



# Appalachian Hardwood *Sustainable & Legal*

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.

## AHMI Readies Promotion On Health Benefits Launch Set For Late January With Video, Emails, Social Media & Mailers

Appalachian Hardwood Manufacturers, Inc. is ready to launch its 2016 Promotion titled "Solid Appalachian Hardwoods - Know What's In Your Home."

The campaign was approved by the AHMI Board of Trustees in July to target consumers with messaging on the benefits of Solid Appalachian Hardwood in their homes compared to imported laminates and substitute materials. These inferior products have taken market share in recent years as cheap alternatives to solid hardwood.

AHMI's Producer Division discussed the changes and challenged the Trustees to work on solutions. AHMI has contracted with a Virginia company to develop manage the campaign in 2016.

The Solid Appalachian Hardwood promotion includes a 4-minute video that takes the viewer from the forest to the finished product and emphasizes the health and economic benefits of solid hardwood. The narrator questions the harmful glues, resins and unknown materials in imported laminates and substitute products and repeatedly asks "do you know what's in your home?"

The messaging is duplicated in 12 email blasts to targeted consumers who are potential home buyers and / or renovators. There are also a revised website, mailing cards and press releases.

The campaign will be detailed at the 2016 Annual Meeting on Feb. 26 and complete information available after.

### Registration Grows For Annual Meeting Feb. 24-28

The 2016 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. will include speakers on key industry topics that will have an impact on every member company.

The meeting is Feb. 24-28 at the Naples Beach Hotel & Golf Club, Naples, FL. The five informative business sessions are:

**Invest In Solid Appalachian Hardwoods - Know What's In Your Home** - Prototype Advertising, Forest, VA. AHMI has developed a promotion campaign to target consumers with a positive message on Solid Appalachian Hardwood.

**Weigh Your Can! New Rules For Export Containers** - Curtis Struyk, TMX Shipping. Exporters will have new requirements to document the weight of containers starting July 1 and this session will explain what will be needed.

**Wood Millwork Industry Revival** - Matt Weaber, president of Weaber Inc. The millwork industry is regaining strength and solid Appalachian hardwood is playing a key role.

**Forestry Issues & The 2016 Candidates** - Dana Lee Cole, executive director of the Hardwood Federation. This session will explain races  
**(See Meeting on page 3)**

January 2016

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

By Tom Inman, AHMI President

...our new promotion, Solid Appalachian Hardwood - Know What's In Your Home, is timing very well with current events. In 2015, a major importer of laminate flooring was fined for distributing products with high volumes of formaldehyde. Just a few weeks ago, one of the nation's largest online furniture retailer was accused of selling products with high volumes of formaldehyde.

Both were accused of misleading consumers. The flooring importer fired its leadership and the furniture seller is fighting back arguing the testing was flawed. The common denominator in both of these cases was imported laminate and engineered materials.

Everyone is concerned about what ingredients are in food and a growing number of consumers are asking about what is in the products in their homes. The push is on for clean air and chemical free homes and questions are raised about the flooring, cabinets, and furniture.

Hardwood substitutes have gained market share in recent years because they are often cheaper and "look like the real thing." More regulations are forcing manufacturers to report what is in these cheap alternatives and the health risk is rising.

AHMI is joining the chorus of people challenging these alternatives with this new campaign. We want consumers to ask what is in the product and learn about all of the glue, the resins, and the chemicals that they will be breathing from these look alikes. We believe, and research shows, that the laminates, carpets, and substitutes pose health risks in the long term.

One of our mailing cards challenges consumers not to "settle for unsafe and artificial. Get safe, solid Appalachian Hardwoods. Know what's in your home."

I believe this will gain traction and a new video launches next week on youtube that really makes this point in about 4 minutes. Please do a search for Appalachian Hardwood and see what you think.

I welcome your thoughts and suggestions. Learn more at the Annual Meeting in February.



## MEMBERSHIP

AHMI welcomes the following new members:

### Producer

Meadow River Hardwood Lumber Co., LLC  
Roy Zangari  
P.O Box 605  
Rainelle, WV 25962

### Supplier

Lumberstocklists  
John Babson  
106 Berwick Drive  
Pittsburgh, PA 15215

New members are the lifeblood of the association and if you know of potential members, please contact AHMI at (336) 885-8315. We have materials to send and will schedule a visit.

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## AHMI Membership Dues & Resource Guide Deadlines

HIGH POINT - Appalachian Hardwood Manufacturers, Inc. mailed its 2016 Membership Dues and Appalachian Hardwood Verified Sustainable Resource Guide information recently. The deadlines for both are Jan. 31.

The dues are paid annually for members of the Distributor, Export, Consumer, Forestry and Supplier Divisions. The Producer members pay monthly based on lumber production. (Export membership is for Producer and Distributor companies in addition to their primary dues.)

The Resource Guide is distributed to thousands of lumber buyers around the world. It lists all AHMI members, facility locations, contacts, equipment, and species. There is also an opportunity to advertise and promote specific details about your company. It is emailed to 12,000 international buyers and is promoted on the AHMI website.

Please return your materials by Jan. 31 to be included in all of the AHMI promotions for 2016. If you have questions about these, please contact the AHMI office at (336) 885-8315 or email to [info@appalachianwood.org](mailto:info@appalachianwood.org).

# Meeting from page 1

in key Appalachian states and review the candidates positions on industry issues.

**New Property & Casualty Insurance Programs** - Duke Baldrige of Dominion Advisors and Robin Little of BB&T Insurance Forest Practices will discuss the major changes in property and casualty insurance in 2016.

There will also be remarks by Chairman Steve Houseknecht recapping his two years of leadership and the election of new officers and trustees. The association bylaws require elections every two years and the Nominating Committee will be making their recommendations. There will be a Chairman's Banquet to close the meeting on Saturday evening with a special dinner and music by Society Hill, one of Naples top bands.

Those who arrive early on Wednesday, Feb. 24 will be treated to a special reception at the home of Mitch and Iris Carr in Naples. They hosted the group in 2015 and it was a wonderful event. AHMI will provide transportation from the hotel.

The Meeting offers ample time for networking with members and guests at receptions, sporting events and dinners. The hotel has the only Gulf front restaurant in Naples and other dining venues are just minutes away in downtown Naples.

There will be golf and fishing tournaments during the meeting. The Naples Beach Hotel & Golf Club course was built in the late 1920's and has been redesigned four times including a complete refurbishment of the greens and tees in 2010 and fairways in the summer of 2011. It has been voted one of Southwest Florida's Best Public Courses.

The fishing tournament will leave from the Naples docks and will provide a great time of sport and fellowship. More than two dozens anglers have participated in the tournament the past two years.

Please make your reservations early by visiting [www.appalachianwood.org](http://www.appalachianwood.org) and click on Meetings or call the Naples Beach Hotel at (239) 261-2222 and ask for the Appalachian Hardwood block.

The AHMI registration form is included on page 6 or you may register online.

The Naples Beach Hotel & Golf Club is on 125 tropical acres along the Gulf of Mexico and is

## January 2016 - Appalachian Sustainable - 3 2016 Annual Meeting Agenda

### Wednesday, Feb. 24

6 p.m. **Early Arrival Reception** at the home of Mitch & Iris Carr

### Thursday, Feb. 25

*Informal golf and fishing available. Call AHMI*

3 p.m. **Board of Trustees Meeting**

3 p.m. **Registration Opens**

6 p.m. **Welcome Reception on Ocean Lawn**  
*Dinner on your own*

### Friday, Feb. 26

8:30 a.m. **General Session**

Business Presentations

9 a.m. **Ladies Breakfast at Tiki Hut**

Naples Beach Hotel Orchid specialist

12:30 p.m. **Fishing Tournament on Gulf**

12:30 p.m. **Golf Tournament at Naples Beach Hotel Course**

6 p.m. **Beach Reception at Coconut Grove**  
Beach party

*Dinner on your own*

### Saturday, Feb. 27

8 a.m. **Producers Meeting** (*for Producers only*)

8 a.m. **Distributors Meeting**

9 a.m. **General Session**

Annual Meeting & Member Anniversaries

Chairman's Report

Business Presentations

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

1:30 p.m. **Beach Fun** (AHMI cabana)

6 p.m. **Chairman's Reception**

7:15 p.m. **Chairman's Banquet & Dancing**

### Sunday, Feb. 28

NO FORMAL BUSINESS - HAVE A SAFE TRIP

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Southwest Florida's only beachfront hotel with onsite golf, tennis and spa. The beach hotel features newly renovated guest rooms and suites – each with a patio or balcony – and beautiful Gulf of Mexico or resort views.

A visit to the Florida beach resort wouldn't be complete without a trip to The Spa. Experience the pleasures of personal well-being as our trained therapists treat you to a full range of indulgent spa packages and services, from the most amazing massages in Naples to advanced hydrotherapy, soothing skin treatments and age-defying facials.

If you have questions or additional needs for the meeting, please contact the AHMI office at (336) 885-8315.



## American Woodmark Reports Strong Sales For First 2 Quarters

WINCHESTER, VA - American Woodmark Corporation net sales rose 18 percent to \$256.3 million in its second quarter of fiscal year 2016.

Sales improved across all its channels - home improvement retailers, builders and cabinet dealers. Net income was \$18.2 million for the period, more than double the \$7.7 million from last year.

Sales of cabinetry for remodeling increased 17% during the second quarter, American Woodmark said in its SEC filing. "Management believes that the company has improved market share within the dealer channel while maintaining market share within big box retailers. However, we understand big box home improvement retailers have lost market share to other channels, primarily independent dealers due to the more affluent nature of their customer base."

Regarding new construction markets, the Company believes that fluctuations in single-family housing starts are the best indicator of cabinet activity. Assuming a 60- to 90-day lag between housing starts and the installation of cabinetry, single-family housing starts rose by more than 15% during the second quarter of the Company's fiscal 2016 over the comparable prior year period.

Sales in the new construction channel increased by more than 18% in both the second quarter and first half of fiscal 2016 when compared with the same periods of fiscal 2015. The Company believes it continued to over index the market due to share penetration with our builder partners and the health of the markets where we concentrate our business.

American Woodmark Corporation manufactures and distributes kitchen cabinets and vanities for the remodeling and new home construction markets. The Company presently operates nine manufacturing facilities and seven service centers across the country.

## AHMI Promotion & Trade Show Activities

Appalachian Hardwood Manufacturers, Inc. will attend / display at the following meetings and other events to promote member companies:

- Jan. 18: **Penn York Lumbermen's Club**, Watkins Glen, NY
  - Jan. 20: **PA Forestry Management Conference**, State College, PA
  - Jan. 27-28: **Appalachian Society of Foresters**, Durham, NC
  - Feb. 2-4: **IHLA Convention**, Indianapolis, IN
  - Feb. 16-17: **Hardwood Federation Board Meeting**, Washington, DC
  - Feb. 25-28: **AHMI Annual Meeting**, Naples, FL
  - March 2-4: **NWPCA Annual Meeting**, Orlando, FL
  - March 9-11: **HMA National Convention**, Fort Worth, TX
  - March 22: **ALC Meeting**, Pinehurst, NC
  - April 5-6: **KFIA Annual Meeting**, Louisville, KY
  - April 16-20: **High Point Furniture Market**, High Point, NC
  - April 27-29: **NWFA Expo**, Charlotte, NC
  - May 5-8: **Appalachian Lumbermen's Club Beach Meeting**, Myrtle Beach, SC
  - May 13-14: **EXPO Richmond 2016**, Richmond, VA
  - July 24-28: **AHMI Summer Conference**, The Greenbrier, White Sulphur Springs, WV
  - Aug. 24-28: **International Woodworking Fair**, Atlanta, GA
  - Sept. 13: **Appalachian Lumbermen's Club**, Johnson City, TN
  - Oct. 5-7: **NHLA Convention**, Washington, DC
  - Oct. 19-21: **AHEC European Convention**, Copenhagen, Denmark
  - Oct. 22-26: **High Point Furniture Market**, High Point, NC
- For more information about these events, please contact [info@appalachianwood.org](mailto:info@appalachianwood.org)

# HARDWOOD FEDERATION

***By Dana Lee Cole, Executive Director***

The old year has ended and the New Year is upon us. In addition to enjoying the joys of the season, the end of the year provided us with some time to review the past and look forward to the future of the Hardwood Federation's efforts on behalf of the industry in Washington, D.C.

The Iowa Caucus is less than a month away, followed by the New Hampshire primary. Hard to believe but the election year is here, although for many it seems that the campaigns have been going on forever.

Not only is the White House up for grabs, but also the entire House and 34 Senate seats. The presidential race is already turning out to be a fascinating one to watch, but the Senate race also has tremendous implications for the way Washington runs. Democrats are optimistic that they can pick up enough seats in November to take back control of the Senate; Republicans are going to be fighting hard to maintain their current majority.

Twenty-four (24) of the Senate seats up for election are held by Republicans; ten (10) are held by Democrats. Conventional wisdom says that the Republicans have the greater challenge in 2016 in terms of protecting their majority in the Senate.

Fourteen (14) of the 24 seats held by Republicans are generally considered to be safe, leaving 10 in the toss up column; 8 of the 10 seats held by Democrats are considered safe leaving only 2 for them to protect.

The presidential contest will most likely have an impact on close races. History suggests that the candidate that wins the state vote for President will help boost the Senate candidate of the same party to victory.

Keep in mind that the candidates for the White House will not be formally finalized until the con-

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ventions at the end of July...and Senate primaries could continue through August. Until the final candidates are identified, analysis and predictions will be all over the map.

Election years typically result in front loaded Congressional calendars and this year is no different. Both the Senate and the House will conduct most of their session days in the first six months of the year, departing after the 4<sup>th</sup> of July Holiday for the Democratic and Republican Conventions at the end of July and then for the August recess.

Congress will come back to Washington in full force in September and then Members will return to their home states to campaign. Depending on what legislation is "must do" after the election...and how the elections turn out, they will be back for a couple of weeks in November and December.

So where does this leave the Hardwood Federation? We still have a full plate of issues that we will be aggressively working in 2016. As noted above, we will continue efforts to pass legislation that deals with management of our federal forests as well as the funding mechanisms for forest fire suppression efforts.

We will also continue to push the U.S. Environmental Protection Agency to recognize the carbon neutrality of biomass, particularly in the Clean Power Plan package that was finalized in 2015. Waters of the U.S. and water permitting programs will also remain a focus.

The U.S. Fish and Wildlife Service had hoped to finalize rules regarding protective measures for the Northern Long Eared Bat. As of the first week of January the final rule has not yet been released, but as soon as it is available we will be reviewing the contents and taking any action that is necessary to protect the interests of the industry.

Happy New Year from the Hardwood Federation! We are rested and relaxed from the holiday season and ready to dive into the New Year.

We look forward to new challenges and opportunities for the hardwood industry in 2016. We also look forward to what promises to be a unique and unpredictable year in politics.

# APPALACHIAN Hardwood Manufacturers, Inc.



## 2016 Annual Meeting on Feb. 24-28 Naples Beach Hotel & Golf Club, Naples, FL

To reserve your room, call the Naples Beach Hotel at (239) 261-2222  
**The block cutoff is Jan. 23 and rooms start at \$299. Rate is honored 2 days before & after!**  
Online Hotel and Meeting registration available at [www.appalachianwood.org/meetings.htm](http://www.appalachianwood.org/meetings.htm)

To plan functions and include all participants on the Registration List, please complete this form and return with your payment to: AHMI, PO Box 427, High Point, NC 27261. Badges and other materials will be on site.

### Registration before Feb. 7, 2016:

**AHMI MEMBER - \$385** per person      **GUEST - \$485** per person  
**MEMBER SPOUSE - \$265**      **GUEST SPOUSE - \$365**  
**CHILDREN AGE 10 & older - \$185; UNDER 10 - FREE**

**Add \$75 to any registration fee after Feb. 10, 2016**

Registration fee includes all business sessions and speakers, four evening receptions, entertainment and Chairman's Banquet on Saturday.

*Full registration fee refunded on cancellations received by Feb. 7, 2016. Cancellations received after that time will be subject to 50% forfeiture.*

### REGISTER for AHMI'S 2016 ANNUAL MEETING

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

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

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

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

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

**Events I / We will attend**  
*(in registration fee)*

- Early Bird reception Wed., Feb. 24 at home of Mitch & Iris Carr
- Ladies Breakfast Fri., Feb. 26
- Saturday Afternoon at the Beach
- Saturday Chairman's Banquet

### **ANNUAL GOLF TOURNAMENTS** 12:30 p.m. consecutive, includes lunch

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

- Please check:  Friday at Naples Beach Course **\$150**  
 Saturday at Naples Beach Course **\$150**

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

- Please check:  Friday at Naples Beach Course **\$150**  
 Saturday at Naples Beach Course **\$150**

### **FISHING TOURNAMENT** Friday at 12 p.m. (Shuttle departs from hotel for 4-hour trip, includes lunch, tackle, bait, license) \$150 for one of six slots on chartered boat

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

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

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

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

Visa or MasterCard \_\_\_\_\_ Exp. \_\_\_\_\_ Code \_\_\_\_\_ Billing Zip \_\_\_\_\_