



# Appalachian Hardwood *Sustainable & Legal*

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.

## "Know What's In Your Home" Tasks Consumers

Consumers are responding to the latest Appalachian Hardwood Manufacturers, Inc. campaign with positive questions about solid hardwood.

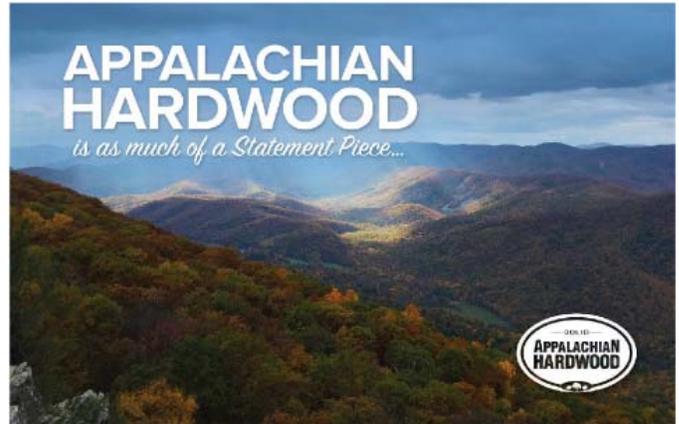
Visits to the new website are rising and calls to the AHMI office are increasing as homeowners and renovators want more information about the health benefits of Solid Appalachian Hardwoods. The campaign is the latest marketing effort by AHMI and was launched in February.

Thousands of homeowners and potential buyers are receiving the information to help them make healthy choices for their homes as well as purchasing products that have lasting value. The promotion targets flooring, cabinets and furniture.

AHMI has long promoted the beauty, lasting value and machining characteristics of Solid Appalachian for decades. Consumers are more health aware of the products they buy and following closely the news about air quality issues with imported laminates and imported engineered products.

Researchers on behalf of AHMI discovered that consumers did not understand the difference that solid hardwood can make in indoor air quality. The new promotion is based on U.S. government findings in recent years.

The promotion was approved by the AHMI Board of Trustees in July to target consumers with a positive message 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 manage the campaign in 2016.

The website [www.appalachianhardwood.org](http://www.appalachianhardwood.org) was redesigned in January and email blasts began in February. Thousands of postcards were mailed to consumers last month.

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 video can be seen at [www.youtube.com/watch?v=4khKPhmph4w](https://www.youtube.com/watch?v=4khKPhmph4w)

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

By Tom Inman, AHMI President

...the speakers at the 2016 Annual Meeting brought a wealth of information to attendees on topics that are vital to them TODAY!

While we always strive to have great speakers on timely topics, this year's sessions were among the best. A basic recap of the discussions can be found beginning on page 3 of this newsletter and copies of the presentations are available from the AHMI office.

There was also the changing of leadership for AHMI as new officers and a couple of trustees retired from the board and others joined. Chairman Steve Houseknecht of Wagner Lumber Co. handed the association over to Incoming Chairman Mike Hoover of Neff Lumber Mills.

Steve lead the association during a time of growth in membership and financial reserves. AHMI also began its latest campaign "Know What's In Your Home" under Steve's direction as he also served on the Promotion Committee.

Steve has become a great friend over the past two years and I personally, and on behalf of AHMI, thank him for his effort, energy and time devoted to our work.

Mike is a Legacy Leader for AHMI and is the fourth chairman who follows a parent. Mike's mother, Bonnie Neff Hoover, was President (*as the elected leader was titled*) in 1990-91.

Lowery Anderson of Roy Anderson Lumber Co. will serve as Chairman-Elect and prepare to follow Mike. Jay Reese stays on as finance.

The complete list of officers and trustees is printed in the next column. We have a great group that truly represents the production of Appalachian Hardwoods both by size of operation and geography.

I look forward to working with them to continue our promotion and marketing programs in the coming year. If you have questions or ideas for the association, please contact me or any of the board members for more details.

Our mission is to promote the logs and lumber from the region while serving the best interests of the members.



AHMI welcomes the following new member:

### **Distributor**

Peladeau Lumber Co.  
Greg Patenaude  
137 Bellerose Blvd. West  
Laval, Quebec, Canada H7K3B5

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 Elects New Officers, Trustees**

The members of Appalachian Hardwood Manufacturers, Inc. in attendance at the 2016 Annual Meeting elected new officers and trustees for 2016-17. They are:

Chairman – Mike Hoover of Neff Lumber Mill, Boradway, VA

Vice Chairman elect – Lowery Anderson of Roy Anderson Hardwoods, Tompkinsville, KY

Vice Chairman finance – Jay Reese of Penn Sylvan International, Spartansburg, PA

Immediate Past Chairman – Steve Houseknecht of Wagner Lumber Co., Owego, NY  
Trustees:

John W. Crites II, Allegheny Wood Products

Mike Turman, Turman Hardwoods Inc.

Steve Hamer, Jim C. Hamer Co.

John Foley, BPM Lumber Inc.

Tom Sheets, Blue Ridge Lumber Co.

Larry Thompson, T&S Hardwoods, Inc.

Mel Yoder, Yoder Lumber Co.

Bryan Vernon, Interstate Hardwoods Inc.

Nick Ince, Walker Lumber Co.

Distributor Division – Bill Joyce, Middle Tennessee Lumber

Consumer Division - Tony Honeycutt, Mullican Flooring

Forestry Division - Mike Hincer, The Forestland Group.

## AHMI Discusses Promotion, Container Weights

NAPLES, FL - Appalachian Hardwood Manufacturers, Inc. held its 2016 Annual Meeting recently here and unveiled an exciting promotion titled "Invest In Solid Appalachian Hardwoods - Know What's In Your Home."

The campaign targets consumers with a positive message about the benefits of solid Appalachian Hardwood for flooring, furniture, cabinets and millwork. It challenges consumers to ask questions about the origin and composition of the products they purchase for their homes.

The association contracted with a marketing firm in 2015 to develop and administer the campaign. It targets two demographics: 25-35-year-old first time home buyers with messaging about the health benefits of solid Appalachian Hardwood over substitute and artificial materials; and the 35-50-year-old who may be upgrading or renovating with messaging on the last value, beauty and health benefits of solid Appalachian Hardwood.

Importers of cheap laminate products have been under investigation for the past 18 months for selling products that exceed U.S. air quality standards. These imported materials have been proven to contain dangerous levels of chemicals that can lead to respiratory ailments for homeowners.

The "Know What's In Your Home" promotion includes a new website, email blasts, postcards and a video to encourage consumers to make wise choices. The information is available at [www.appalachianhardwood.org](http://www.appalachianhardwood.org).

Other business sessions during the meeting included:

- **Weigh Your Can! New Rules For Export Containers** with a presentation by Curtis Struyk of TMX Shipping, Morehead City, NC, and Ryan Todd of Mediterranean Shipping. New rules on the accurate reporting of container weights go into effect on July 1 and the two offered concise details on the reasons and what exporters must do.

The Safety Of Life At Sea provisions were amended because of numerous incidents where container weight was misreported and stacks collapsed and ships capsized. There have been deaths, injuries and damages because of the in-



**Attendees listen to the 'Know What's In Your Home' presentation from PR company**

accuracies from shippers.

Todd recommended two methods of determining the weight:

1) Upon the conclusion of packing and sealing a container, the shipper may weigh, or have arranged that a third party weigh, the packed container.

2) The shipper or, by arrangement of the shipper, a third party may weigh all packages and cargo items, including the mass of pallets, dunnage and other packing and securing material to be packed in the container, and add the tare mass of the container to the sum of the single masses of the container's contents.

- **Wood Millwork Industry Revival** was presented by Matt Weaber, president of Weaber Inc. of Lebanon, PA. The company celebrates its 75<sup>th</sup> year of operation in 2016 and was founded by Weaber's grandfather and operated by his father for most of those years. The company was sold to a private equity group but has been repurchased by the Weaber family.

Matt Weaber said the company is one of the largest single site sawmill, kiln and secondary manufacturing operations in the U.S. It employs more than 700 people producing hardwood lumber, moulding and unfinished oak flooring.

Weaber Inc. has adapted to changes in the marketplace by developing markets for moulding products as well as board products. The company

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specializes in surfaced boards for large retailers that are sold to contractors and hobbyists.

- **Forestry Issues & The 2016 Candidates** was presented by Dana Lee Cole, executive director of the Hardwood Federation in Washington, DC. She offered a brief recap of the key issues for 2015 including the listing of the northern long-eared bat as threatened rather than endangered and allowances for timber harvesting.

The Federation was also successful in work on tax issues and continuing the debate on increasing the harvest of federal forestland timber.

Cole said 2016 will be an interesting year because of the election and the Federation Political Action Committee will be supporting candidates who favor hardwood industry positions. The Hardwood Federation Fly-in is scheduled for Sept. 20-22 in Washington, DC.

- **New Property & Casualty Insurance Programs** was presented by Duke Baldrige, president of Dominion Risk Advisors in Roanoke, VA. He explained that the insurance landscape has changed tremendously in the past two years with heavy losses taking a toll of many providers.

New products have been developed in recent months to provide coverage through a layered system with multiple carriers. These pro-rata systems have the risk spread out and can lower rates for some companies.

Baldrige encouraged business owners to understand the provisions of the policy and the companies providing the coverage. He recommended establishing the coverage with a strong lead company to make certain claims are handled smoothly.

All of the presentations are available from the AHMI office. Please send an email to [office@appalachianwood.org](mailto:office@appalachianwood.org).

There were also remarks by Chairman Steve Houseknecht recapping his two years of AHMI leadership. He said the Solid Appalachian Hardwood promotion was a highlight of his time as well as working closely with other members of AHMI.

The next meeting of AHMI is the Summer Conference on July 23-26 at The Greenbrier in White Sulphur Springs, WV.



Above - Immediate Past AHMI Chairman Steve Houseknecht (left) receives a plaque from Chairman Mike Hoover and thank you for his service. Below - Robert Coleman (left) and Lowery Anderson (right) are retiring after three terms on the Board of Trustees. Each was thanked for their service to AHMI.



## Annual Meeting Golf & Fishing Winners

Winners of the golf tournaments were:

Friday: 1<sup>st</sup> low gross-Webb Heintzelman; 2<sup>nd</sup>-Steve Arnold; 3<sup>rd</sup>-Jay Reese; 1<sup>st</sup> low net-Bill Hendrix; 2<sup>nd</sup>-Mark Vollinger; Closest to the pin: Curtis Struyk; Long drive-Steve Arnold

Saturday: 1<sup>st</sup> low gross-Steve Arnold; 2<sup>nd</sup>-Bill Hendrix; 1<sup>st</sup> low net- tie between Jay Reese and Dan Mathews; Closest to the pin: Steve Yelland; Long Drive-Steve Arnold

Winners of the Fishing tournament: Most fish-Nick Ince; Largest fish-Mike HousiouxSteward; Smallest fish-Steve Houseknecht.

# Hardwood Federation Board OKs 2016 Plan

By Dana Lee Cole

## **Hardwood Federation Executive Director**

The Hardwood Federation's Board of Directors and HF PAC Board of Directors came to Washington D.C. on February 16-17 for their annual winter meetings. Mike Hoover, President of Neff Lumber Mills was re-elected as AHMI's representative to the Federation Board.

The primary focus of the winter meeting is to set the direction and priorities of the Federation for the year. The Hardwood Federation policy agenda always is a top priority for this meeting. To better inform the Board's discussion, the Hardwood Federation surveyed industry leaders about the issues that they are most concerned about.

The policy priorities approved at the Federation's February meeting include:

**Federal Forest Management:** When will appropriate funding levels be proposed that allow Forest Service employees to efficiently fight forest fires AND manage our public lands in a sustainable and economically productive manner?

**Tax Policy:** What tax reform initiatives will be introduced and how will they impact our ability to keep, protect and enhance the hardwood industry's bottom line? Will reform measures incentivize private landowners to maintain their existing forest lands as the source of raw materials for our mills and manufacturing plants?

**The Endangered Species Act:** How many more species will be listed under the Act and how will these designations affect harvesting and transportation capacity?

**Regulatory Reform:** Are there new rules and regulations being proposed that will put additional administrative and financial burdens on our businesses?

These are not new topics for the Federation, but the high level of importance placed on these issues is a clear mandate for us. Congress will continue to hear from us why it is important that the right decisions are made when considering reform measures in these areas. And why the wrong decisions can devastate our industry. Of course our efforts on Capitol Hill will not be limited to these four issues; export markets, import

regulations, transportation, and green building programs, amongst others, will all continue to command some of our attention.

The Hardwood Federation meeting also included a lengthy discussion about how to raise the awareness of the Federation's work on behalf of the industry. Although we have made progress in the 12 years since we began, there is more work to be done. And the focus is not just on business owners and executives, we need to connect with suppliers and contractors and employees.

The question is not only, "How can we best inform the industry?" It is also, "How can we inspire the industry as a whole to inform Congress of how their decisions impact our industry?" "What motivates people at all levels of the hardwood community to initiate contact?" Tough questions with no easy answers.

To address these and other communications challenges, the Hardwood Federation Board of Directors has directed staff to develop a 5-point marketing piece that includes quantitative measures of just how the Federation has positively impacted the industry and what industry members can do to help. The Federation is also working on updating contact lists and outreach efforts through our member associations to increase awareness of what the Federation does on for the industry.

The Hardwood Federation PAC Committee also met in February. In 2015, the HF PAC raised \$125,940 from 127 individuals, both increases over 2014 numbers. The HF PAC supported 54 members and candidates for the U.S. House and 8 members of the U.S. Senate.

The HF PAC Board has set a very aggressive fundraising goal of \$150,000 for 2016. Staff will also be working on increasing the number of individuals that contribute to the PAC and maximizing our giving to qualified current members of Congress and candidates in this election year.

The Hardwood Federation actively solicits thoughts and ideas about federal policies from all members of the hardwood industry and welcomes your input. Never hesitate to contact us at [hardwood.federation@hardwoodfederation.com](mailto:hardwood.federation@hardwoodfederation.com) with questions or recommendations.

## Mitch Carr, VT Host Creative Wood Contest

AHMI member Mitch Carr, a retired successful wood products entrepreneur and owner of Shenandoah Forests Inc., has joined efforts with Virginia Tech to provide practitioners, students, and academicians with an unique opportunity to learn, explore, understand and appreciate developments on wood as a structural and aesthetic material.

The goal of the Carr Symposium and Student Competition is to inspire the next generation of designers, architects, engineers, builders, and wood scientists with the latest innovative uses of wood in structural and interior design applications. During the first three days of the event, multidisciplinary teams of Virginia Tech students will be challenged to design and build a pick-up truck camper of wood.

On the last day of the symposium nationally recognized experts will present recent innovations on the creative use of wood in the design, engineering, and construction of interiors and structures. Sustainable biomaterials such as wood have become very important to society because of their low carbon foot print, renewability, beauty, aesthetics, and endless possibilities for creating new innovative materials and structures.

The event is open to anyone and registration is available at <http://www.cfpb.vt.edu/carrsymposium/>

The Carr Symposium is intended for students interested in green building construction, materials from renewable resources, interior design, industrial design, and innovations in architecture. The symposium is also a venue for professionals and practitioners to network with students and academicians and to learn about new developments in sustainable biomaterials.

Student competition: The Wood Truck Camper. Squire Student Center, March 18-20, 2016.

Carr Symposium. The Inn at VT. March 21, 2016 beginning at 1 pm. The half day symposium includes world experts in creative use of wood in design.

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

## AHMI Promotion & Trade Show Activities

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

March 21: **Carr Symposium on Wood Design**, Virginia Tech, Blacksburg, VA

March 22: **ALC Meeting**, Pinehurst, NC

April 5-6: **KFIA Annual**, 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

May 15-18: **KCMA Annual Meeting**, Colorado Springs, CO

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

Nov. 2-3: **Hardwood Lumber Outlook**, Princeton, WV

For more information about these events, please contact [info@appalachianwood.org](mailto:info@appalachianwood.org)

## Appalachian Verified Materials

AHMI members are reminded that 2016 Appalachian Hardwood Verified Sustainable and Verified Legal materials are available from the AHMI office. These include certificates, letters from AHMI and from the U.S. Forest Service and decals for use on packaging or invoices.

AHMI can also provide you with digital images for use on websites, email and printed materials.