



Appalachian Hardwood *Sustainable & Legal*

Monthly newsletter of Appalachian Hardwood Manufacturers, Inc.

Solid Wood Furniture Up At High Point Market

HIGH POINT – Solid wood pieces were the center of attention for many dining room, case goods and bedroom manufacturers at the 2017 Spring High Point Furniture Market.

The semi-annual show was held April 22-26 at the Furniture Capital of the World with approximately 60,000 exhibitors, designers and buyers in attendance. It was considered by many to be a good market with average attendance.

Manufacturers were upbeat and reported that key customers placed orders. Many said buyers were focused on introductions.

Solid wood was promoted in high end, middle and even several lower priced manufacturers who have learned that consumers understand the benefits and value.

Bassett Furniture expanded its BenchMade collection with new dining room pieces made from solid maple. The company had a carpenter in the showroom producing two dining room buffets daily and answering questions about the benefits of solid hardwood.

Jeb Bassett, vice president, said the line has been extremely well-received. The company re-



Solid Appalachian Cherry Bedroom Group From Gat Creek Furniture

cently completed a \$2 million Custom Casual Dining expansion in Martinsville, VA, that included new equipment to allow for semi-custom pieces. The factory is running overtime to meet demand.

“This has been a very good offering for us and retailers have placed orders this market,” Bassett said.

Century Furniture celebrates its 70th anniversary this year and introduced a new custom case goods program to simplify options for retailers and consumers. Customers can choose different drawer or door fronts, bases and styles of hardware with more than 100 finish options.

Harley Shuford started Century Furniture in 1947 to build fine furniture by working with the finest craftspeople in western North Carolina. The company maintains production in the Hickory area.

See Furniture on page 2

Solid Kincaid Dining Room Group With Live Edge On Table And Bench



May 2017

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



The way I see it...

By Tom Inman, AHMI President

...the High Point Furniture Market was SOLID by every definition.

There was an increase in the number of exhibitors. There was a good crowd of retail buyers and designers who came and all were in a pretty positive business mood.

There were orders written for production to begin now at furniture plants both in the U.S. and around the world.

AND there was a greater emphasis on solid wood! Yes, real, solid wood! (I wish I could say it was all hardwood but there was some soft-wood product that was included in the solid wood introductions.)

Manufacturers continue to report that consumers and designers "love" solid wood and ask about it. Kincaid Furniture is known for its solid wood design and construction and broadcast it in all advertising and even on the side of their trucks.



Jeb Bassett and Tom Inman at Bassett Furn. showroom

Others are returning to solid wood. Bassett Furniture's Jeb Bassett said their Bench Made Furniture line has the Martinsville, VA, factory working

overtime. The solid maple dining room even has a live edge option where consumers can select the boards from Bassett's inventory.

Vaughn-Bassett Furniture is back to its solid offerings after a brief time using majority engineered products. Why? Customer demand.

Consumers are not coming into retail stores and requesting medium-density fiberboard with a vinyl overlay. Or melamine over particleboard. It may be what they end up with because of the price point they are seeking but when they get home with the box, open the end, breathe in that off-gas, count the screws and assemble - yikes!

A solid wood piece from any of the above is what they ask for the next time!

Furniture from Page 1-----

Gat Creek Furniture introduced solid wood bedroom and dining room groups in Appalachian Cherry and Ash. Katie Liverman, product designer and visual merchandiser, said the made-to-order material, finish and hardware choices make the Gat Creek introductions design-oriented and a consumer's dream.

Crescent Fine Furniture, which also celebrates its 70th anniversary, returned to its manufacturing roots with a solid wood custom casual dining line. It's BenchMark dining line made from maple and beech is assembled and finished in the company's manufacturing facilities in Gallatin, Tn., with parts imported from factories in Vietnam.

Vaughn-Bassett Furniture expanded its Artisan & Post Collection with new pieces in maple, oak and cherry. The company has shifted to more solid wood components in this group and in its Appalachian Hardwood Collection.

John Bassett, CEO, stood by a large sign in the showroom and proclaimed the benefits of American made furniture from solid wood. The Vaughn-Bassett groups were made from maple, oak and cherry.

"Yes it's made in America with solid American hardwoods and not fiber board," he said. "People want real wood in their furniture and they know we produce it. This has been very successful."

Kincaid Furniture introduced Claridge, a European Cottage inspired group made from white oak. The group's architectural elements and serpentine curves have contrasting solid wood parts with worn and distressed finishes.

Furniture makers hope the new pieces spur sales for the year. Industry analyst Jerry Epperson said 2017 furniture sales are off to a slow start.

"Home furnishings sales in the first quarter did not live up to the level that would have been indicated by the national economic indicators — housing sales, disposable income, employment levels, household formations, migration, etc.," Epperson said. "But that has been true in every first quarter for the last four years. Instead, this under-buying early in the year has led to stronger buying later in the year, like last year."

The High Point Fall Market is Oct. 14-18.

AHMI Summer Conf. Set July 23-25 At Biltmore

Appalachian Hardwood Manufacturers, Inc. invites you to join us at The Inn at Biltmore Estate for the **2017 Summer Conference on July 23-25** in Asheville, NC. This is our first visit to The Biltmore properties with exceptional rooms and views, dining and a wide array of activities for all.

AHMI has developed informative business sessions on:

- ELD Mandates For Trucks Take Effect In December - Attorney Rob Moseley
- International Markets Mid-Summer Update
- AHEC Director Mike Snow
- US Senator / Rep. *(Invited)* Discusses Trade Issues
- AHMI Verified Sustainable Celebrates 10 Years - USFS Senior Researchers
- Tour of NC's First CLT Building - Veterans Administration building

AND we will come together for a Monday reception and dinner as a group at Lioncrest on site at Biltmore. This will be a special time to network and is included with your registration. AHMI members will have access to length-of-stay passes to The Biltmore House, the luxurious family home of George and Edith Vanderbilt. It is a marvel of elegance and charm, as magnificent today as it was more than a century ago. You will also have time to visit the Biltmore Winery, shops in Antler Hill Village or tour the grounds and gardens of the Estate.

Attendees will have a choice for accommodations: the luxurious Inn on Biltmore Estate that offers first-class service, exceptional views and luxurious appointments OR The Village Hotel at Biltmore with more casual rooms, self-service options and adjacent to the Village and Winery.

Please make your room reservations today by visiting:

- The Inn on Biltmore <https://theinn.biltmore.com>
GROUPCODE: 19L28T rates start at \$259
- The Village Hotel <https://villagehotel.biltmore.com/> GROUPCODE: 19L28S rates start at \$179
- OR Call group reservations (866) 779-6277. Please remember the group room rate is not avail-



able for Friday or Saturday but is after the meeting if you want to stay.

Registration materials were mailed so please review and make your room reservations today. Please visit our website www.appalachianwood.org and click on "Meetings" for information and to register online.

Members of the Appalachian Lumbermen's Club have been invited to the Monday business session so there is opportunity to meet new buyers. For information, please contact the AHMI office.



AHMI welcomes the following new member:

Consumer

Powell Valley Millwork
James M. Thornberry
588 Lofty Heights Road
Clay City, KY 40312

New members are the lifeblood of the association and AHMI has developed a package of materials to send to prospective members to show them the benefits of joining.

If you know of potential members in any category from Producers through Forestry, please contact AHMI at (336) 885-8315. We will send them materials and schedule a visit to their facility.



CONSUMERS

Powell Valley Millwork Expands

Powell Valley Millwork recently began construction on a new building at their manufacturing facility located in Clay City, KY.

“Our market share is growing and we need more space to store work-in-process inventory,” said Michael Thornberry, company co-owner. “The new space will be 22,000 square feet and adjoins two existing buildings. It will allow us to process our material in a much more organized and efficient way. The addition will bring us to nearly 150,000 square feet under roof.”

A wholesale manufacturer producing mouldings and millwork using the hardwood species Poplar, Powell Valley supplies customers across North America in truckload quantities. The company recently joined AHMI. “The market is very active right now. Folks are cautiously optimistic about the future and our economy. Demand continues to rise for Poplar mouldings,” Thornberry explained.

“Land, buildings, and equipment are all important to a manufacturer. None of those work without the right team. We are fortunate to have a group of talented and motivated professionals that drive this company,” he said. “We believe we are producing the highest quality Poplar mouldings in the industry. Our team of over 100 folks are responsible for that success.”

In addition to the new building construction, Powell Valley has also acquired new equipment. “Increased volume and new programs require additional capabilities and procedures which means machinery and new technology,” said Thornberry. “We are excited. There are more opportunities in front of us and we have the right components to succeed.”

AHMI Assists Furniture Expo

Appalachian Hardwood Manufacturers, Inc. will assist with the inaugural Home Furnishings Manufacturing Solutions Expo set for June 7-8, 2017, at the Georgia World Congress Center in Atlanta.

The Expo will provide attendees with innovative solutions for their home furnishings business including manufacturing machinery, warehousing, technology, financial and logistics services.

Visit www.HFMSE.com for more details. AHMI will have a booth at the Expo and encourages members to exhibit or join us in the booth. Tom Inman will present two seminars on Appalachian Hardwood Sustainability and Appalachian Hardwoods in Design.



AHMI At NWFA Flooring Expo

AHMI members Weaber Inc. visit with Tom Inman at the NWFA Expo recently. From left are Chip Arnold, John Georgelis and Matt Weaber.

The show was well attended and AHMI distributed dozens of Resource Guides and promoted Verified Sustainable.

AHMI Show Activities

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

May 7-9: **KCMA Annual Meeting**, Ponte Vedra, FL

June 7-9: **Home Furnishings Manufacturers Expo**, Atlanta, GA

June 9-10: **PFFPA Timber Show**, Rock Springs, PA

June 22-24: **AHEC China Convention**, Qingdao, China

July 22-25: **AHMI Summer Conference**, Biltmore Inn, Asheville, NC

Sept. 12-14: **AHMI & Hardwood Federation Fly-In**, Washington, DC

Sept. 19-21: **WPMA Annual Meeting & Tours**, Providence, RI

Sept. 25: **PennYork Lumbermen's Club**, State College, PA

Oct. 14-18: **High Point Furn. Market**, High Point, NC

Oct. 25-27: **NHLA Convention**, Nashville, TN

Kiln Drying Short Course Set

A Hardwood Lumber Drying course with lectures, demonstrations, and hands-on experience is June 6-8 from 9 am to 5 pm at the Livestock Evaluation Center 1494 West Pine Grove Rd, Pennsylvania Furnace, PA 16865. There will be lessons on wood moisture relations, kiln operation, lumber handling and storage, and drying schedule preparation will be emphasized for drying hardwood lumber.

For more information, contact Penn State Extension at ExtensionRegistration@ag.psu.edu.

Perdue Confirmed As Agriculture Secretary

By Dana Lee Cole, HF Executive Director

President Trump made the final addition to his cabinet on April 24 when the U.S. Senate confirmed former Georgia Gov. Sonny Perdue as the next Secretary of the U.S. Department of Agriculture (USDA) by an 87-11 vote.

Secretary Perdue has deep ties to the agriculture community; he grew up on a farm in central Georgia and has owned several agriculture companies. At his confirmation hearing, Perdue made several statements regarding the need for a strong forest products industry and the need for putting more resources towards improving forest health.

The USDA is a huge department with vast responsibilities and Sec. Perdue will have an important role in key issues for the Hardwood Federation. Not only is the U.S. Forest Service within the USDA, they also administer the Foreign Market Development and Market Access Programs that support the work done by the American Hardwood Export Council (AHEC).

In addition, USDA has oversight of pest and invasive species control regulations, administers the Lacey Act and runs the Bio-Based Procurement Program (which includes hardwood products).

And these are just programs of specific interest to the Hardwood Industry. USDA's focus extends to the entire rural economy, including agribusiness, agricultural and economic research and statistics, animal and plant safety, food and nutrition programs (including food stamps), and rural economic development.

We also anticipate that Sec. Perdue will have a role in decisions regarding U.S. trade agreements and be a strong voice on behalf of the U.S. agricultural sector.

In addition to the existing management responsibilities, the day after Secretary's confirmation, President Trump signed an Executive Order creating a Task Force on Agriculture and Rural Prosperity. The Task Force will be chaired by Sec. Perdue. The purpose is to identify legislative, regulatory and policy changes that support the agriculture economy including forestry.

HARDWOOD FEDERATION

The scope of the order is quite large, including everything from tax and regulatory reform to technology to workforce development. Timber harvests are also mentioned specifically.

The Executive Order is available here:

<https://www.whitehouse.gov/the-press-office/2017/04/25/presidential-executive-order-promoting-agriculture-and-rural-prosperity>

The Hardwood Federation and HFPAC Boards have sent a letter to Sec. Perdue introducing ourselves and outlining our priority policies. You may view the letter on our website.

The welcome letter is also a good first step towards communicating our recommendations for the Task Force considering legislative and policy changes; we will be looking for other opportunities to providing input into this process and hope members of the AHMI will provide their thoughts and ideas to us to share.

The Hardwood Federation has heard from some of our Georgia contacts that "Sonny knows trees" and we have no reason to doubt them. We anticipate a productive working relationship with the new Secretary!

AHMI & HF Meeting In Sept.

The **2017 Fall Meeting** will be in conjunction with the Hardwood Federation Fly-In on Sept. 12-14 in Washington, DC at the Marriott Marquis. There will be meetings planned with members of Congress and staff to explain industry positions.

There are also plans for a Capital Tour after one of the evening receptions and a tour of the White House. Registration must be completed by mid-June to be included in the White House tour.

Please visit www.hardwoodfederation.com and follow the link for the Fly-In to register.

You can contact AHMI for more information.



AHMI Summer Conference | July 23-25, 2017

The Inn on Biltmore Estate, Asheville, NC

Registration

To accurately plan the functions and make sure all participants are included on the Registration List, please complete this form and return it with your check or complete the credit card information below by July 12, 2017 and mail to AHMI, P.O. Box 427, High Point, NC 27261.

MEETING REGISTRATION FEES *(includes dinner on Monday):*

AHMI MEMBER - \$385 per person	GUEST - \$485 per person
AHMI MEMBER SPOUSE - \$265	GUEST SPOUSE - \$365
CHILDREN 10 & older - \$195	MONDAY BUSINESS SESSION ONLY - \$45
CHILDREN UNDER 10 FREE!	

If you will not be attending dinner on Monday, please contact the AHMI office. Full registration will be refunded on cancellations received by July 10, 2017. Cancellations received after that time will be subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S SUMMER CONFERENCE

Name: _____ Badge Name: _____ FEE: \$ _____

Company: _____

Address: _____

City/State/Zip: _____

BILTMORE HOUSE TICKETS *good daily for entire stay.* ____ OF TICKETS @ \$46 each FEE: \$ _____

AHMI GOLF TOURNAMENT *(Monday at 12:30 p.m. Broadmoor Golf Links includes lunch)*

Name: _____ FEE: \$85 WILL YOU NEED SHUTTLE: YES ___ NO___

Name: _____ FEE: \$85 WILL YOU NEED SHUTTLE: YES ___ NO___

SPORTING CLAYS TOURNAMENT *(Monday at 12:30 p.m. Biltmore Outdoor Adventure Center includes lunch)*

One round of 100 - Includes gun, ammo and targets

Name: _____ FEE: \$160

Name: _____ FEE: \$160

FLY FISHING *(Monday at 1 p.m. at Biltmore Outdoor Adventure Center)*

Name: _____ FEE: \$185

Total _____

Check enclosed _____

Credit Card: _____

Expiration date _____ Sec. Code _____

Name on card: _____

Billing zip code _____

You may also register online at www.appalachianwood.org/meetings.htm. Please make your room reservations at www.appalachianwood.org/meetings.htm and follow link to Biltmore Room Reservations