



Since 1928

The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

Demand the Appalachian Standard

April 2006



AHMI Chairman John Crites (left) accepts donation from ALC President Dave Redmond

ALC Support Boosts AHMI Oak Promotion

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. recently received financial support for its Oak Promotion programs from the Appalachian Lumbermen's Club.

The club donated \$10,000 to support AHMI's Oak Promotion program in 2006. The association initiated the program in 2005 and produced oak panels with the latest finishes to show manufacturers. The program developed into a full presentation that is shown to manufacturers and designers to highlight the benefits of Oak.

AHMI completed a survey of consumers earlier this year and found interesting trends. This information is being combined with the existing program for presentation to furniture, cabinet and flooring manufacturers.

"AHMI thanks the Appalachian Lumbermen's Club
(See Oak Promotion on page 3)

AF&PA's Moore Bids Farewell At AHMI Summer Conference

Appalachian Hardwood Manufacturers, Inc. is pleased to announce the business speakers for the 2006 Summer Family Conference.

The session is planned July 23-25 at The Homestead, Hot Springs, VA, a luxury resort located in the beautiful mountains of Virginia. The Homestead offers appointed rooms and suites, superb dining, a myriad of sporting activities and outdoor adventure.

Speakers for the business session include American Forest & Paper Association President Henson Moore. This will be one of his last presentations as AF&PA leader because of his announced retirement later this summer. Moore will detail his tenure at AF&PA and its direction for the future.

The New Oak Partnership Co-Chairman Victor Barringer, also president of Coastal Lumber Co., will speak during the business session. He will update meeting participants on the partnership's work to date and plans for the future.

The meeting begins with a welcoming reception on Sunday at 6:30 p.m. The business session is Monday morning with golf, tennis and sporting clay tournaments early Monday afternoon. A reception is scheduled for Monday evening. The AHMI Board of Trustees will meet Sunday at 4 p.m.

(See Meeting on page 2)

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APPALACHIAN Future Meetings

2006 Summer Family Conference July 23-25

The Homestead, Hot Springs, VA

2007 Annual Meeting - Feb. 22-25

Long Boat Key Resort, Long Boat Key, FL

Mark my words.....

By Mark A. Barford, CAE, CF
President

"Global Warming. You should be worried.... You should be very worried!" These are the words on the cover of *Time* magazine, as it joined the activist groups that are clamoring for billions or maybe trillions of dollars to "stop" global warming. The article details the devastation that has already occurred, and the lives that will probably be lost due to rising water levels and catastrophic hurricanes and tornadoes.

I don't mean to be overly cynical when it comes to the topic of global warming, but the environmental community has a long history of predicting catastrophe then being proven wrong. Columnist George Will reminds readers that we were told in the mid-1970s that the Earth was cooling and soon we would not have enough food. Author Michael Crichton in his recent bestseller "State of Fear," details how these well funded activists groups use fear to help them raise money. Crichton researched a number of claims about global warming and found them to be bogus.

So, what does the fear of global warming mean to the hardwood lumber industry? Only good news, if the facts are understood correctly. According to the environmental experts, the only way to ease global warming is to reduce the amount of carbon dioxide in the air. This can be done either of two ways: reducing the amount put in to the air, as preferred by the activists who seek the end of the internal combustion engine or by absorbing more carbon dioxide. The second option helps the hardwood industry.

By harvesting older trees and allowing the forest to be replaced by young fast growing trees, we are increasing the amount of carbon consumption per acre. Also, by providing a value for a forest, we can encourage landowners to grow more trees, and keep their land away from developers. With these facts, we may be about to begin a new positive relationship with our environmentalist friends where we work together to maintain a healthy, sustainable high production forest to meet peoples needs for year to come. Or, it could just be another excuse to blame the manufacturing industry and tree-cutting for all the world's ills. Sorry, that's just the cynic in me talking.



Mark A. Barford



MEMBERSHIP

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

Forestry

Debra Law

Law Timber

P.O. Box 129

Dailey, WV 26259

AHMI Mourns Death Of C.M. "Max" Leonard

NORTH BRANFORD, CT - Appalachian Hardwood Manufacturers, Inc. is saddened to report the death of C.M. "Max" Leonard. He was 93.

Leonard was the chairman and cofounder of Leonard Lumber Co. A native of Cologne, Germany, Leonard immigrated to the United States in 1939 and began selling lumber. He later operated a sawmill and founded his wholesale lumber company in Connecticut with operations in Danbury.

Leonard is survived by one daughter, one son, five grandchildren and one great-grandchild. Memorial contributions may be made to the National Tree Order Center, c/o Jewish National Fund, 78 Randall Ave., Rockville Center, NY 11570-3946; Macular Degeneration Research, 22512 Gateway Center Dr., Clarksburg, MD 20871; or Connecticut Radio Information System, 184 Windsor Ave., Suite C, Windsor, CT 06095-4536.

Meeting from page 1

AHMI last met at The Homestead in 2002. It is ranked among the world's finest golf and spa resorts and is steeped in the rich and timeless tradition of Southern hospitality that treats all visitors with a gracious and welcoming atmosphere.

"We always plan the summer meeting within the Appalachian region and know The Homestead is a member favorite," said Mark Barford, AHMI president. "It is an excellent facility and we look forward to a great meeting."

Registration materials are included in this newsletter: Hotel form on page 4 and AHMI Meeting form on page 6. Both are available online at www.appalachianwood.org. If you have questions, please call the AHMI office at 336-885-8315.

Barford Speaks At AHEC Mexico Convention

Appalachian Hardwood Manufacturers, Inc. President Mark Barford addressed the Mexican wood using industry at the American Hardwood Export Council (AHEC) Latin American Convention recently held in Guadalajara, Mexico.

The topic of his talk was "The Relationship Between Lumber Grade and Yield," and he included general information about U.S. hardwoods. The convention was well attended by delegates from throughout Mexico and several other Latin American countries.

The convention also presented information on design trends for furniture, technical programs and how to import American hardwoods.

"Mexico is a very steady and promising market for American hardwoods," Barford noted. "The Mexican people have a strong desire for many of our species, including Oak, and have imports have been in-

creasing in recent years, in fact up 16% in 2005."

Attendees are always surprised to learn that although the US only has 8% of the world's total of hardwood production, they have 24% of the export market. This is due in no small part to the lumber grading system that NHLA has developed so an overseas buyer can know what he is buying, Barford said.

Barford also noted that the U.S. has recently lost their position as the number one exporter to Mexico, behind Chile and Brazil, so these promotional efforts are crucial to maintaining the U.S. share of the Mexican hardwood lumber market.

AHMI remains an active member of AHEC, and staff travels several times a year around the world promoting Appalachian hardwoods. In addition, overseas press groups travel to the United States to learn about our industry. For further information contact Barford at the AHMI office at (336) 885-8315.

Is The Cerulean Warbler The Next Spotted Owl?

Appalachian Hardwood Manufacturers, Inc. staff recently met with U.S. Fish and Wildlife, U.S. Forest Service and consulting foresters to learn more information about a proposed addition of the Cerulean Warbler to the endangered species list.

The Cerulean Warbler is a small, blue bird with a distinctive chirp that has been declining in population for the past 40 years. The experts cannot pinpoint for sure why the population has dropped, though the loss of habitat due to development is the normal culprit. The bird winters in South America and then travels to the hardwood forests of the Eastern United States to live in the summer and reproduce. The bird has not been listed yet on the Endangered Species list, but there has been an application to do so.

Recently a working group of wildlife biologists, representatives from government and industry representatives met to talk about the bird and ways to develop a dialogue to deal with the issue. AHMI Presi-

dent Mark Barford spoke to the group about the realities of the current landownership patterns and harvesting challenges already present within the industry that severely limit the amount of acres already available for timber harvest.

"The working group is decidedly proactive," Barford said, "and wants to work with the experts to maintain both a strong population of the Warbler while leaving the forest open for use. They are prepared to work cooperatively in an attempt to pre-empt actions that could be damaging to either the bird or the hardwood industry."

Barford said since the bird nests in the Eastern United States during all of the summer months, one solution, as was done out West with the Spotted Owl, could be the temporary halting of harvesting during the summer months, which would be a harsh setback for the industry. "We will continue to cooperate with the group to bring a sensible solution," he said.

Oak Promotion from page 1

for its continued support of our work on behalf of the industry," said AHMI President Mark Barford. "Their financial assistance allows us to reach more wood consumers with our message about Oak."

AHMI is considering a second round of focus groups to gather more data from consumers. The results can be extremely important to manufacturers

when designing new products.

AHMI also continues to administer The New Oak Partnership. More information about its efforts is available at www.thenewoak.com.

For more information about the AHMI Oak Promotion or The New Oak Partnership, contact the AHMI office at (336) 885-8315

The Homestead Reservation Form
Appalachian Hardwood Manufacturers, Inc. July 22 – 25, 2006

*The following daily rates are **per room, per day** based on the Modified American Plan (Breakfast and Dinner). Please circle preferred rate:*

ROOM:		SUITES: (Based on availability)		
Single Occupancy	Double Occupancy	Junior:	Single - \$385.00	Double - \$465.00
\$280 Per Room	\$360.00 Per Room	One Bedroom:	Single - \$470.00	Double - \$550.00
		Two Bedroom:	Available Upon Request	

Children sharing room with parents:

0 to 5 years - Complimentary 6 to 12 years - \$47.00 13 to 18 years - \$ 68.00

Additional Adult - \$115.00 Per Person, Per Day. 15% resort service fee is additional. Package prices are subject to applicable state and local taxes (currently 7%) in effect at the time of check-in.

Arrival date: _____ /Time: _____ Departure date: _____ /Time: _____

Name (please print) _____ No. of adults _____

Room mate (if applicable) _____

Address _____

City _____ State _____ Zip Code _____

Daytime Telephone _____ FAX _____

Email Address: _____

Children's names and ages: _____

An advance deposit **equal to one night's room rate** is required to guarantee your reservation. **Early mailing of reservations is highly recommended.** Confirmed reservations are based on room availability. Reservations must be received by **June 16, 2006** or until the room block has been filled. Deposit may be made with Visa, MasterCard, American Express, Diner's Club, and Discover, **which will be charged when reservation request is received.** If deposit is by check payment must be received with this reservation request. **Deposit is refundable if notice of cancellation is received at least 7 days prior to the scheduled arrival date.**

For special billing your organization has the option to prepay this stay (Room rate, service fee & taxes). Please check the box for this option.

Credit Card No. _____ Expiration date _____

Visa _____ MasterCard _____ American Express _____ Discover _____ Diner's Club _____

Advance reservations and appointments are required for all evening dining and recreation to ensure preferred times. Please call 800-838-1766. Check in time is after 4:00 p.m. Check out time is before 12:00 noon.

Reservations request made by: _____ Date: _____

Dress: During the day, casual attire is preferred. Jeans and bathing suits are discouraged in The Great Hall. In the evening, jacket and tie are required in The Dining Room and jackets elsewhere. Casual attire is welcomed at Sam Snead's Tavern and The Player's Pub.

Mail to: Group Reservations, P.O. Box 2000, Hot Springs, Virginia 24445. FAX request may be sent to 540-839-7922.

Reservations by fax or mail only, no phone calls please. Reservations will be confirmed by mail. Visit the website at

www.thehomestead.com

Spring Furniture Market Is Upbeat For Wood

HIGH POINT - The previews of the 2006 Spring International Home Furnishings Market are in and the forecast is good for wood.

An analysis of the Pre-market from late March by *Furniture Today* magazine reported positive comments from case good exhibitors. Several wood furniture manufacturers are planning introductions in wood at the market.

Attendance at the Pre-market event was down and the decline was attributed to the growing number of furniture markets available to retailers. Several manufacturers reported this may have been the last Pre-market event, a time when select retailers are invited to showrooms for a look at product.

The Spring Furniture Market in High Point is

scheduled April 27-May 3. It is later to follow a later Easter holiday

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, May 2. Please contact the AHMI office for more information and assistance with attending market.

AHMI will conduct its annual Furniture Market Wood Species and Design Survey at the Fall 2006 Furniture Market.



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 2006 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 and 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.

Manufacturing Strategies Workshop Set At WERC

The US Forest Service, Wood Education and Resource Center (WERC) and Dovetail Partners are offering a workshop to help the industry constructively respond to the challenges of Global Competition.

"Helping the Wood Products Industry Profit From the Next 10 Years" includes John Brandt, an award-winning columnist for *IndustryWeek* magazine and founder and CEO of The Manufacturing Performance Institute.

"Manufacturing is struggling in many sectors. Off-shore competition is causing increased consolidation in the industry," Brandt said. "Plus, customers are growing more demanding."

The workshop will be held at the Wood Education and Resource Center (WERC) facilities in Princeton, West Virginia on April 11 and 12. Workshop participants will be headquartered at the nearby Pipestem Resort State Park "the crown jewel of West Virginia State Parks".

The Workshop website includes the Agenda, Speaker information and Registration and is <http://www.dovetailinc.org/wercworkshop.html>.

For more information, please contact Dovetail Partners, 4801 N Hwy 61, Suite 108, White Bear Lake, MN 55110. Please make checks payable to Dovetail Partners.

If you have any questions, please call 651-762-4007 or email info@dovetailinc.org.

APPALACHIAN

Hardwood Manufacturers, Inc.

2006 Summer Family Conference

The Homestead, Hot Springs, VA July 23-25, 2006

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.

To reserve your room, please complete the form on page 5. For more information, call The Homestead, call 1-540-839-1766. Cut-off is June 16, 2006.

REGISTRATION FEE:

AHMI MEMBER - \$265 per person

GUEST - \$365 per person

MEMBER SPOUSE - \$135

GUEST'S SPOUSE - \$235

CHILDREN UNDER 16 FREE!

Full registration will be refunded on cancellations received by June 30, 2006. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S SUMMER FAMILY CONFERENCE

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

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

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

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

Company: _____

Address: _____

City/State/Zip: _____

REGISTER FOR GOLF (Lower Cascades Course, Noon Monday Medal Play includes lunch)

Name: _____ Hdcp _____ FEE: \$150

Name: _____ Hdcp _____ FEE: \$150

REGISTER FOR TENNIS (Monday afternoon)

Name: _____ FEE: \$25

Name: _____ FEE: \$25

REGISTER FOR SPORTING CLAYS

(The Homestead Shooting Club at Noon Monday includes box lunch)

One round of 100 targets - Includes ammunition - Gun rental not included

Name: _____ FEE: \$125

Name: _____ FEE: \$125

TOTAL \$ _____

Check # _____ Received _____