



Appalachian Sustainable



Meeting Offers Hardwood Checkoff Strategy

Appalachian Hardwood Manufacturers, Inc. members will learn the plans for the Hardwood Checkoff Funding Program at the 2011 Annual Meeting.

John Crites, former AHMI Chairman and a member of the Hardwood Checkoff Blue Ribbon Committee, will present details on the group's work for the past 12 months. The initiative is led by US hardwood industry leaders who want to develop a Commodity Checkoff program for the hardwood industry.

Checkoff programs are industry-funded research and promotions programs tailored to a specific commodity. Numerous commodities have adopted the checkoffs and hardwood lumber is one of four checkoff programs currently under development by the forest products industry.

Crites, who is chairman of the board of Allegheny Wood Products, will explain the committee's goals of identifying the segments of the hardwood industry which would be eligible for a Checkoff assessment, developing a fair and equitable for-

2011 Annual Meeting Program

Hardwood Checkoff
Pallet Industry Forecast for 2011
Business Tax Strategies For 2011
European Markets for Appalachian Producers & Distributors Meetings
Networking

Activities

Charter Fishing Trip
Golf and Sporting Clays
Spa and Fine Dining

REGISTER NOW!!

Hardwood Checkoff

The fundamental goal of every checkoff program is to increase demand, thereby increasing the potential long-term economic growth of all sectors of the industry.

mula for levying an assessment, and working with the US Department of Agriculture in promulgating rules for governing the Hardwood Checkoff.

An USDA representative and the director of the U.S. Endowment for Forests and Communities will also speak on Saturday. The Endowment has provided funding and counsel for the Hardwood Checkoff research.

"This is incredibly timely information and we will have the folks who know the most about it presenting the information," said AHMI President Tom Inman. "I hope all AHMI members will attend to hear about the Checkoff and what it will mean to them this year and in the years to come."

The 2011 Annual Meeting is March 2-6 at the Ponte Vedra Inn and Club in Ponte Vedra, FL. Located just south of Jacksonville, FL, Ponte Vedra Inn and Club offers ocean front accommodations, outstanding meeting facilities, fine dining and recreation and leisure to complete the conference.

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

(See Annual Meeting 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

...Doug Toothman is excited about attending the 2011 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. on March 2-6.

The Huntington, WV-based forester for Western Pocahontas Properties Ltd. was the winner of a \$100 gift card for registering early. He was not sure what he would spend it on but was grateful to be the winner.

William Crowley of Crowley Hardwoods is the winner of the free spa treatment at Ponte Vedra for registering before Jan. 31. The options available to him include a massage or a variety of other treatments.

One prize remains: a free round of golf and all who register before Feb. 18 are in the drawing. That gives you almost two weeks to get your information in to AHMI.

Registration is good and 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.

Moving the Annual Meeting one week later should allow for excellent north Florida weather. The average temperatures are low 70s and it is the sunshine state.

We look forward to seeing you at the meeting and please register now for the best choice of rooms and dining reservations. Call Ponte Vedra Inn at 1-800-234-7842 or register online at www.appalachianwood.org/meetings.htm.

Unified Hardwood Promotion Adopts Brand

The Unified Hardwood Promotion group recently met in Atlanta and accepted a new logo and tagline for American Hardwoods.

The logo includes three American species leaves and a focus group tested tagline. The brand will be unveiled in the coming weeks.

The UHP is a specific project focused on devising a hardwood brand and message to be used by all segments of the industry. The group has been spearheaded and funded by the National Hardwood Lumber Association, Hardwood Manu-



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

Distributors

Treat Hardwood Lumber, LLC
Stacey Treat
PO Box 89
Wilkesboro, NC 28697

Coco Lumber Company, LLC
Grace Ruan
PO Box 608
Laurinburg, NC

Oak Valley Hardwoods, Kiln Div.
Herbert Nanney
220 Columbia-Carolina Rd.
Marion, NC 28752

Consumer

Laser Creations
Scott Smith
10043 West Peach St.
Girard, PA 16417

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.

facturers Association, the National Wood Flooring Association, Appalachian Hardwood Manufacturers, Inc., and the Wood Components Manufacturers Association. Industry leaders from each of these groups met in Atlanta recently to view the results of consumer research for branding American Hardwoods.

The effort is design to target domestic consumers and prosumers with key information to influence their decisions about buying and using American Hardwoods.

Annual Meeting from page 1——

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 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 importer of Appalachian species to western Europe.

All meeting attendees will converge at 9:45 a.m. for the conference on the Hardwood Check-off. Presentations are planned from Crites; Sonia Jimenez from the U.S. Department of Agriculture's Marketing Division; and Carlton Owen of the U.S. Endowment for Forestry and Communities.

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

Recreational opportunities include a new charter fishing trip on Thursday, March 3. 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.

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

A meeting registration form is on page 6 of this newsletter and is also available online at 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 Feb. 18 for drawing Free Golf!

2011 Annual Meeting Agenda

Wednesday, March 2

6 p.m. Early Bird Reception Room TBA
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

AHMI Trustees OK 2011 Plan Of Work

The Appalachian Hardwood Manufacturers, Inc. Board of Trustees recently approved the 2011 Plan of Work for the association.

During a Jan. 25 teleconference, the board approved the promotion, education, and forestry plans for 2011. The promotions include expansion of the Appalachian Hardwood Verified Sustainable program; dozens of conferences, trade shows and meetings; publication of the Resource Guide; expansion of web-based marketing; cooperation with the Unified Hardwood Promotion group; international marketing efforts in conjunction with the American Hardwood Export Council; and other opportunities.

The board learned that AHMI has 205 member companies in 2011 and renewals are underway.

The board also approved the budget for 2011 which is slightly below the 2010 budget. The 2009 Production Cost Survey was discussed and plans approved to complete the survey again in 2010. The board agreed to work out details at the Producers Meeting in Ponte Vedra, FL, on March 5.

The association is considering hardwood sawmill research options in 2011 and is applying for funding to assist the effort.

The board concluded the meeting by reviewing the list of scheduled future meetings.

Renewals, Resource Guide

Appalachian Hardwood Manufacturers, Inc. membership renewals were due 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 seven already in 2011.

The 2011 Appalachian Hardwood Resource Guide listing and advertising information was also due Jan. 31. If you have not turned in these materials, please return these ASAP.

Goodell To Lead VT Wood

BLACKSBURG, VA – Barry Goodell has been named head of the Department of Wood Science and Forest Products in Virginia Tech's College of Natural Resources and Environment. Goodell succeeds Audrey Zink-Sharp.

"Dr. Goodell brings a wealth of experience to the department," Dean Paul Winistorfer said. "His knowledge of programs in the U.S. and abroad will clearly help us position the department for the future. He brings an open, inclusive leadership style with a keen sense of vision for the future."

Goodell will lead a department that is enormously diverse, with areas of research ranging from wood pallets and housing structures on one end of the spectrum to nanotechnology and drug deliverables on the other.

Appalachian Hardwood Plans For First Half 2011

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

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 14-16 - Hardwood Manufacturers Association, Charleston, SC

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

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

May 16 Penn York Lumbermen, Champion, PA

May 25-28 - Interzum Cologne, Germany

July 24-26 - AHMI Summer Conference, The Nemaquin, Farmington, PA

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

Federation Lobbies For BoilerMACT Changes

In a surprisingly anti-business, anti-common sense move, the U.S. District Court granted the EPA a one month extension on Boiler MACT rulemaking in late January.

The Hardwood Federation worked with other industries and allies to activate bipartisan support in Congress to push the Obama Administration to review proposed Boiler MACT rules. EPA agreed, requesting a 15-month extension to ensure the final rule would meet the agency's environmental expectations, without unreasonably or unfairly hurting American business interests. The proposed rule in its current state did neither.

The court granting EPA an extension until February 21, 2011, as opposed to the extension to April, 2012 that experts at the agency had requested, demonstrates that the courts are determined to push this ill-conceived rule through, regardless of its impact on American business and workers, and in spite of the fact that it makes little environmental sense.

For more information on this issue and the ruling please go to the Hardwood Federation's Issues page.

Going Green Planned

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

The event is 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 co-operators. The two-day educational program 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 or visit www.GreenWoodSeminar.com.

Surfaces Flooring Show Good For Wood

Keeping in line with predictions that 2011 will be a turnaround for building (and the wood flooring industry, in turn), exhibitors at this year's Surfaces flooring trade show said the event was a success, painting a picture of general optimism and improved business over the difficult conditions experienced in recent years.

"The show was fantastic," said NWFAs Executive Director Ed Korczak. "Attendance was up over last year; we had good, steady traffic; and the most important thing is that the attitude of the buyer is back. The industry is going to be strong, and everybody is going positive. We're going to have a terrific 2011."

Wood floors remain as popular as ever and manufacturers are looking to the past for inspiration, showing such styles as parquet flooring and wide-plank products. Wide planks are difficult to get these days and companies are moving to more engineered flooring.

Stanley Sells Plants, Keeps Part Of Work

STANLEYTOWN, VA -- Stanley Furniture, a manufacturer and importer of wood casegoods, has sold two of its U.S. manufacturing plants for \$4.9 million.

The company will lease space at both of the facilities. Stanley filed a report with the Securities and Exchange Commission in January that it had sold its 1.7 million-square-foot Stanleytown case goods plant for \$2.4 million and its Martinsville, VA, plant for \$2.5 million.

The plant sales are the most recent in a series of events taken by Stanley to raise cash to pay down its debt and improve cash flow. Stanley recently raised \$2.3 million in auctioning off equipment at the Stanleytown facility.

Glenn Prillaman, president and CEO of Stanley, said the efforts have resulted in the company finishing 2010 with \$25 million in cash and zero debt. Stanley will remain a presence at each site with finishing and office staff.



Appalachian Hardwood Manufacturers, Inc.

2011 Annual Meeting March 3-6

Ponte Vedra Inn & Club, Ponte Vedra, FL



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

Deluxe Oceanfront Guest Rooms are \$290; Golf View are \$189 & Few Rooms Remain

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

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

Cancellations received after Feb. 4 will be subject to 50% forfeiture.

Registration Immediately:

AHMI MEMBER - \$350 per person

GUEST - \$425 per person

MEMBER SPOUSE - \$250

GUEST SPOUSE - \$275

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 10 miles offshore; all tackle, bait and license included)

Name: _____ FEE: \$120

Name: _____ FEE: \$120

Register by Feb. 18 or drawing on a Free Round of Golf!

TOTAL \$ _____

Check # _____ Received _____