



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

February 2008



## AHMI Board OKs Certification Program

Appalachian Hardwood Manufacturers, Inc will unveil a pilot project with the Sustainable Forestry Initiative to offer forest management and chain of custody certification for AHMI members through SFI.

The AHMI Board of Trustees approved the proposal at its recent Board retreat. Details will be announced at the 2008 Annual Meeting.

"This is a very exciting project and will allow AHMI members to have access to a third-party audited certification program," said AHMI President Tom Inman. "Companies are receiving more inquiries about certified products and AHMI has been working for more than one year to meet those needs."

AHMI introduced its Appalachian Hardwood Verified Sustainable program in July 2007 following months of research by the U.S. Forest Service. The program provides letters, certificates and documentation of the sustainability of the Appalachian Hardwood Forest.

"Verified Sustainable will continue to meet the needs of members whose customers are seeking sustainability documentation," Inman said. "This pilot project goes the next step if a company needs certification for their customer."

AHMI has met with SFI and the Forest Stewardship Council since early 2007. Inman said he hopes to have a similar arrangement with FSC as quickly as possible.

"AHMI is not advocating one program over another and hopes to have every opportunity available to our members so they can decide which works best for them," he said.

AHMI has hired a consultant to offer certification training workshops on both programs. These seminars are set for March 20 in Knoxville, TN, and April

**AHMI Annual Meeting Feb. 20-24**  
Marco Island Marriott, Marco Island, FL  
Please register online at  
[www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm)  
or see page 6 of this newsletter.  
*A few rooms remain available. Please call the AHMI office for details ASAP.*

23 in western Pennsylvania. More information and registration will be available soon.

The association will mark "80" years of promotion, education and service to members at the "2008" Annual Meeting and Convention on Feb. 20-24 at The Marco Island Marriott, Marco Island, FL. The meeting will be highlighted by informative business sessions, change in leadership, new board members and fellowship with AHMI members.

"The mission of AHMI has been to promote Appalachian hardwood lumber and products around the world and that is our focus," Inman said. He will present a look at the past 80 years during the 2008 Annual Meeting review the highly successful promotion campaigns of the past, the people involved and the changes for the association over the past eight decades.

Inman will offer details on the Verified Sustainable program and the new certification agreement. A second session will detail information from the Port Authorities in Maryland, Virginia and North Carolina. Representatives from each facility will make a presentation and then be part of a panel discussion.

AHMI members will receive an update from Hard-  
**(See Meeting on page 3)**

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### APPALACHIAN Future Meetings

**2008 Annual Meeting - Feb. 20-24**

Marco Island Marriott, Marco Island, FL

**2008 Summer Family Conference July 27-29**

The Grove Park Inn, Asheville, NC

**2008 Inter-Industry Meeting - TBA**

## AHMI Board Approves 2008 Plan Of Work

Appalachian Hardwood Manufacturers, Inc. Board of Trustees met recently in Charlotte, NC, to review the association's efforts in 2007 and approve the plan of work for 2008.

The 2007 program was highlighted by the introduction of the Appalachian Hardwood Verified Sustainable program, administration of The New Oak, participation in trade shows and conferences, sponsorship of awards and scholarships and direct contact with wood consuming companies.

AHMI President Tom Inman presented the promotion report for the year. Details were printed in the January newsletter.

AHMI Vice Chairman of Finance Jimmy Powell gave the budget report and AHMI had a surplus in 2007. The board agreed to place the monies in reserves.

For 2008, the board authorized plans to expand its forest certification and sustainability programs and enter an agreement with the Sustainable Forestry Initiative. AHMI will also hire a consultant to offer certification workshops across the region with details about both the SFI and Forest Stewardship Council programs.

Plans call for the expansion of the Appalachian Hardwood Verified Sustainable program to reach more consumers. AHMI will also continue administration of The New Oak Partnership and develop new promotions for all Appalachian species.

In 2008, AHMI will participate in trade events and conventions including booth space at a number of events promoting sustainability.

There will also be expanded emphasis on international promotion. All Export Division members are invited to a meeting at 4 p.m. Feb. 21 during the Annual Meeting to talk about export promotion.

The trustees welcomed 22 new members in 2007 and were pleased that membership topped 215 companies in January 2008.

"I believe we had a tremendous year in 2007 with many positive results during difficult times," said Inman. "We are already seeing harder times in the industry and have to respond to that as an association with programs and activities to promote Appalachian products and companies.

For more information on any AHMI activities, please contact Inman at (336) 885-8315.



## MEMBERSHIP

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

### Distributors

Vernon James Company, Inc.  
James V. Straka  
1040 38th Ave. N.E.  
Hickory, NC 28601

Conover Lumber Co.  
Rodney Lawing  
PO Box 484  
Conover, NC 28613

Liberty Lumber Co.  
Jim Skiver  
PO Box 535  
Liberty, NC 27298

### Consumer

Barefoot Pellets  
Roy Cummings  
PO Box 6  
Troy, PA 16947

New members are the lifeblood for all organizations. If you know of a company that should be a member of AHMI, please contact Tom Inman at (336) 885-8315.

## Renewals Are Due

Appalachian Hardwood Manufacturers, Inc. has mailed membership renewal information for 2008. For the 16th consecutive year, AHMI dues have remained at the same level for all divisions.

Membership in the association assures the promotion of Appalachian hardwood lumber and products will continue around the world. AHMI signed up 22 new members in 2007. Exciting plans are developing for 2008 that will further benefit member companies with certification and promotion, said AHMI President Tom Inman.

Membership renewals are due immediately for associate member categories: Distributor, Consumer, Forestry and Supplier. Producers are billed monthly. For more information, please contact Inman at the AHMI office at (336) 885-8315.

## Meeting from page 1

wood Federation Executive Director Deb Hawkinson. AHMI will recognize members achieving 50-year and 25-year status and elect new officers and board members.

There will also be the annual golf, tennis, and sporting clays tournaments. There are receptions each evening with an Early Bird reception offsite sponsored by Glen Oak Lumber Co.; a beach reception Thursday evening; poolside reception Friday; and Saturday reception sponsored by Lowe Products Inc.

The ladies are invited to a special luncheon on Friday, Feb. 22 at 12:30 p.m. hosted by Mrs. Pat Crites at the condominium adjacent to the Marriott. An invitation and RSVP request is included with the registration packet members receive upon completing their registration.

A few rooms remain for select nights. Please contact the AHMI office at (336) 885-8315 for details. A pre-registration list is available online at [www.appalachianwood.org/meeting.htm](http://www.appalachianwood.org/meeting.htm).

Flights to Florida in February also fill very quickly. The closest major airport is in Ft. Myers and is 50 minutes away. Rental car agencies report that availability can be limited because of demand during this peak season. Please make your travel plans soon to receive the best choices.

A meeting registration form is on page 6 of this newsletter or you can register and pay online at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm).

## Special Thanks To Annual Meeting Sponsors

Appalachian Hardwood Manufacturers, Inc. would like to thank the following companies for their sponsorship of the 2008 Annual Meeting. Their contributions allow the association to keep registration fees low and provide outstanding programs.

The sponsors are:

Early Bird Reception - Glen Oak Lumber Co.

Saturday Reception - Lowe Products, Inc.

Business session speakers - Pennsylvania Lumbermen's Mutual Insurance Co.

Golf tournament refreshment - SII Dry Kilns

Golf tournament prizes - Corley Manufacturing Inc.

Sporting clays tournament - ISK Biocides Inc.

Tennis Tournament - U\*C Coatings Inc.

Promotion - Hardwood Market Report and Weekly Hardwood Review

### 2008 Annual Meeting Agenda

#### Wednesday, Feb. 20

**5:30 p.m.** Early Bird Reception *Off site*  
*Dinner on your own*

#### Thursday, Feb. 21

**4-5 p.m.** Informal Registration *Lobby area*

**4-5 p.m.** Export Division Meeting *Capri Salon 6*

**6 p.m.** Welcoming Social *Tiki Beach*  
*Dinner on your own*

#### Friday, Feb. 22

**9 a.m.** General Session *Palms Ballroom*  
80th Anniversary Presentation

AHMI Member Anniversaries

AHMI Verified Sustainable Successes -  
Panel Discussion

AHMI Certification Program Pilot

**12:30 p.m.** Golf Tournament *The Rookery*  
*Medal Play*

**12:30 p.m.** Ladies Luncheon with Pat Crites

**1 p.m.** Sporting Clays *Port of Islands Gun Club*

**6 p.m.** Reception *Sunset Terrace*  
*Dinner on your own*

#### Saturday, Feb. 23

**8 a.m.** Producers Meeting *Palms Ballroom*  
*(open to producers only)*

**8 a.m.** Distributors Session *Palms Ballroom*  
*(open to all meeting attendees)*

**9:15 a.m.** General Session *Palms Ballroom*  
80th Annual Meeting, Chairman's Report  
and 2008 Plan of Work

Election of Officers and Board

Eastern U.S. Port Authorities Roundtable -  
Various representatives

2008 Election Cycle and Hardwood  
Federation - Deb Hawkinson

**12:30 p.m.** Golf Tournament *The Rookery*  
Consecutive Tee Times - Captain's Choice

**2 p.m.** Tennis Tournament *Marco Island*  
*Club Courts*

**6:30-7:30 p.m.** 80th Anniversary Reception  
*Palms Ballroom Royal & Coconut*

**7:30 p.m.** 80th Anniversary Banquet  
*Palms Ballroom Royal & Coconut*

#### Sunday, Feb. 24

NO FORMAL BUSINESS - HAVE A SAFE TRIP

## New Oak Hires Trading Spaces' Laurie Smith

HIGH POINT, NC – The New Oak Partnership made it its mission in 2007 to bring American Oak to the forefront of home construction, remodeling and decorating industries, by encouraging manufacturers to go 'green' with American Oak.

The sustainability message found a home as green design and building were increasingly important in furniture, cabinet, flooring and millwork.

For 2008, NOP will introduce a celebrity spokesperson to educate designers, architects and the public about the attributes of American Oak. Laurie Smith, one of the first designers on TLC's Trading Spaces, will become the face and voice of New Oak in 2008.

"We are thrilled to have someone of Laurie's tal-

ent and prominence who can speak from experience about the beauty and versatility of Oak," said Co-Chairman Ed Ramsey. "She will help us tremendously in reaching our audience and helping consumers to understand and again demand Oak."

Smith's background is in design and television with a degree in broadcast journalism and course work at the New York School of Interior Design. She has designed two pieces of furniture in Oak independent of the NOP arrangement.

Her work for NOP will begin with public service announcements and appearances across the country. The programs will air in February. For more information, visit [www.chooseoak.com](http://www.chooseoak.com).

## Forest Service Seeks Input On South's Future

The Forest Service, in cooperation with the Southern Group of State Foresters, is initiating the Southern Forest Futures Project (SFFP), a two-year effort that will use technical forecasts and expert analysis to understand the potential long-term implications of changes in forests in the southern U.S.

This project is intended as a follow up to the Southern Forest Resource Assessment published in 2002. The Forest Service is seeking public input to help identify the forces of change that should be evaluated and the implications of those changes. Public meetings will be held in various cities across the south over the next six weeks, with the following schedule:

- Charleston, SC -- February 8
- College Station, TX -- February 11
- Stillwater, OK -- February 12
- Little Rock, AR -- February 13
- Lexington, KY -- February 19
- Nashville, TN -- February 21
- Raleigh, NC -- February 25
- Blacksburg, VA -- February 26
- Asheville, NC -- February 27
- Athens, GA -- March 6
- Auburn, AL -- March 7

Additional information about the SFFP and the specific locations of these meetings is available online at <http://www.srs.fs.usda.gov/futures/>. If you are not able to attend one of the public workshops, you can tune into one of two "webcast" meetings that will be held during evening hours or you can provide your input through the SFFP website.

## AHMI Resource Guide Deadline Is Feb. 29

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. will publish its annual Appalachian Hardwood Resource Guide in March 2008.

The book is the association's main promotional piece for Appalachian hardwood lumber and it lists company and contact information for AHMI members.

A mailing to members about participation was sent in December with a followup in late January. The deadline for all materials to be included is Feb. 28. Materials may be mailed or sent in electronically to AHMI, P.O. Box 427, High Point, NC 27261 or [tom@appalachianwood.org](mailto:tom@appalachianwood.org).

More than 7,500 copies will be published and distributed to wood consumers around the world. The listing pages are also posted on AHMI's website.

For more information, please contact the AHMI office immediately at (336) 885-8315.

### Economic Census Is Due

More than 4 million American businesses, including 200,000 manufacturers, have their 2007 Economic Census forms that are due Feb. 12.

Many businesses may not realize how important this census is -- how the data, though collected only once every five years, support both public policy and business decisions.

Please take the time to respond immediately. For more information about the 2007 Economic Census, please contact Robert Marske, Laurie Torene, or Paul Zeisset at 1-877-790-1876, or e-mail us at [econ2007@census.gov](mailto:econ2007@census.gov).



## PROGRAMS

### Workshops Target Hardwood Operations

PRINCETON, WV - The National Association of Home Builders' NAHB Research Center and the U.S. Forest Service will host a 1-day seminar—Gaining a Competitive Advantage: Insights for Smaller-sized and Startup Eastern Hardwood Manufacturers—at two different locations. The first seminar will be in Asheville, N.C., on March 24, and the second in Williamsport, Pa., on April 4.

These seminars will target smaller-sized and startup manufacturers of eastern hardwood products, from primary producers to secondary manufacturers. Participants will gain a competitive advantage by learning about emerging product-demand trends in the building products industry and how to respond effectively to these trends.

Seminar participants will also learn how to use new product development and commercialization tools that the Research Center recently developed. Diversified manufacturers can serve suppliers more effectively because of their ability to respond to market pressures. This includes understanding how overseas competition is supplying the domestic market.

Contact Ronda Oglesby at (301) 430-6262 or [roglesby@nahbrc.org](mailto:roglesby@nahbrc.org) for more information about seminar locations or to make a reservation to attend one of the sessions.

### Skills Development For Wood Industry Managers

A Wood Industry Management Skills development Short Course is set at the Wood Education Resource Center in Princeton, WV, March 26-27.

This program has been designed to offer wood manufacturers a specialized training program to increase the supervisory skills of their managers. Content was determined from industry feedback to cover managerial topics that are critical for today's hardwood industry managers.

The program is set at the training facilities of the Wood Education Resource Center in Princeton, WV. To learn more and to register, please visit the WoodPro Industry Calendar at <http://woodpro.cas.psu.edu/Conferences.htm> or contact Judd Michael at 814-863-2976 or [jhm104@psu.edu](mailto:jhm104@psu.edu).

### Kiln Operator's Course

RALEIGH, NC - A Hardwood Dry Kiln Operator's Short Course will be held March 4-7 at North Carolina State University.

New kiln operators can gain hands-on experience drying a load of lumber. This course has proven to be a valuable refresher for seasoned operators and is approved for CFE Contact Hours, Category 1.

For more information or to register, contact Dr. Joe Denig, Wood Products Extension Specialist, NCSU, Campus Box 8003, Raleigh, NC 27695 or email [Joe\\_Denig@ncsu.edu](mailto:Joe_Denig@ncsu.edu).

### Managing Hispanics Class Set In March

PRINCETON, WV - The USDA Forest Service's Wood Education and Resource Center and Virginia Tech's Sloan Foundation Forest Industries Center will offer a workshop to improve management skills in working with the growing hispanic workforce.

The course is March 17 at the WERC in Princeton at exit 14 off I-77. The workshop fee is \$300 and includes registration, materials, breakfasts, breaks and lunch.

Your registration should be received no later than March 10. Register early because registrations are limited to the first 45 applicants.

To register, please call (540) 231-3095 or visit online [www.forestindustries.vt.edu](http://www.forestindustries.vt.edu).

### Lumber Drying Course

PRINCETON, WV - How to dry hardwood lumber bright, white and flat is the focus of a one day workshop at the U.S. Forest Service's Wood Education and Resource Center on March 13.

The workshop is sponsored by the USFS and North Carolina State University's Wood Products Extension. The program will deal with how to handle logs and lumber to avoid stain, stacking procedures that produce flat lumber, and techniques that produce quality results.

Attendees will be eligible for eight hours of advanced dry kiln operators' training for the National Hardwood Lumber Association Master Kiln Operator Certification Program.

For more information or to register, contact Dr. Joe Denig, Wood Products Extension Specialist, NCSU, Campus Box 8003, Raleigh, NC 27695 or email [Joe\\_Denig@ncsu.edu](mailto:Joe_Denig@ncsu.edu).

# APPALACHIAN Hardwood Manufacturers, Inc.

## 2008 Annual Meeting Feb. 20-24 Marco Island Marriott, Marco Island, FL

**To reserve your room at Marco Island Marriott, call 1-800-438-4373**  
*Rooms are available for 2/21-2/24/08 at seasonal rates*

AHMI will mail registration materials to meeting attendees prior to Feb. 15. Please bring your badges and other materials with you to the meeting. To plan functions and include all participants on the Registration List, please complete this form and return with your check to: AHMI, P.O. Box 427, High Point, NC 27261.

**Registration:**

<b>AHMI MEMBER - \$410</b> per person	<b>GUEST - \$510</b> per person
<b>MEMBER SPOUSE - \$290</b>	<b>GUEST SPOUSE - \$290</b>

*Register online at our website [www.appalachianwood.org](http://www.appalachianwood.org).*

*Cancellations received after 1/31 will be subject to 50% forfeiture.*

**PLEASE REGISTER THE FOLLOWING FOR AHMI'S 2008 ANNUAL MEETING**

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_

Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**REGISTER FOR GOLF** (*Medal Play Friday at The Rookery; Captain's Choice Saturday at The Rookery*)

Name: \_\_\_\_\_ Hdcp \_\_\_\_\_ FEE: \$230  
Please check:  Friday  Saturday

Name: \_\_\_\_\_ Hdcp \_\_\_\_\_ FEE: \$230  
Please check:  Friday  Saturday

**REGISTER FOR SPORTING CLAYS** (*Friday 1 p.m. )*  
*(Lunch, 100-shots, ammunition, gun rental and cart included)*

Name: \_\_\_\_\_ FEE: \$100

Name: \_\_\_\_\_ FEE: \$100

**REGISTER FOR TENNIS** (*Saturday at 2 p.m. Marco Island Marriott Courts*)

Name: \_\_\_\_\_ FEE: \$30

Name: \_\_\_\_\_ FEE: \$30

Check # \_\_\_\_\_ Received \_\_\_\_\_ **TOTAL** \$ \_\_\_\_\_

