

# Appalachian Sustainable

## Trucking, Cabinet Leaders Share 2015 Strategies Annual Meeting Program Also Offers Insight On Exports, Taxes

The business program for the 2015 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. has secured key industry leaders to present timely information to AHMI members and guests.

Five speakers are confirmed for presentations at the Annual Meeting on Feb. 26-March 1 at the Hyatt Regency Coconut Point in Bonita Springs, FL. The property is located on the Gulf of Mexico just north of Naples, FL.

The final addition is confirmation by Fred Burns, chief executive officer of Burns Trucking Inc., Marlinton, WV, on freight forwarding issues for the hardwood industry. He is a past chairman of the American Trucking Association and owner of one of the region's largest hardwood lumber transporters.

Burns Trucking has more than 60 years of operation and includes hundreds of vehicles and three freight terminals in the region. He will share from his experience on what AHMI members can expect in 2015 for freight handling.

The business program includes the five speakers (*see details to the right*), an update on AHMI's Program of Work for 2015, the Chairman's Report and celebration of member anniversaries.

The meeting will include four receptions and an "early-bird" reception at the Naples, FL, home of long-time AHMI members **Mitch and Iris Carr of Shenandoah Forests.**

AHMI will have two golf tournaments at the resort's championship Raptor Bay Course. After great success in 2014, the meeting will also offer a fishing tournament on Friday in the Estero Bay.

(See **Meeting** on page 3)

### Business Program

#### Preparing For The Future Of Cabinets

- Chris Watson, president of Conestoga Wood Specialties of East Earl, PA, will share developments in the wood cabinet industry in 2015. Conestoga marked 50 years in the wood products business in 2014 and is preparing for continued success.

#### Domestic International Sales Corporations (DISC)

- Stewart Feldman of The Feldman Law Firm in Houston, TX, will explain an IC-DISC for exporters which reduces tax liabilities by converting a portion of export income into dividends.

#### American Hardwoods: The Environmental Decision

- Mike Snow of the American Hardwood Export Council will explain the American Hardwood Environmental Profile (AHEP) which combines output from the AHEC's Life Cycle Assessment with other data sources.

#### Logistics and Domestic Freight Issues

- Fred Burns, CEO of Burns Trucking in Marlinton, WV, will explain what lumber companies can expect in freight forwarding in 2015.

**Truth About Trees** - Crystal Oldham, executive director of the Hardwood Forest Foundation, will present a program at a Naples area elementary school and then report on the success of the campaign across the U.S.



January 2015

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc., P.O. Box 427, High Point, NC 27261  
T. 336-885-8315 | F. 336-886-8865  
info@appalachianwood.org | www.appalachianwood.org





AHMI welcomes the following new members:

**Supplier**

ForesTech Resource Solutions  
Terry Porter  
446 Reck Springs Road  
Castalian Springs, TN 37031

**Supplier**

Landmark Forestry LLC  
Michael McWorter  
PO Box 205  
Horner, WV 26372

New members are the lifeblood of the association and there are benefits to companies in each of our divisions. If you know of hardwood sawmills, concentration yards, secondary manufacturer or consulting foresters and suppliers who should join, share with AHMI at (336) 885-8315.

## Future Meetings

The following is the list of future meetings of Appalachian Hardwood Manufacturers, Inc. that have been contracted. More information will be mailed to members and guests prior to each event. Please mark your calendar today to make plans to attend.

**2015 Annual Meeting - Feb. 25-March 1**  
Hyatt Coconut Point, Bonita Springs, FL

**2015 Summer Conference - July 24-28**  
Colonial Williamsburg, Williamsburg, VA

**2015 Fall Meeting & Tours - TBD**

**2016 Summer Conference - July 24-28**  
The Greenbrier, White Sulphur Springs, WV

If you know of venues AHMI should consider, please share those with Tom Inman at [tom@appalachianwood.org](mailto:tom@appalachianwood.org)

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## *The way I see it...*

**By Tom Inman, AHMI President**

...the forecasts for 2015 have been published and plans are underway for positive results for the New Year. Most industry leaders are predicting stability in the first quarter but winter weather is always a factor.

Production has improved and there is more lumber available in the marketplace today than previous months. Demand is off and sales are not as brisk for the first few days of 2015.

The forecast is very similar to 2014 and look how the industry fared last year. Sales were very strong in the first four months, cooled in the summer and then finished the year strong.

As with most January prognosticating, time will tell how much is accurate.

...AHMI members will notice an update to the 2015 Appalachian Hardwood Verified Sustainable and Legal Resource Guide - Producers AND Distributor companies will have species and

equipment information listed. This changes come in response to buyer inquiries about species availability from members.

The directory is published annually and distributed to thousands of lumber buyers around the world. It lists each member and details about the company including location, contacts, equipment, available species and certification if applicable.

There is also an opportunity to advertise and promote specific details about your company. Advertising rates remain the same for 2015.

The Resource Guide is a valuable tool in our promotion program to make certain buyers know who to contact when purchasing Appalachian hardwoods. It is extremely popular for lumber buyers and thousands are distributed annually at trade shows, meetings and other events. It is also available in electronic form on the AHMI website.

Please return information by **Jan. 31** to be included in the Guide. For more information or to receive a reprint of your materials, please contact the AHMI office at (336) 885-8315 or [info@appalachianwood.org](mailto:info@appalachianwood.org)

## Meeting from page 1

The Hyatt has an exclusive beach on the Gulf of Mexico and the water taxi takes guests on an enjoyable 10-minute ride to Big Hickory Island. White soft sand and the Gulf of Mexico with plenty of open chairs and umbrellas for those looking to relax. The hotel has three pools, hot tubs and cold plunge waterfall on its main campus.

The Stillwater Spa offers signature, full-body massages, replenishing facials, and treatments. On-site recreation includes the Raptor Bay golf course, tennis and rock climbing wall, 24-hour StayFit™ gym, bicycle and kayak rentals.

The hotel has three restaurants and two bars along with poolside dining with innovative cuisine from seafood to American favorites.

There are boutiques on site for shopping and

just minutes away are the Coconut Mall, the Miromar Outlets and the Gulf Coast Town Center.

The resort is located close to the Southwest Florida International Airport. Please make your flight reservations today for the best selection. AHMI has received a discount car rental rate from Enterprise and car service is also available from Naples Tour and Transportation.

Hotel reservations should be completed immediately at <https://resweb.passkey.com/go/AHardwood>. **The hotel room block expires on Jan. 25.**

Online meeting registration is available at the AHMI website [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm).

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

## 2015 Annual Meeting Agenda

### **Wednesday, Feb. 25**

6 p.m. Early Arrival Reception at home of Mitch and Iris Carr in Naples, FL. *Bus provided*

12:30 p.m. Golf Tournament at Raptor Bay

6 p.m. Reception

Dinner on your own

### **Thursday, Feb. 26**

*Informal golf and fishing available. Call AHMI*

3 p.m. Board of Trustees Meeting

5 p.m. Registration

6 p.m. Welcoming Reception

Dinner on your own

### **Saturday, Feb. 28**

8 a.m. Producers Meeting

8 a.m. Distributors Meeting

9 a.m. General Session

Annual Meeting & Member Anniversaries and Chairman's Report from Steve Houseknecht of Wagner Lumber Co. and AHMI Chairman

*Logistics and domestic freight delivery issues* - Fred Burns, Burns Trucking, will discuss freight forwarding issues in 2015

*Truth About Trees* - Crystal Oldham, executive director of the Hardwood Forest Foundation, will present a program at a Naples area elementary school as part of the meeting. She will report on that and success of the educational campaign across the US.

12:30 p.m. Golf Tournament at Raptor Bay

1 p.m. Fun at Big Hickory Island (*AHMI cabana on the beach*)

6 p.m. Chairman's Reception

### **Friday, Feb. 27**

7:30 a.m. Fellowship of Christian Lumbermen

8:30 a.m. General Session

*Preparing For The Future Of Cabinets* - Chris Watson, president of Conestoga Wood Specialties of East Earl, PA, will share developments in the wood cabinet industry.

*Domestic International Sales Corporations (DISC)* - Stewart Feldman of The Feldman Law Firm in Houston, TX, will explain the DISC program and tax benefits for exporters.

*American Hardwoods: The Environmental Decision* - Mike Snow of the American Hardwood Export Council will explain the American Hardwood Environmental Profile (AHEP)

9 a.m. Ladies Breakfast

12 noon Fishing Tournament in Estero Bay

### **Sunday, March 1**

No formal business - Safe Travels!

# Appalachian Program Successes In 2014

Appalachian Hardwood Manufacturers, Inc. had a very successful year in 2014 promoting the benefits of Appalachian to wood consuming companies, educating the public about the forest resource and assisting forestland owners. Below are details about these activities:

## PROMOTION

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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 with timber growth exceeds harvests by more than 2.45-to-1. More than 80 percent of AHMI members are participating.
- Expanded the Appalachian Hardwood Verified Legal program to promote the legality of hardwoods from the region. Members receive certificates that identify the species, county of origin and verify legality of the resource.
- Developed AHMI social media campaigns on Houzz.com and facebook.com
- Published 2014 Appalachian Hardwood Verified Sustainable and Legal Resource Guide with member information that was delivered to more than 8,000 wood consumers in print and 12,000 international buyers electronically.
- Participated in Spring and Fall International Home Furnishings Markets in High Point, NC.
- Distributed hundreds 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 and the American Hardwood Export Council. Active participant in Washington, DC, meetings with Congress and staff.

## PROMOTION - Export

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- Member of the American Hardwood Export Council Executive Committee. AHMI staff participated in trade shows in Germany and China.
- Distributed trade leads to Export Division members.

## EDUCATION

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- Assisted Hardwood Federation in legislative programs to the U.S. Congress.
- Completed programs at High Point University and North Carolina State University.
- Assisted in "Furniture: Well Crafted" exhibition at Catawba Science Center in Hickory, NC.
- Provided scholarship to a West Virginia University student in the forestry program.

## MEMBERSHIP

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- Membership in AHMI increased to 203 member companies.
- Four successful membership meetings with increasing attendance

## FORESTRY

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- Administration of the Appalachian Hardwood Forest Research Alliance to partner with foresters in developing and completing forest research projects.
- Advocate for active management of our Eastern hardwood forests through letter writing, visits with decision makers, participation in pro-forestry groups, and Forestry Division meeting.
- Staff is active with several state forestry associations and on the board of the North Carolina Forestry Association.

# Hardwood Federation Rings In 2015

*by Dana Lee Cole, HF Executive Director*

2014 comes to a close with a bang, not a whimper. The 2014 election cycle was one of change. In the aftermath, both Democrats and Republicans acknowledged that the voters are asking for less finger pointing and more cooperation.

Congress seems to have made some tenuous first steps, passing a budget bill at the last minute that seems to have something for everyone to like and something for everyone to dislike. The very definition of cooperation.

The bill included several positives for the hardwood industry, including full funding for the Market Access Program and Foreign Market Development Program, hardwood export promotion programs run by the American Hardwood Export Council; funding for the Forest Inventory and Analysis program, critical research on the state of federal lands; and research funding related to White Nose Syndrome, the disease responsible for the dramatic decline of multiple bat species.

The process wasn't clean and it wasn't pretty, but it was bipartisan and it was progress. Will there be more progress in 2015? I am an eternal optimist, so I am hedging my bets that some of the lessons of 2014 will have an impact in 2015.

In addition to keenly feeling the impacts of voter dissatisfaction, both parties want to have successes to promote as they move into the Presi-

dential elections in 2016. There is great potential that several of our priority issues, including energy efficiency, national forest management, and tax reform could move forward in 2015. International trade is another area where common ground could be found.

There is also solid bipartisan support for the Hardwood Federation, and the entire wood products industry, on our top priority issue: the Northern Long Eared Bat. Members on both sides of the aisle understand the severe impacts an improper listing of this species and related guidance will have on our industry.

We are working closely with a number of returning members of Congress and will be briefing new members in January.

However, there will also be areas of more contentious debate, including immigration and oversight of the U.S. Environmental Protection Agency. These are thorny issues with passionate advocates on both sides.

The Hardwood Federation team is proud of our work on behalf of the industry in 2014 and extends a very big and very hearty "Thank You" to all the members of the Appalachian Hardwood Manufacturers Inc. We look forward to representing you and all of our hardwood members in our nation's capital.

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## AHMI Schedule Of Events

Appalachian Hardwood Manufacturers, Inc. will attend / display at the following meetings and other events to promote AHMI members in 2015:

Feb. 4-6: **NRLA Expo**, Boston, MA

Feb. 10-11: **Hardwood Federation**, Washington, DC

Feb. 25-March 1: **AHMI Annual Meeting**, Bonita Springs, FL

March 10-12: **Indiana Hardwood Lumber Association**, Indianapolis, IN

March 17: **Appalachian Lumbermen's Club**, Greensboro, NC

March 25-27: **Kentucky Forest Industries Association Annual Meeting**, Lexington, KY

March 29-April 1: **Interzum Guangzhou**, China

April 18-23: **High Point Furniture Market**, High Point, NC

April 20-21: **Furniture Market Wood Species Design Survey**, High Point, NC

April 28-May 1: **National Wood Flooring Association Convention**, St. Louis, MO

June 25-26: **AHEC Southeast Asia Convention**, Nanning, Quangxi, China

July 26-28: **AHMI Summer Conference**, The Williamsburg Lodge, Williamsburg, VA

Oct. 7-9: **NHLA Convention**, Nashville, TN

Oct. 17-22: **High Point Furniture Market**, High Point, NC

Oct. 19: **American Society of Furniture Designers**, High Point, NC

For more information, contact the AHMI office.

# APPALACHIAN Hardwood Manufacturers, Inc.



## 2015 Annual Meeting on Feb. 25 - March 1 Hyatt Coconut Point, Bonita Springs, FL



To reserve your room, call the Hyatt Coconut Point at (239) 444-1234 and use the group code AHardwood. The block cutoff is Jan. 25. Rooms begin at \$274.00 To plan functions and include all participants on the Registration List, please complete this form and return with your payment to: AHMI, P.O. Box 427, High Point, NC 27261. Badges and other materials will be on site

### Registration before Feb. 6, 2015:

**AHMI MEMBER - \$350** per person      **GUEST - \$450** per person  
**MEMBER SPOUSE - \$230**      **GUEST SPOUSE - \$330**  
**CHILDREN AGE 10 & older - \$150; UNDER 10 - FREE**  
**Add \$50 to any registration fee after Feb. 7, 2015**

Registration fee includes all business sessions and speakers, four evening receptions and entertainment.

*Full registration fee refunded on cancellations received by Feb. 6, 2015. Cancellations received after that time will be subject to 50% forfeiture.*

### REGISTER for AHMI'S 2015 ANNUAL MEETING

Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_  
Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

#### Events I / We will attend

- Early Bird reception Wed., Feb. 25
- Ladies Breakfast Fri., Feb. 27
- Saturday Afternoon at **Big Hickory Island**

#### We want info on:

- Other golf times
- Other fishing times
- Off-site shopping
- Off-site dining

### ANNUAL GOLF TOURNAMENTS 12:30 pm Shotgun Start each day

Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_  
Please check:  Friday at Raptor Bay Course \$195  
 Saturday at Raptor Bay Course \$195

Name: \_\_\_\_\_ FEE: \$ \_\_\_\_\_  
Please check:  Friday at Raptor Bay Course \$195  
 Saturday at Raptor Bay Course \$195

### FISHING TOURNAMENT Friday at 12:30 p.m. (Departs from boat dock for 4-hour trip, includes tackle, bait, license) **PLEASE CHOOSE:**

\$195 each for one of four slots on chartered skiff or  
\$85 each for one of 10 slots on Raptor Runner

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

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

Check # \_\_\_\_\_  
Visa or  
MasterCard \_\_\_\_\_

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

Exp. \_\_\_\_\_ Sec. Code \_\_\_\_\_