



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

October 2005



## AHMI Finalizes Forestry, Inter-Industry Meetings



### Forestry Tour Oct. 11, Elkins, WV

ELKINS, WV - Forestry Division Chairman Bob Radspinner has called for a meeting of the Forestry Division of Appalachian Hardwood Manufacturers, Inc., on Oct. 11-12 in Elkins, WV.

The program and tour will include details on a pilot project to develop a safe harbor agreement for forest landowners in conjunction with the Northern Flying Squirrel. The U.S. Fish and Wildlife Service, West Virginia Department of Natural Resources and West Virginia Division of Forestry are working cooperatively on this project.

AHMI Forestry Division members will hear a presentation on this program at a dinner meeting on Oct. 11 at Graceland Inn and Robert C. Byrd Conference Center on the campus of Davis & Elkins College, Elkins, WV. After a short business meeting, a panel discussion will offer details on the project to prepare participants for a half-day field visit to the Kumbrabow State Forest on Oct. 12.

On Oct. 11, the reception begins at 6:30 p.m. with dinner at 7 p.m. The business meeting will begin at 7:45 p.m. with the panel at 8 p.m.

On Oct. 12, the tour at Kumbrabow State Forest begins at 8:30 a.m. in the Meatbox Run parking area. The group will visit Safe Harbor Agreement sites and enjoy a box lunch concluding at 1:30 p.m. There is an optional trip to the Clay

**(See Forestry on page 3)**



### Inter-Industry Oct. 18, Hotel Roanoke

Roundtable discussions about oak, lumber availability and demand, and freight are generating interest in the Appalachian Hardwood Manufacturers, Inc. 2005 Inter-Industry Meeting.

Final plans have been made for the Oct. 18 meeting at The Hotel Roanoke, Roanoke, VA. The Inter-Industry session is traditionally an opportunity for AHMI producers and distributors to meet with the consumer members and discuss common issues.

For 2005, AHMI will host roundtable discussions beginning at 4 p.m. with wood consumers around the table with producers and distributors.

"For several years our producers and consumers met during the reception and then listened to someone else talk," said AHMI President Mark Barford. "This year, we want to give them the chance to talk out issues together."

The participants will then give an overall report to the group about the table dialogue. The session will be followed by a reception, dinner and presentation by the Sloan Center for Forest Products Marketing program at Virginia Tech.

"This is an exciting new project at Virginia Tech that combines forest products and business marketing programs to tackle business issues within our industry," Barford said. "Our meeting participants will be impressed with the work to date and the plans for the future."

Faculty from the forestry and business de-  
**(See Inter-Industry on page 3)**

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## APPALACHIAN Future Meetings

**2005 Inter-industry Meeting - Oct. 18**

The Hotel Roanoke, Roanoke, VA

**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**

I recently visited Washington D.C. for the Hardwood Federation meeting and left struck by just how much of a stalemate Washington has become over the years. Although partisanship has always been present in D.C. over my 30 years of visiting, I have never seen it as entrenched as it is right now. The issues are always portrayed by the press and the elected leaders as "us versus them" and "good versus evil." In fact, one attendee last week likened the Democrats vs. the Republicans similar to Duke vs. North Carolina... you are either with us or against us.

Case in point. One of our newest Republican representatives to Congress stated flatly that she "has not even met" many of the Democrats in Congress, and readily admits she has little in common with them. This struck me as odd. How can you accomplish anything in politics without some general consensus of what needs to be done. Would it not be in



**Mark A. Barford**

everyone's interest to get to know both sides of an issue? Instead, we see legislation passed in one chamber and fails in the other.

I mean, look at the Endangered Species Act. The industry has been trying to make some common sense changes to this act essentially since its inception in 1973. The wording is too broad and absolute, and does not give policy makers a chance to make changes when more scientific intelligence comes in. Attempts to reform the ESA run hopelessly into the Senate which refuses to pass any revisions that come out of the House. Just last week a new bill came from the House side, with only small odds of it going anywhere in the Senate.

With all this said, it seems like the primarily conservative, primarily Republican, small business hardwood lumber industry is protected with a majority Republican Congress and President, and it may be that we are getting the best we can hope for in these times. God help us when the political winds change, and our friends in Congress are pushed away from the power table. If that thought isn't enough to get you out there supporting your candidate, nothing will.



## Hardwood Federation Hosts Legislators

The recently launched Hardwood Federation held its second Washington D.C. meeting in September at the Mandarin Oriental Hotel. The meeting was lead by Federation Chairman **Ted Rossi of Rossi American Hardwoods** and PAC Chairman **Wendell Cramer of W.M. Cramer Lumber Co.**

Included in the nearly 40 members of the hardwood industry were the leaders and representatives of the 23 associations that make up the coalition. In addition, representatives from the Hardwood Market Report, Weekly Hardwood Review, and National Hardwood Magazine participated.

"The Federation continues to catch the eye of many of the legislators and opinion makers in Washington DC who seek out our positions on bills and actions that will effect us," said AHMI President Mark Barford, who attended the meeting along with AHMI's official representative AHMI Chairman Ed Ramsey. "As more and more associations get involved, that strength continues to grow."

The meeting began with a reception for Republican legislators, followed by a series of dinners with a few of the leaders. The next day began with a business meeting followed with a special lunch arranged by Ramsey in the House Agricultural Committee Hearing Room with Agricultural Committee Chairman Bob Goodlatte.

In the afternoon, industry members met individually with their representatives. That evening was a reception for the Democratic legislators, again followed by various dinners with prominent members.

"The success of the Federation is measured by the strength of the membership, and the response of the legislators, both of which are very strong," Barford noted. "Even in an off-election year, legislators were very attentive and listening to our concerns."

"We know that next year when the entire house and 1/3 of the senators are up for re-election, this event will be even more important for the industry to attend," he said.

## Forestry from page 1

Run Harvest Area. CFE hours to be available.

Meeting registration fee is \$50 and includes the reception, dinner, & box lunch for the tour.

This meeting is open to all AHMI members and guests. It the annual meeting of the division and an opportunity to see forest management in the field.

"We always encourage all of our members to participate in the Forestry Division meetings and tours because all of our efforts truly begin in the forest," said AHMI President Mark Barford. "It is an excellent time to hear about forestry issues and participate in the dialogue."

There will also be reports from the West Virginia Division of Forestry and the West Virginia Forestry Association.

AHMI has a room block at Graceland Inn with a group rate of \$60/night for single, \$65 double. To reserve a room, call the hotel at (800) 624-3157.

To register for the AHMI Forestry Division meeting, please complete the form below, detach and mail with your check to AHMI, P.O. Box 427, High Point, NC 27261.

For more information, please contact the AHMI office at (336) 885-8315 or e mail to mark@appalachianwood.org.

## Inter-Industry from page 1

partments will participate in the roundtable discussions during the afternoon.

The day begins with golf and sporting clays tournaments in the Roanoke area. The golf tournament begins at 9 a.m. at The Hanging Rock Golf Club near Salem, VA off I-81 at exit 140. It is a shotgun start and medal play for a fee of \$50.

The sporting clays tournament will be held at the Dublin Skeet and Trap Club just off I-81 near Dublin. The event begins at 10 a.m. and will include 100 rounds at 12 stations. The cost is \$40 and each participant should provide his own gun and shells. (Directions will be sent to each participant.)

The Hotel Roanoke offers excellent meeting facilities and accommodations. The Hotel is located just off I-581 near downtown Roanoke just minutes off I-81. The AHMI room block has been extended to Oct. 7 and are available by calling 1-866-594-4722.

"The Hotel is a terrific facility and our members and guests will find the rooms and meeting spaces up to our usual standards," Barford said.

A registration form is included with this newsletter on page 6 and should be mailed to the AHMI office as soon as possible. For more information, please contact the AHMI office at (336) 885-8315.

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**Appalachian Hardwood Manufacturers, Inc. Forestry Division  
Fall Meeting - Oct. 11-12 at the Graceland Inn and  
Robert C. Byrd Conference Center, Elkins, WV  
Reception Oct. 11 at 6:30 p.m., Dinner at 7 p.m.  
Tour at Kumbrabow State Forest on Oct. 12 at 8:30 a.m.**

MEETING FEE: \$50 per person (includes reception, dinner, and tour lunch)

NAME: \_\_\_\_\_ BADGE NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ BADGE NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ BADGE NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

**CHECK FOR \$ \_\_\_\_\_ ENCLOSED**

## New Samples Offer Different Look For Oak

AHMI continues to develop its Oak Promotion by expanding the product samples to include contemporary designs in new finishes, two-species designs and Quarter Sawn Red Oak and White Oak.

The promotion began in early summer as the association addressed the needs of members and the industry which was impacted by a decline in demand for oak. The association's board decided to develop a program to educate wood manufacturers about the characteristics and availability of oak.

The initial program was well-received but met with comments from manufacturers that consumers were not demanding oak. The program was altered to emphasize a new look for oak in styles and finishes applied to other hardwood species.

"The board had terrific ideas at the summer meeting and we have incorporated these into our promotion campaign," said AHMI Director of Communications Tom Inman. "We are very excited about the new looks for Oak that we are taking to consumers and are ready to give them something out of the ordinary to consider for the future."

The samples are being finished and should be ready for review at the AHMI Inter-Industry meeting later this month.



Contemporary panels  
in off white (above)  
and matte black



The contemporary styles show off traditional oak lumber with a clean, modern style and finish. The two-species samples show the contrast and beauty of oak teamed with maple, cherry and walnut.

The quarter sawn samples highlight the unique features of this style of cut.

"We continue to adapt the promotion to new ideas and suggestions that we receive from our members and wood consumers," Inman said. "The presentation and samples are adjusted for specific industry segments."

## European Press Visit Appalachian Industry

For the second time this year, Appalachian Hardwood Manufacturers, Inc. joined forces with the American Hardwood Export Council to host a group of foreign trade journalists touring in North Carolina.

The group began in Asheville, NC, and were guided through the US Forest Service's Bent Creek Experimental Forest that has been studying hardwood silvicultural practices. The next stop was **T&S Hardwoods**, Sylva, NC with general manager Jack Swanner. The group toured the log yard, sawmill and export lumber preparation shed.

The next day the tour moved to **Kincaid Furniture Co.**, organized by AHMI board member Dennis Teague. As a special treat, company President Steve Kincaid gave a personal tour of the normally closed Kincaid showroom in High Point, NC. The "Southern" visit ended with a tour of the **Columbia Forest Products** hardwood flooring plant in Danville, VA before the group visited facilities in New Hampshire.

"The tour was a complete woods to final goods tour," noted AHMI President Mark Barford. "Journalist were able to understand the enormity of our re-



Kincaid President Steve Kincaid explains  
furniture manufacturing during showroom tour

source, the care with which we harvest it, and some of the challenges encountered in manufacturing domestically products that will ultimately have to compete with the world. Most of them came away with great ideas and pictures, and we will find out in the months to come how that translates into favorable press in the European market."

## Barford Talks Wood Availability With KCMA

AHMI President Mark Barford addressed members of the Kitchen Cabinet Manufacturers Association (KCMA) at their meeting in Hershey, PA. KCMA is based near Washington, DC and holds two meetings per year. The meeting in Hershey was a near record attendance as it was within driving distance of many of the East Coast members of the group.

"AHMI is a member of KCMA, and we work together on wood supply issues such as availability and environmental stewardship," Barford reports. "I was given an opportunity to bring them up to speed on the changing hardwood industry, with the bottom line message that although we are different, we are a continuous, steady supplier of their raw material needs."

Over the last few years, the kitchen cabinet industry has become the primary consumer of grade Appalachian lumber, and AHMI has diversified their promotion efforts to be sure and reach this consumer group.

## Fall Furniture Market Set Oct. 20-26

HIGH POINT - Furniture manufacturers are preparing for what is expected to be an interesting Fall 2005 International Home Furnishings Market in High Point.

The semi-annual market begins Oct. 20 and has manufacturers ready to unveil dozens of new pieces in all categories. The report from pre-market in September was down as manufacturers scaled back efforts following the July market in Las Vegas.

The fall market runs Oct. 20-26 and follows much talk of the success of the Las Vegas market and its impact on High Point.

AHMI members are reminded that Supplier Days are Monday, Oct. 24 and Tuesday, Oct. 25. These are days when industry suppliers can visit and call on the manufacturers' purchasing staff.

AHMI again will sponsor a Pinnacle Award during the American Society of Furniture Designers Achievement Awards program on Oct. 21. AHMI awards the juvenile furniture category and three entries are vying for 2005, including two from AHMI member Stanley Furniture.

For more information or assistance with hotel reservations or driving directions at the October furniture market, please contact the AHMI office at (336) 885-8315.

Barford concludes, "The kitchen cabinet industry has been growing an average of 10% per year for the last few years, and continues to expand the amount of hardwoods they utilize. Although some members of the industry import some parts, the large scale importing of cabinets has not yet occurred, and we are looking forward to working with them to help them remain internationally competitive."



## MEMBERSHIP

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

### Suppliers

#### **Vision Talley**

Walt McIlvain  
901 Muirfield Road  
Byrn Mawr, PA 19010

#### **Sunbelt Thread & Packaging**

Bob Meyer  
P.O. Box 681  
York, SC 29745

### Consumer

#### **Thornberry Enterprises, Inc.**

Jimmy Thornberry  
P.O. Box 160  
Jeffersonville, KY 40337

## Ethan Allen Converts Plant

DANBURY, CT. — Manufacturer, importer and retailer Ethan Allen will convert its Dublin, Va., case goods plant into a large regional distribution center. In addition to shutting down manufacturing at the 570,000-square-foot plant, which the company acquired from Pulaski in October 2000, Ethan Allen will fold its existing Old Fort distribution operation into the larger Dublin location.

The company said it will eliminate 250 of the plant's 325 jobs. Ethan Allen was using around 450,000 square feet of the Dublin plant for production, most of which will be absorbed by its other factories.

The company has 11 remaining plants, five making wood case goods, five making upholstery and one assembling accessories that total nearly 3.5 million square feet and about 3,700 employees.

**REGISTRATION FORM**



# APPALACHIAN

**Hardwood Manufacturers, Inc.**

**Inter-Industry Meeting**

**Oct. 18, 2005**

***The Hotel Roanoke, Roanoke, VA***

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 UNTIL OCT. 7 at The Hotel Roanoke for \$115 per night. Call (866) 594-4722.**

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

*The AHMI meeting registration fee will be refunded on cancellations before Sept. 30. 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**

**Hanging Rock Golf Club (off I-81 at exit 140), Salem, VA 9 a.m.**

**GOLF:** \_\_\_\_\_ **HANDICAP** \_\_\_\_\_ **FEE: \$50**

**GOLF:** \_\_\_\_\_ **HANDICAP** \_\_\_\_\_ **FEE: \$50**

**PLEASE REGISTER BELOW FOR SPORTING CLAYS TOURNAMENT**

**Dublin Skeet and Trap Club, Dublin VA, at 10 a.m.**

**SHOOTING:** \_\_\_\_\_ **FEE: \$40**

**SHOOTING:** \_\_\_\_\_ **FEE: \$40**

*(Shooters must provide their own gun and at least 100 shells for tournament)*

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

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