



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

February 2005



## Registrations Near Record For Annual Meeting

KIAWAH ISLAND, SC - Pre-registration for the 2005 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. is reaching record numbers.

In the past 10 days, dozens of registrations have poured in to the AHMI office for the meeting at The Sanctuary, Kiawah Island, SC. AHMI President Mark Barford reports more than 220 attendees are registered and more have expressed interest.

"We are extremely pleased with the response in recent days and we may have a record crowd," he said. "People are excited about the program and opportunity to meet with Appalachian customers and potential customers."

The activities begin with a Welcoming Social on Thursday, Feb. 24, and conclude with the Chairman's Reception on Saturday night, Feb. 26.

"The Sanctuary is an outstanding property with all of the amenities our members expect," Barford said. "This will be a great break from winter and is shaping up to be a great meeting."

Speakers for the business sessions are:

Ernie Doud, consultant, who will speak on "Breaking the Barriers of Family Owned Business." This will be followed by a breakout session sponsored by Southmark Consulting, Charlotte, NC, on Successful Family Succession.

Judd Johnson, Hardwood Market Report, Memphis, TN, who will discuss "The State of the Hard-

### Producers To Discuss Oak

KIAWAH ISLAND, SC - The Producers Division of Appalachian Hardwood Manufacturers, Inc. will discuss new ways to promote oak to consumers. The sawmill division only meeting will kickoff the 2005 Annual Meeting of AHMI.

The producers will receive information from AHMI staff with concepts for 2005 and then hold roundtable discussions on oak promotions. The market for oak lumber has declined in recent months for a variety of reasons.

"The staff is researching this and has several opportunities will be present to the Producers," said AHMI President Mark Barford. "We also want to hear ideas from our members for ways to address what is happening in the marketplace."

The meeting is open to Producer Division members only. It will begin at 8 a.m. on Feb. 25.

wood Lumber Industry."

Rick Lovorn, plant manager Merillat Cabinets, Atkins, VA, who will speak on lean manufacturing and the future of the cabinet industry.

Stewart Sexton, DLH Nordisk, Greensboro, NC, who will speak on lumber imports. There will also be breakout meetings for both the Producer and Distributor divisions.

The weekend will include an array of social and sports activities. The AHMI room block has been filled and only suites remain available in The Sanctuary. Rooms are available in adjoining Kiawah Island properties and The Sanctuary staff is still taking reservations. (See **Meeting** on **page 3**)

You can still join us, call  
The Sanctuary, Kiawah Island, SC @  
1-800-654-2924  
Register with AHMI, get forms @  
[www.appalachianwood.org](http://www.appalachianwood.org)

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

### APPALACHIAN Future Meetings

#### 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**

The recent problems the industry is having with Oak demand reminds me of a time when I was speaking to a group of Chinese lumber buyers in Shanghai. It seems they thought they knew exactly what they wanted, and that was Beech. Not American Beech, but European Beech. When I explained to them the scientific difference and how the two woods were not equivalent, their solution was simple.. "well, just start growing European Beech in your country and we will buy it." I did spend a few moments talking about how it will not grow on our soil and how even if it did, it would be 60-80 years before harvest... but that seemed lost on their production minds.

This seems similar to how some wood consumers think. We are blessed to have the world's most wonderful forest in the Appalachian Mountains, and we harvest what grows there. Our biggest problem is managing that overwhelming growth.

We have Oak, predominately Red Oak, but also White Oak, that together make up nearly 50% of the hardwood forest. The terms Red Oak and White Oak actually encompass dozens of different Oak species, but they all have similar properties.

On average then, one-half of what we produce and sell will be Oak... a fact that will not be changing soon. There has been some studies that document the Oak forests changing to Red Maple over time, but that gets back to that 60-80 years away point I tried to make to the Chinese.

Many folks know that back in the 1970s this association launched a major Oak initiative. In that initiative, we produced several samples of various looks and finishes that can be achieved with this marvelous species, and demonstrated different uses. Maybe that's what is needed again, or maybe something more modern with slick visuals and interactive computer programs.

Whatever the members decide, staff stands ready to respond to the ideas the industry will share with us at our annual meeting in Kiawah Island, SC. We look forward to seeing you there, and launching a campaign to remind consumers of the beauty of Oak.



**Mark A. Barford**

## **2005 Meeting Agenda**

### **Thursday, Feb. 24**

**4-6 p.m. Registration** *Terrace Ballroom Foyer*

**6:30 p.m. Welcoming Social** *Terrace Ballrm. A&B*  
*Dinner on your own*

### **Friday, February 25**

**7:30 a.m. Registration Opens** *Ballrm. Foyer East*

**8 a.m. Producers Mtg.** *Grand Oak Ballrm. C&D*  
*(open to producers only)*

General discussion

**8 a.m. Distributors Mtg.** *Grand Oaks Ballrm. A*  
*(open to all meeting attendees)*

Chairman Fred Blackmon - presiding.

Trucking issues in the hardwood industry

**9:15 a.m. General Session** *Grand Oaks Ballrm. B*  
Annual Meeting and 2005 Plan of Work

Speaker: Ernie Doud - "Breaking the

Barriers of Family Owned Business"

Speaker: Judd Johnson, Hardwood Market

Report - "State of the Industry"

**10:30 a.m. Breakout Session** *(by invitation)*

*Grand Oaks Ballrm. A*

Speaker: Alex Shumate, Southmark

Consulting - "Successful Family Succession"

**12:30 p.m. Golf Tournament** *Turtle Point*

Shotgun Start - Medal Play

**1 p.m. Sporting Clays Tournament** *TBA*

**2 p.m. Tennis Tournament** *The Sanctuary Courts*

**6:30 p.m. Reception** *The Legends at Turtle Point*  
*Clubhouse*

*Dinner on your own*

### **Saturday, February 26**

**7:30 a.m. Board of Trustees Breakfast**

*Calhoun Room*

**9:15 a.m. General Session** *Grand Oaks Ballrm. B*

Rick Lovorn, Merrillat plant manager - "Lean

Manufacturing and the Cabinet Industry"

Stewart Sexton, DLH Nordisk - "Lumber

Imports"

**12 p.m. Charleston Trip** *(optional)*

*Van transportation from Main Entrance*

*Join group for shopping, tours, dining and relaxing*

*in historic Charleston. Van returns at 5 p.m.*

**6:30-8 p.m. Chairman's Reception**

*Terrace Ballroom A & B*

*Special entertainment planned*

*Dinner on your own*

### **Sunday, February 27**

**NO FORMAL BUSINESS - HAVE A SAFE TRIP**

## Meetings from page 1

tions for those rooms by calling 1-800-654-2924.

The Sanctuary offers a stunning location on the beautiful and charming Kiawah Island, less than 20 miles from Charleston, SC. The property has two elegant restaurants and its unique nature-based luxury spa to soothe the mind, body and soul with 12 treatment rooms, fitness room, indoor pool and jacuzzi.

A meeting registration form is available online at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm). There is also an updated list of meeting attendees, the agenda and a link to The Sanctuary.

Meeting registration is still open and available. Please print out this form, complete it and mail with your check to the AHMI office as soon as possible. For more information, call the AHMI office at (336) 885-8315.

## AHMI Thanks 2005 Meeting Sponsors

AHMI would like to thank the following companies for their commitment to sponsor events at the 2005 Annual Meeting:

Business session speaker: **Pennsylvania Lumbermen's Mutual Insurance; Southmark Consulting; Hardwood Market Report**

Friday reception: **Corley Manufacturing**

Saturday reception entertainment: **USNR**

## AHMI Mails Materials

For the first time in many years, AHMI will mail materials to registrants for the 2005 Annual Meeting.

Meeting attendees should begin looking for their materials after Feb. 10, said Mark Barford, AHMI president. "We hope this will streamline meeting registration and place these materials in our members and guests hands before they arrive," he said.

AHMI staff recognized that other associations have mailed materials in advance of meetings with success. This procedure allows members to check-in at the hotel and the first activity will be the Welcoming Reception.

For more information or if you do not receive your materials, please contact the AHMI office at (336) 885-8315.

Coffee breaks: **Forestry Systems Inc.; USNR**  
Golf tournament prizes: **Aurora Timberlands Wholesale Hardwood Lumber**

Golf tournament refreshments: **SII Dry Kilns**  
Tennis tournament: **U\*C Coatings**  
Sporting Clays Tournament: **Arch Wood Products**

## Travel Directions To The Sanctuary

Below are travel directions to The Sanctuary, Kiawah Island, SC, for the 2005 Appalachian Hardwood Manufacturers, Inc. Annual Meeting:

*If you are driving:*

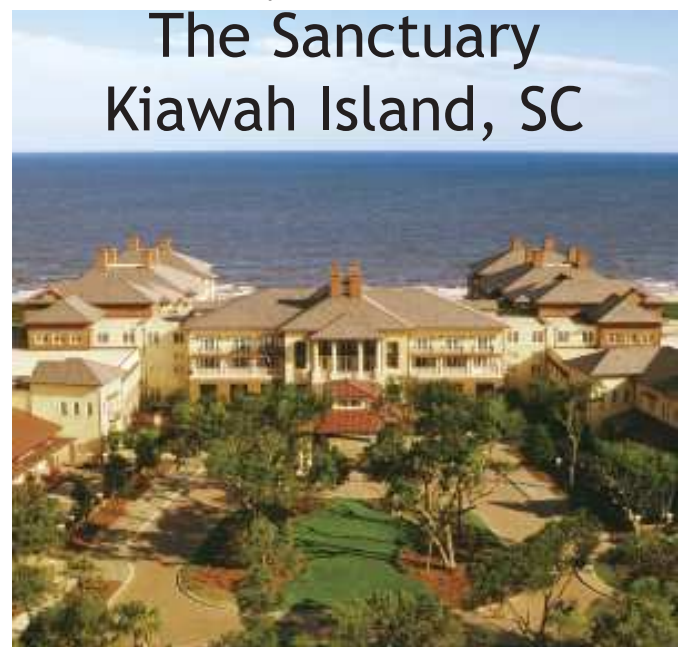
From the North: From I-95 South, approach the Charleston area on I-26 East to I-526 West. Follow I-526 to 17 South, travel about 5 miles and turn left onto Main Road. Follow the signs to Kiawah Island Resorts.

From the South: Follow I-95 North to US-17 North (Charleston - Exit 33). Travel 52 miles on US-17, then turn right onto Main Road. Follow the signs to Kiawah Island Resorts.

*If you are flying:*

Charleston International Airport is located approximately 35 miles from Kiawah Island Golf Resort. Airlines serving Charleston include Delta, US Airways, Continental, Northwest, United, Independence Air and Air Canada. All major car rental companies as well as limousine service are available.

The Charleston Executive Airport is nine miles from Kiawah and serves private aircraft.



## Barford Tells Foresters Of Hardwood Markets

COLUMBIA, SC - Appalachian Hardwood Manufacturers, Inc. President Mark Barford spoke recently to the annual meeting of the Appalachian Division of the Society of American Foresters.

The meeting was held in Columbia, SC, with nearly 250 foresters in attendance. His subject was the import and exporting trends of American hardwoods.

"I always enjoy starting off these talks by asking people for guesses as to just how large our hardwood forest inventory of standing trees is," Barford noted, "and sometimes even trained foresters don't appreciate the magnitude of our forest resource."

His talk centered around the fact that the total amount of hardwood exports has changed little over the years. The biggest changes have been where that wood is being sent, with the old standby markets Japan and Germany being surpassed by China, Vietnam and other Southeast Asian countries.

He also talked about the growth of imports into

this country, which are still just a small portion of the total domestic industry.

"The main point with hardwood imports is that raw lumber is not our primary competition," Barford said. "Right now, it is the hardwood parts and the finished product that are competing with our established domestic industry that is losing market share."

"Along with that is the fact that many of our current and potential foreign markets have been dominated by the expanded wood production from overseas, making export of our finished products challenging," Barford said.

He concluded his talk by referring to the adaptability of the family-owned hardwood business to make the changes needed to fit into the world hardwood market.

"Imports and export are a fact of life, and the sooner we prepare to take advantage of that fact rather than fight it, the better the industry, the forest and the country will be," he said.

## AHMI Participates In IHLA Meeting

INDIANAPOLIS - Appalachian Hardwood Manufacturers, Inc. staff participated in the annual meeting of Indiana Hardwood Lumbermen's Association.

Director of Communications Tom Inman attended the meeting and visited with current and prospective members. More than 40 AHMI member companies participated in the conference.

"This meeting is always an excellent venue for AHMI to see members and call on prospects," Inman said. "The agenda allows for time to talk about business, upcoming meetings and the work of AHMI."

A large crowd participated and much of the talk in the halls was on markets. A slowdown in oak markets and general business issues were the informal discussions.

The meeting included remarks from Indiana's Lieutenant Governor Becky Skillman and reports from IHLA committees. The association also handed off its leadership from former President Phillip Fischer to new President Stan Messmer.

"There was good news from several attendees and not so good news from others," Inman said. "They year is off to an interesting start and we will have to wait and see what is ahead."

## Wooden Pallet Group Discusses International Market Changes

WASHINGTON - The National Wooden Pallet and Container Association (NWPCA) recently hosted a meeting of wood supplier and user groups in Washington, DC to discuss some legislative issues of mutual interests.

The primary issue on the agenda was new international regulations concerning pallets that may affect how they are made, and restrict where they can be shipped. The group identified a number of general issues that suppliers and consumers need to stay in contact about and work together.

"Hardwood Federation lobbyist Grace Terpstra and I represented the hardwood industry, and talked of the recent successes we have had by working together," said AHMI President Mark Barford. "We also emphasized our keen interest in being involved with pallet issues in recognition of the fact that one-third of total hardwood production goes to the pallet industry."

The pallet representatives agreed to share newsletters and information and to look for chances to make a difference by working together, Barford said.

## Corley Manufacturing Marks 100-Year Anniversary

CHATTANOOGA, TN - Corley Manufacturing celebrates its 100th anniversary in 2005 and begins its second decade of service to the sawmill industry.

The company was founded in 1905 by A.J. Corley, Sr., to design and manufacture sawmill machinery. In the past 100 years, Corley Manufacturing has evolved into a major producer of computer-controlled, precision machinery designed to yield the optimum in accurate lumber from sawn-logs, company officials said.

In 1983, Corley entered the field of electronic controls and scanning equipment with the acquisition of Lewis Controls of Portland, Oregon. The Tyrone-Berry product line of "shot-gun" and cable type carriage drives was acquired in 2003.

The third and fourth generations of the Corley family remain active in management, manufacturing and engineering. The company employs 70 people in Tennessee and 20 at Lewis Controls in Oregon.

"AHMI congratulates Corley Manufacturing for 100 years in business and 25 years of membership with Appalachian Hardwood Manufacturers, Inc.," said Mark Barford, AHMI president. "We hope they continue to be successful and a key business partner with the hardwood lumber industry."

Corley produces log carriages equipped with scanning and computer-driven linear positioners for optimization at the headrig; computerized linear positioner linebar arrangements at the resaw; scanning/optimizing board edgers; and prepositioning trimmer/grading systems.

## Central American Ambassadors Will Discuss Trade In NC

RALEIGH, NC - U.S. and North Carolina Commerce leaders have planned an unprecedented visit to Charlotte and Raleigh by six Ambassadors to the United States from El Salvador, Honduras, Guatemala, Nicaragua, Costa Rica, and the Dominican Republic.

The group is planning to conduct a public forum on the proposed Free Trade Agreement between the U.S. and Central America (DR-CAFTA). They will be accompanied by speakers from the U.S. Chamber of Commerce, U.S. Trade Representative, and U.S. Department of Commerce, as well as North Carolina business leaders.

The group plans to answer questions about DR-CAFTA and explain how eliminating tariffs will significantly benefit North Carolina workers, businesses, and consumers.

The forum is set for two days:

Thursday, Feb. 17 in Charlotte, NC, at the Harris Center on the campus of Central Piedmont Community College

Friday, Feb. 18 in Raleigh, NC, on the campus of NC State University at the College of Textiles. Both forums are from 1 to 4 p.m.

The forums are open to the public on both days. Registration is required and can be obtained by contacting either Jim Davis or Eve Van Devender at (919) 281-2740.

## Forest Service Planning Comment Period Open

WASHINGTON - As part of the publication of new planning regulations for the national forests, the U.S. Forest Service requested public comments on categorical exclusions for plan amendments and revisions under the new rules.

The categorical exclusions would allow the agency to proceed with these actions without preparing written environmental impact analyses under the National Environmental Policy Act (NEPA), except in extraordinary circumstances.

Support for the proposed categorical exclusion is critical to ensuring land management planning is conducted in an efficient manner. Please help by visiting the "Take Action" section of [www.growthevote.org](http://www.growthevote.org) and e-mailing the electronic letter, which will be sent to the Forest Service.

The deadline for submitting comments is March 7, 2005. For information, contact Mary Coulombe at 202-463-2752 or Nadine Block at 202-463-2753.

## AHMI Seeks Species, Design Survey Help At Furniture Market

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

AHMI is responsible for a furniture market survey that has tracked wood trends since 1934. The survey is the basis for a furniture market news analysis prepared by AHMI staff.

"This is the only survey of its type that tracks wood use at market," said AHMI Director of Communications Tom Inman. "It is interesting to look back at previous markets and watch trends develop for species and design styles."

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.

"This is a terrific opportunity for lumber sales staff to see what the furniture market is all about," Inman said. "They will see a lot of furniture and probably see their own wood on display in a finished form."

The survey dates are Monday, April 18 and Tuesday, April 19 beginning at 8 a.m. Participants are paired with another volunteer and assigned a block of showrooms. A detailed training session is held each morning.

The survey dates precede Supplier Days at market when showrooms are open to suppliers to the industry. This is an excellent opportunity to call on purchasing people from hundreds of furniture manufacturing companies.

In 2004, six AHMI member companies sent individuals to assist AHMI with the survey. Many of these participants visited furniture market for the first time and were able to make new contacts in the furniture 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](mailto:tom@appalachianwood.org).

## NHLA Plans Course For Sawyers

The National Hardwood Lumber Association (NHLA) announces a one-day class for sawyers to be held on May 21 at the NHLA Educational Center in Memphis, TN.

This class, taught by Gene Wengert, will teach the participants how to properly saw hardwood logs to maximize value and quality. Both high grade and low grade logs are discussed as well as straight and crooked logs.

Discussions and illustrations include the best opening face location and size, and when to rotate a log and to which face. Edging and trimming concepts are also covered. Participants receive a text and video.

To register or for more information, contact NHLA at (901) 377-1818 or [www.natlhardwood.org](http://www.natlhardwood.org).

## Rep. Taylor Promotes Wood Growth, Use

ASHEVILLE, NC - U.S. Rep. Charles Taylor recently said that wood is our nation's most valuable renewable resource and praised the timber industry in the Southeast.

"We should be the lumber barrel of the world because we have the best science, the best soil, the technology we have developed over the years in harvesting in an environmentally sensitive way," he said. "We must keep some focus in the area of commodities because of the enormous trade deficit we are suffering now."

Taylor supports more logging of "salvage" timber damaged by insects or fire. He said 1995 legislation which eased environmental restrictions to allow more salvage logging had the twin benefits of providing more than 30 billion board feet of lumber to spur jobs while cutting the danger of wildfires.

Taylor said he is working with the forest service to increase salvage logging in a forest health bill now before Congress.

"Almost a billion dollars of last year's budget went for fire control just to replace money that has been taken from needed programs in the forest service," he said. "Preventing that fire would save the dollars even further. That is why salvage is important."