2006 for a plan to help federal forests.

The U.S. Forest Service division and the Interior Department received \$811 million in the current budget year for the forest management plan. Approved by Congress in 2003, the plan aims to cut procedural delays at federal agencies and develop new ways to reduce the threat of wildfires on 10 million acres of fire-prone forest over several years.

Mark Rey, USDA undersecretary of natural resources, said \$492 million would be used to remove hazardous underbrush from more than 4 million acres of land. The rest would be spent to improve landscapes and wildlife habitats.

Forest Service Posts Directions For New Planning Rules

WASHINGTON - The U.S. Department of Agriculture Forest Service has issued the proposed administrative policy for implementing its new planning regulation, which governs the 155 national forests and 20 grasslands. The public will have 90 days to comment on the policy.

The interim "National Forest System Land Management Planning Directives," a summary of which will be published in the Federal Register in March. The directives detail procedural requirements and responsibilities for forest and grassland managers to implement the new planning rule, which became effective Jan. 5.

"This policy direction will provide consistent overall guidance to our line officers as they begin to revise their forest plans using the new planning rule," said Forest Service Associate Chief Sally Collins. "These instructions are essential for realizing the vision outlined in the new rule-to provide future generations with healthier forests, cleaner air and water, and more abundant wildlife while sustaining a variety of forest uses."

The policy includes guidance on how to develop an Environmental Management System tool to improve performance and accountability, afford the public with improved public participation opportunities, provide for species protection by taking into account the best available science, and develop guidelines on forest activities.

Forty-two forests will revise their forest plans in the next several years; several units are slated to begin this year. The new rule and the proposed directives are available at www.fs.fed.us/emc/nfma.

The directives are effective immediately, but may only be in effect for up to 18 months. Written comments on the directives may be sent to: USDA Forest Service Content Analysis Team ATTN: Planning Directives, P.O. Box 22777 Salt Lake City, UT 84122. Send faxed comments to 801-517-1015 or e-mail comments to planningdirectives@fs.fed.us. The final planning directives, which will take into account public comments received during the 90-day comment period, will be released within 18 months.

Forest Research Alliance Meeting Set In May

Appalachian Hardwood Manufacturer's Inc., MeadWestvaco, and Virginia Tech invite you to attend an introductory meeting to discuss the Appalachian Hardwood Forest Research Alliance.

The alliance was proposed in October 2004 to conduct research and transfer the results into practical solutions that enhance the productivity and value of natural hardwood forests in the Appalachian Region. A Steering Committee has been diligently working to define the Alliance, its dues structure, the partnership among forest products companies, managing landowners, academia, state and federal organizations, and other interested parties.

The committee reports this is a unique opportunity to form a collaborative research organization where the partners truly work together, using their individual expertise and resources, to conduct quality research on management issues identified by the members that result in enhancing the quality and productivity of our forests.

The meeting will be May 3, 2005 at the Days Inn Flatwoods Hotel and Conference Center in Sutton, WV. A continental breakfast will be served in the meeting room at 9:30 a.m. and the meeting will begin at 10 a.m. and end no later than 3 p.m. A working lunch will be served in the meeting room at noon.

The purpose of the meeting is to present the Steering Committee's recommendations on the overall structure of the Alliance, its short-term goals, a look at some long-term projects identified at the first meeting, how the administrative and overhead will be handled, and what each member's dues actually buy in terms of overall research capability.

The expected outcomes of the meeting are:

(1) Present the recommendations of the Steering Committee on the Alliance, describing its proposed structure, what each category of partner offers the Alliance, proposed dues structure, and short-term deliverables;

(2) Provide ample time to discuss the Alliance so that all participants can voice their concerns, comments, or questions and have them addressed;

(3) Present by members of various research cooperatives the benefits and possible disadvantages of cooperative research in general;

(4) Determine the number of organizations wanting to join and willing to advocate for membership with senior management; and

(5) Set the date for the first Alliance meeting.

For those wishing to arrive the day before or stay over, a block of ten rooms is being held until April 22. Please refer to the "Research Alliance" when making the reservation (The room rate should be approximately \$70.00, exclusive of taxes).

If you are unable to attend, please consider sending another person to represent your organization. Please RSVP to Phil Dunham, MeadWestvaco – (843) 851-4726 or phd4@meadwestvaco.com by April 18 and include the name(s), email and mailing addresses, and phone number(s) of those coming from your organization so we can insure that every participant receives future communications. If you have any questions, please contact Phil or Mark Barford – (336) 885-8315 or ahmi@northstate.net or Tom Fox, Virginia Tech – (540) 231-8862 or tfox@vt.edu.

2004-06 AHMI Officers & Trustees

Chairman J. Ed Ramsey, Taylor-Ramsey Corp.

Chairman-Elect John W. Crites, Allegheny Wood Products, Inc.

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