



# Appalachian Sustainable



## AHMI Annual Meeting Returns To Ponte Vedra

The 2011 Appalachian Hardwood Manufacturers, Inc. Annual Meeting is set for March 3-6 at the Ponte Vedra Inn and Club in Ponte Vedra, FL.

Located just south of Jacksonville, FL, the Ponte Vedra Inn and Club offers meeting facilities that are a perfect fit for AHMI. The facility includes ocean front accommodations, fine dining and recreation and leisure to complete the conference.

"This is our fourth visit to Ponte Vedra in the past 16 years and it is a favorite for both the meeting space and fine rooms," said AHMI President Tom Inman. "Our scheduled business programs are very timely and we have added a fishing charter trip to the recreational activities so it should be a terrific meeting."

The business sessions will focus on three major issues: tax implications; markets for pallet and low grade materials, and a hardwood check-off program. The meeting will also provide ample networking and informal dialogue.

The agenda kicks off with certified public accountant Scott Biesecker detailing the tax changes for businesses in 2011. Turlington & Company is located in North Carolina with clients across the Southeast.

A report on The Pallet Industry in 2011 will be presented by Bill MacCauley, president of John Rock Inc., a leading pallet manufacturer in Pennsylvania and AHMI member. Pallets continue to be a major market for hardwoods and he will offer a perspective on his company and the industry.

The second day begins with Producer and Distributor Division meetings. The Producers will

### Business Program

**Hardwood Checkoff**

**Pallet Industry Forecast for 2011**

**Business Tax Strategies For 2011**

**European Markets for Appalachian**

**Producers Division Meeting**

**Distributors Division Meeting**

**Networking**

### Activities

**Charter Fishing Trip**

**Golf and Sporting Clays**

**Spa**

**Fine Dining**

discuss the 2010 Appalachian Production Cost Survey with the administrator of the project. Distributors and other meeting attendees will learn about European markets for Appalachian hardwoods from William Crowley of Crowley Hardwoods in Ireland. The company is an AHMI member and importer of Appalachian species to western Europe.

All meeting attendees will converge at 9:45 a.m. for a conference on the Hardwood Checkoff. A committee of industry leaders is working to develop a funding strategy for hardwood promotion.

Presentations are planned from committee member and former AHMI Chairman John Crites of Allegheny Wood Products; Sonia Jimenez from the U.S. Department of Agriculture's Marketing Division; and Carlton Owen of the U.S. Endowment for Forestry and Communities. The USDA is re-

**(See Ponte Vedra on page 3)**

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.  
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### Meetings

**2011 Annual Meeting - March 3-6**

Ponte Vedra Inn & Club, Ponte Vedra, FL

**2011 Summer Conference - July 23-26**

The Nemaocolin, Farmington, PA

**2012 Annual Meeting - Feb. 29-March 4**

The Marco Island Marriott, Marco Island, FL

## The way I see it...

By Tom Inman, AHMI President

...the New Year always brings hope for improvement and the desire for better things is stronger than ever for 2011.

Most AHMI members report mixed results for last year. A quick review based on informal conversations in recent weeks finds:

1) There were a few good months but there were more "loss" and "break-even" months

2) Logging capacity decreased in 2010 as the number of available loggers and those able to purchase timber both declined. More sawmills entered partnerships with loggers to get timber to the mill

3) Timber availability decreased as low lumber prices forced mills to drop prices for logs. Timber owners decided to wait to sell

4) The overall economy limped along and minimal housing starts, little available credit and the general mood for consumers all kept demand for hardwood products low

5) The good news is that most companies who were in business in January were still at it in December. The high volume of closings and bankruptcies in 2008 and 2009 subsided last year

So it can only get better, right? The forecasts from most economists call for overall improvements in 2011. The Stock Market has seen a rally in the first days of the year and the mood is good. Will that translate into hardwood lumber sales? We can only hope!

...you have exactly one month to make your room reservations for the 2011 AHMI Annual Meeting at the Ponte Vedra Inn and Club. We have a terrific lineup of speakers (*see the agenda on page 3*), recreational activities (*including a charter fishing trip on Thursday for the early arrivals*) and networking opportunities with leaders from the top hardwood producing and distributing companies.

We also provide you with a chance to win a free spa visit or round of golf. Register early and be certain to make your dining reservations along with your accommodations. Contact the office at (336) 885-8315 if you have questions.



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

### Producer

Oak Valley Hardwood Inc.  
Herbert Nanney  
220 Columbia Carolina Rd.  
Old Fort, NC 28762

### Distributors

Bedford Forest Products, Inc.  
Thomas L. Mereen  
292 Barclay St.  
Bedford, PA 15522

Roxing Enterprise Inc.  
Spencer Lo  
#204-828 Harborside Drive North  
Vancouver, BC V7P 3R9

New members are the lifeblood of any association. Please call the AHMI office at (336) 885-8315 with suggestions of customers and competitors who can benefit from membership. AHMI has a packet that will be mailed or emailed to prospective members and will followup promptly.

## '11 Renewals, Resource Guide

Appalachian Hardwood Manufacturers, Inc. membership renewals are due by Jan. 31 for the associate member categories. 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 12 new members in 2010 and three already in 2011.

The 2011 Appalachian Hardwood Resource Guide listing and advertising information is also due by Jan. 31. The directory is published annually and distributed to thousands of lumber buyers around the world. It offers detailed information on each member company.

## Ponte Vedra from page 1 \_\_\_\_\_

sponsible for collecting the funds and overseeing the program. The USEFC will assist in developing the funding strategy and is currently working with the softwood industry.

"This meeting is the first opportunity the hardwood industry will have to learn about the plans for Hardwood Checkoff funding," said Inman. "We want AHMI members to hear from the leaders involved and get answers to questions."

There will be ample networking opportunities after the business sessions, each evening during receptions and dinners.

Recreational opportunities include the annual golf tournaments on Friday and Saturday afternoons. The group will play each of Ponte Vedra's famed courses with prizes sponsored by Corley Manufacturing Inc. awarded to winners. The first day will be individual play while the second day will be a scramble. Refreshments will be provided by SII Dry Kilns.

A Sporting Clays Tournament sponsored by ISK Biocides will be held Friday with prizes.

NEW IN 2011 - AHMI has chartered a half-day off-shore fishing trip for meeting participants who arrive early. The vessel will leave from St. Augustine on Thursday morning and return just after lunch.

A meeting registration form is on page 6 of this newsletter and is also available online at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm). A link to the Ponte Vedra Inn's website is available there or you may call 1-800-234-7842 to make a room reservation. The deadline is Feb. 4.

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

*Register by Jan. 15 for drawing  
on a **Free Spa Treatment!***

*Register by Feb. 10 for drawing  
on a **Free Round of Golf!***

## **AHMI Annual Meeting March 3-6, 2011**



*Ponte Vedra Inn & Club*

## 2011 Annual Meeting Agenda

### Wednesday, March 2

**6 p.m. Early Bird Reception** *President's Suite  
Dinner on your own*

### Thursday, March 3

**8 a.m. Off Shore Fishing Charter** *(optional)*

**4 p.m. AHMI Board Meeting** *Sand Dollar Room*

**4-6 p.m. Registration** *West Lobby  
(meeting materials on site)*

**6-7 p.m. Welcoming Social** *Terrace Patio  
Hardwood Federation Shoot For The Pin Contest  
Dinner on your own*

### Friday, March 4

**9 a.m. General Session** *Terrace A & B  
Business Tax Issues in 2011 - Scott Biesecker,  
Turlington & Company, Lexington, NC  
Annual Meeting - Chairman's Report, Member  
Anniversaries - Mike Parton  
Pallet Industry in 2011 - Bill MacCauley, president of  
John Rock Inc.  
The New Congress - Deb Hawkinson, Hardwood  
Federation  
Lunch on your own*

**12:30 p.m. Golf Tournament** *Ocean Course*

**1 p.m. Sporting Clays** *WW Sporting Clays*

**6-7 p.m. LUA Reception** *Surf Club Patio  
Dinner on your own*

### Saturday, March 5

**8 a.m. Producers Meeting** *Terrace B  
AHMI Production Cost Survey - Curt Hassler,  
BalkenTier*

**8 a.m. Distributors Meeting** *Terrace A  
European Markets for American Hardwoods -  
William Crowley, Crowley Hardwoods, Ireland*

**9:45 a.m. General Session** *Terrace A  
Hardwood Checkoff Funding - John Crites, AWP  
and member of Funding Committee; Sonia  
Jimenez, USDA Agricultural Marketing; and  
Carlton Owen, US Endowment for Forests  
Lunch on your own*

**12:30 p.m. Golf Tournament** *Lagoon Course  
Two-Person Event*

**6-7 p.m. Reception** *Ballroom Patio  
Dinner on your own*

Sunday, March 6 - NO FORMAL BUSINESS

# Appalachian Programs Successful In 2010

## PROMOTION - Domestic

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- Expanded the Appalachian Hardwood Verified Sustainable program which utilizes U.S. Forest Service data for the Appalachian Region as defined by AHMI to verify the sustainability of the Appalachian Hardwood resource. The promotion certifies membership in AHMI and provides members with certificates, labels and letters explaining that timber growth exceeds harvests by more than 2-to-1. Almost 70 percent of AHMI members are participating.
- Published 2010 AHMI Resource Guide with member information (including participation in certification programs) and advertisements. This piece was delivered to more than 7,000 wood consumers.
- Participated in Spring and Fall International Home Furnishings Markets in High Point, NC.
- Administered the annual Wood Species and Design Survey at the Fall International Home Furnishings market. Results of survey were distributed to media and furniture designers.
- Distributed thousands of promotional brochures and wood sample kits to wood consumers, individuals, schools and civic groups.
- Participated in state, regional and national association meetings and trade shows as a speaker, exhibitor and attendee.
- Financial support of the Hardwood Federation, Unified Hardwood Promotion, and the American Hardwood Export Council.



## PROMOTION - Export

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- Member of the American Hardwood Export Council. AHMI staff participated in the trade show at Interzum Guangzhou, China, with an Appalachian Hardwood booth.
- Distributed trade leads to Export Division members.

## EDUCATION

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- Assisted Hardwood Federation in legislative programs to U.S. Congress.
- Assisted member companies in Community Involvement Program presentations as requested. Completed programs at High Point University and North Carolina State University.
- Co-sponsor teacher education workshop in Tennessee.
- Scholarships to West Virginia University and Virginia Tech students in forestry programs.

## MEMBERSHIP

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- Membership in AHMI was stable at 199 member companies.

## FORESTRY

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- Held Forestry Division meeting and tour in Princeton, WV.
- Administration of the Appalachian Hardwood Forest Research Alliance to partner with foresters in developing and completing forest research projects. AHMI oversees project to store existing research and design future projects to assist Appalachian hardwood foresters. Four projects have been completed and two are in process.
- Advocate for active management of our Eastern hardwood forests through letter writing, visits with decision makers, and participation in pro-forestry groups.
- Staff is active with several state forestry associations and on the board of the North Carolina Forestry Association.

## EPA Releases Rules For Largest Boilers

WASHINGTON – The U.S. Environmental Protection Agency issued a revised plan in December for establishing greenhouse gas (GHG) pollution standards under the Clean Air Act in 2011. The agency looked at a number of sectors and is moving forward on GHG standards for fossil fuel power plants and petroleum refineries—two of the largest industrial sources, representing nearly 40 percent of the GHG pollution in the United States.

Several states, local governments and environmental organizations sued EPA over the agency's failure to update the pollution standards for fossil fuel power plants and petroleum refineries, two of the largest source categories of GHG pollution in the United States. EPA will propose standards for power plants in July 2011 and for refineries in December 2011 and will issue final standards in May 2012 and November 2012.

The Clean Air Act requires EPA to set industry-specific standards for new sources that emit significant quantities of harmful pollutants. The agency is planning to address all boilers later this year. The Hardwood Federation is lobbying for special consideration for the hardwood industry which utilizes renewable fuels.

## 3rd Going Green Conference Planned

The 3rd Dollars & Sense of Going Green Conference has garnered widespread support from throughout the wood products industry.

The Wood Education Resource Center (WERC) and Franklin Intl have signed on as sponsors of the Green Conference, March 17-18 at the Marriott East in Indianapolis. In addition, 16 industry trade associations, including Appalachian Hardwood Manufacturers, Inc., have agreed to serve as cooperators of the summit being organized by the Department of Forestry and Natural Resources at Purdue University and Wood & Wood Products.

The two-day educational program, featuring a networking reception with tabletop displays, will address a variety of important industry issues, including: FSC and SFI update and group certification; The Lacey Act; Update on CARB and EPA federal formaldehyde rules; Case studies on best green practices in the wood industry.

To register or for additional information, contact Purdue University Professor Dan Cassens at (765) 494-3644, [dcassens@purdue.edu](mailto:dcassens@purdue.edu) or Rich Christianson, associate publisher of W&WP, at (847) 415-8024 or visit [www.GreenWoodSeminar.com](http://www.GreenWoodSeminar.com).

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## Appalachian Hardwood Plans For First Half 2011

Appalachian Hardwood Manufacturers, Inc. will participate in or sponsor the following events:

**Jan. 11** - Appalachian Lumbermen's Club, Hickory, NC

**Feb. 3** - Unified Hardwood Promotion Group meeting, Atlanta, GA

**Feb. 9-10** - Indiana Hardwood Lumbermen's Association Annual Meeting, Indianapolis, IN

**Feb. 15** - American Hardwood Export Council Board Meeting, Washington, DC

**Feb. 15-16** - Hardwood Federation Board Meeting, Washington, DC

**March 3-6** - AHMI Annual Meeting, Ponte Vedra Inn & Club, Ponte Vedra, FL

**March 8** - Appalachian Lumbermen's Club, Greensboro, NC

**March 9-11** - Hardwood Manufacturers Association, Charleston, SC

**March 17-18** - Going Green Conference, Indianapolis, IN

**April 3-9** - High Point Furniture Market, High Point, NC

**May 25-28** - Interzum Cologne, Cologne, Germany

**July 24-26** - AHMI Summer Conference, The Nemaconlin, Farmington, PA

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



# Appalachian Hardwood Manufacturers, Inc.

## 2011 Annual Meeting March 3-6

### Ponte Vedra Inn & Club, Ponte Vedra, FL



Ponte Vedra Inn & Club

To reserve your room at Ponte Vedra Inn & Club, call 1-800-234-7842

*Deluxe Oceanfront Guest Rooms are \$290 and AHMI's block cutoff is Feb. 4, 2011*

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 or register online at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm)

**Please Note:** You will receive your meeting packets on site at the meeting

*Full registration fee refunded on cancellations received by Feb. 4, 2011. Cancellations received after that time will be subject to 50% forfeiture.*

**Registration before Feb. 4, 2011:**

**AHMI MEMBER - \$320** per person

**GUEST - \$400** per person

**MEMBER SPOUSE - \$220**

**GUEST SPOUSE - \$250**

*Add \$50 to any registration fee after Feb. 4, 2011*

### PLEASE REGISTER THE FOLLOWING FOR AHMI'S 2011 ANNUAL MEETING

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

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

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

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

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

#### **GOLF** (Medal Play Friday 12:30 Ocean Course; Two-Man Scramble Saturday 12:30 Lagoon Course)

Name: \_\_\_\_\_ Hdcp \_\_\_\_\_ FEE: \_\_\_\_\_

Please check:  Friday (\$190)  Saturday (\$160)

#### **SPORTING CLAYS** (Friday 1 p.m.) (100-shots, ammunition, and gun rental included)

Name: \_\_\_\_\_ FEE: \$90

Name: \_\_\_\_\_ FEE: \$90

#### **NEW - CHARTER FISHING** (Thursday 8 a.m.-1 p.m.) \*Minimum of six people (Leaves St. Augustine for 15 miles offshore; all tackle, bait and license included)

Name: \_\_\_\_\_ FEE: \$120

Name: \_\_\_\_\_ FEE: \$120

**Register by Jan. 21 for drawing on a Free Spa Treatment!**  
**Register by Feb. 18 or drawing on a Free Round of Golf!**

**TOTAL** \$ \_\_\_\_\_

Check # \_\_\_\_\_ Received \_\_\_\_\_