



Since 1928

# The Standard

Monthly Newsletter of APPALACHIAN Hardwood Manufacturers, Inc.

*Demand the Appalachian Standard*

October 2004



## Inter-Industry Brings Together Buyers, Sellers

HIGH POINT, NC - The many benefits of the top grades of Appalachian Hardwoods will be discussed at the 2004 Inter-Industry Meeting of Appalachian Hardwood Manufacturers, Inc. on Oct. 20 at The Village Inn, Clemmons, NC.

This meeting typically is the opportunity for lumber producers to make contact with buyers to discuss common issues, said AHMI President Mark Barford. A record crowd of buyers attended the 2003 session and an equal number are expected this year.

The keynote speaker is Dr. Phillip Mitchell, Wood Products Extension specialist at North Carolina State University. He has completed extensive work on wood products manufacturing and processing.

Mitchell has assisted AHMI in developing its latest promotion "Yield Matters" to market the top grade of Appalachian hardwood lumber. The program began in late summer and center on advertising and a new website, [www.appalachianfas.com](http://www.appalachianfas.com).

"We are thrilled to have Dr. Mitchell to talk with us about yield," Barford said. "Manufacturers know that yield is important and they focus on that in their processes. We want to make certain they understand the correlation between yield and Appalachian hardwood FAS lumber."

Also on the program is AHMI Director of Communications Tom Inman who will highlight the key elements of the promotion. "We have been successful in attracting attention to our website and I will ex-

plain that and offer information on where we go next," he said.

The Inter-Industry meeting is on the final day of the International Home Furnishings Market in High Point. The market begins on Oct. 14 and Supplier Days are Oct. 18-20 with Tuesday, Oct. 19 the busiest day.

"We encourage our members to come to High Point for Supplier Day at market and then stay for our meeting," Barford said. AHMI can assist with room reservations and maps by calling the AHMI office.

Inter-Industry Meeting attendees are invited for golf at Tanglewood's Championship Course beginning at 12:30 p.m. The golf fee of \$55 must be paid to AHMI with registration.

A sporting clays tournament will be held at Friendship Sporting Clays just west of Clemmons beginning at 12 noon. The shooting fee of \$55 must be paid to AHMI with registration. Shooters must provide their own gun and shells.

A block of rooms has been reserved at The Village Inn at a rate of \$59. The block expired on Sept. 19 but there may still be rooms available by calling The Village Inn at (336) 766-9121.

The meeting registration fee is \$95 for members and \$195 for non-members. A form is included on page 6 of this newsletter. For more information, contact the AHMI office at 336-885-8315 or e mail to [ahmi@northstate.net](mailto:ahmi@northstate.net).

**YIELD MATTERS**  
[www.appalachianfas.com](http://www.appalachianfas.com)

AHMI, P.O. Box 427, High Point, NC 27261  
phone: 336-885-8315 fax: 336-886-8865  
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### APPALACHIAN Future Meetings

#### 2004 Inter-Industry Meeting

Oct. 20 - The Village Inn, Clemmons, NC

#### 2005 Annual Meeting

Feb. 24-27 - The Sanctuary, Kiawah Island, SC

#### 2005 Summer Meeting

July 24-26 - The Nemaquin, Farmington, PA

## **Mark my words.....**

By Mark A. Barford, CAE, CF  
President

The Indiana Hardwood Lumber Association released the results of its annual survey of members, and there are few surprises. The good news was that 79% of respondents thought business was up, with an average increase of 18% over 2003. Fifty-six percent said margins were up, but they cited cost of raw materials and high overhead expenses as keeping margins tight. No big surprises.



**Mark A. Barford**

What concerns me is that respondents still indicate that their number one legislative/regulatory issue was access to federal timber and the management of the national forests. I ask the question - why should your associations spend time on an issue which they are clearly not going to succeed when there are so many other issues of general importance to the entire hardwood industry?

I understand that federal timber is still important to some of our mills, but to date those efforts have been a miserable failure. The national forest system which cut nearly 12 Billion BF in 1990 will struggle to reach 2 BBF today. We have timber sales that are going without bids or do not include timber of sufficient quality and grade to be worth the effort.

There are many legitimate concerns that may not be getting full attention because of the national forest efforts. How about the limitations and regulations on loggers which are proliferating at a fast rate, and how about other rules that make running our sawmills impossible (re: noise, dust, employee safety)? How about federal trade issues that effect our domestic demand for lumber, and don't deal with issues such as log exports, or foreign ownership of our forestlands? How about inheritance tax issues that specifically affects an industry like ours that is nearly 100% family owned?

It is so inspiring to see our industry begin to come together to influence the federal government with the development of the Hardwood Federation. We are highly visible on Capitol Hill - and will start making an impact.

Let's not waste our efforts on a battle we have not learned how to win.

## **Study Finds Wood Is Most Eco-Friendly**

*(reprinted from webindia123)*

The Consortium for Research on Renewable Industrial Materials, a non-profit corporation of 15 research universities in the United States, has confirmed that wood is one of the most environmentally-sensitive building materials for home construction.

The study found that wood uses less overall energy than other products, causes fewer air and water impacts and does a better job of the carbon sequestration that can help address global warming. The research showed that wood framing used 17 percent less energy than steel construction for a typical house built in Minnesota, and 16 percent less energy than a house using concrete construction in Atlanta.

James Wilson, a professor of wood science and engineering at Oregon State University, and vice president of the research consortium, said that the latest information about wood would be very useful for consumers and government agencies.

"There's a consumer movement and even some voluntary standards that are interested in green, or environmentally conscious construction methods," Wilson said. "We need to have a good understanding of the overall effects that different types of construction have in such areas as energy consumption, global warming, air and water impacts, or solid waste disposal."

## **Order Eases Rules In Forests**

National forest managers will not have to adhere to strict wildlife protections under a temporary rule issued recently by the Bush administration.

Issued in 1982, the requirement was often cited in lawsuits that forced the Forest Service to sharply reduce timber cutting in the Pacific Northwest and other regions with declining populations of owls and other animals.

The Bush administration proposed nearly two years ago to weaken the requirement as part of a revision of forest planning rules that had been rewritten by the Clinton administration.

The new ruling states that until final regulations are issued, forest managers can follow the 1982 regulations if they wish but that they are "not in effect." Instead, it directs managers to base forest plans on "the best available science."

## AHMI Talks Appalachian To Cabinet Makers

Appalachian Hardwood Manufacturers, Inc. (AHMI) exhibited at the recently completed Kitchen Cabinet Manufacturers Association's (KCMA) mid-year Management Conference and Trade Show.

Held in Sioux Falls, South Dakota, the conference had nearly 200 registrants and included an extensive educational program with topics including safety, production and wood supply.

"The event allowed AHMI to meet new companies who are potential buyers of Appalachian hardwoods, and introduce them to the advantages of Appalachian products," said AHMI President Mark Barford who attended the show. "We knew that by displaying at this event, we would be meeting with the top managers and buyers from kitchen cabinet companies throughout the United States."

AHMI has recently been targeting the full line of users of hardwoods, including cabinet manufacturers, to spread the advantages of Appalachian hard-

woods. Under its Demand The Appalachian Standards campaign, the promotion touts Appalachian hardwoods characteristics of:

- Sustainable Forests
- Higher Yields
- Consistent Quality
- Made in the USA

AHMI recently become an associate member of KCMA and will be more involved with the association in the future. In addition to this mid-year event, KCMA holds an annual meeting in the springtime, which will be held in Colorado Springs next May.

"Our participation with KCMA also is in legislative and regulatory matters where we both have a vested interest," Barford said. "By being a member, we keep updated on their activities, and look for opportunities to work together."

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



## AHMI Attends NHLA Convention

TORONTO - A large crowd of attendees participated in the 2004 Annual Convention of the National Hardwood Lumber Association.

Appalachian Hardwood Manufacturers, Inc. staff attended and reported success contacting existing and potential members. The meeting is an annual promotion and membership trip for AHMI staff.

In 2004, AHMI President Mark Barford was invited to speak to the Hardwood Distributors Association. He discussed the mission of AHMI and detailed a new promotion "Yield Matters" on the benefits of Appalachian FAS lumber.

"This was a very good convention and opportunity for us to spread the word about Appalachian hardwood lumber," Barford said. "We received a great response, saw a large number of members and were able to introduce ourselves to others."

For more information on AHMI promotions, please visit the website [www.appalachianwood.org](http://www.appalachianwood.org) or contact the AHMI office at (336) 885-8315.

## Fall Furniture Market Set Oct. 14-20

HIGH POINT - Furniture manufacturers are preparing for what is expected to be an interesting Fall 2004 International Home Furnishings Market in High Point.

The semi-annual market begins Oct. 14 and has manufacturers ready to unveil dozens of new pieces in all categories. The report from pre-market in September was an average number of introductions with keen interest in new products.

The fall market runs Oct. 14-20. AHMI members are reminded that Supplier Days are Tuesday, Oct. 19 and Wednesday, Oct. 20. These are days when industry suppliers can visit and call on the manufacturers' purchasing staff.

AHMI again will sponsor a Pinnacle Award during the American Society of Furniture Designers Achievement Awards program on Oct. 15. AHMI awards the juvenile furniture category and four entries are vying for 2004.

For more information or assistance with hotel reservations or driving directions at the October furniture market, please contact the AHMI office at (336) 885-8315.

# Foresters Plan 'AHMI Programs' Meeting

FLATWOODS, WV - Forestry Division Chairman Bob Radspinner has called for a meeting of the Forestry Division of Appalachian Hardwood Manufacturers, Inc., on Tuesday, Oct. 26 at the Days Inn in Flatwoods, WV.

The main program will be presented by Mark Barford and Tom Inman, who are on the staff of Appalachian Hardwood Manufacturers, Inc. They will discuss sweeping changes taking place in the current markets for hardwoods, and the impacts those changes have on the demand for hardwoods.

Barford has researched current and future trends in markets for hardwood lumber. He will share these findings with the foresters.

Inman will present details of AHMI's aggressive promotion campaigns to increase demand for Appalachian hardwoods. The association began its "Yield Matters" promotion earlier this year to focus on the benefits of Appalachian FAS lumber.

The campaign includes advertising, printed material and a new website [www.appalachianfas.com](http://www.appalachianfas.com).

Time will also be included for discussion of issues from the membership, as well as updates from the West Virginia State Forester's office and the West Virginia legislature.

The meeting will begin with a beer social at 5:30 p.m., followed by dinner at 6 p.m., and a program to be completed by 8:30 p.m.



### Research meeting

Earlier that day, a proposal to form the Appalachian Natural Hardwood Research Partnership will be presented by MeadWestvaco, Virginia Tech and West Virginia University. The concept is an outgrowth of ongoing forestry research work that is being completed by each of these groups

Please contact Phil Dunham at MeadWestvaco (843) 851-4726 if you are interested in attending from 10 a.m. to 3 p.m.

AHMI has a room block at Days Inn with a group rate of \$62.95/night for single, \$67.95 double. To reserve a room, call the hotel at (304) 765-5055 - the block is held under the name Appalachian Hardwood Manufacturers, Inc.

To register for the AHMI Forestry Division meeting, please complete the form below, detach and mail with your check to AHMI, P.O. Box 427, High Point, NC 27261.

For more information, please contact AHMI at (336) 885-8315 or e mail to [mark@appalachianwood.org](mailto:mark@appalachianwood.org).

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## Appalachian Hardwood Manufacturers, Inc. Forestry Division Fall Meeting - Oct. 26 at the Days Inn, Flatwoods, WV Reception at 5:30 p.m., Dinner at 6 p.m.

MEETING FEE: \$35.00 PER PERSON (includes reception and dinner)

NAME: \_\_\_\_\_ BADGE NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ BADGE NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ BADGE NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CHECK FOR \$ \_\_\_\_\_ ENCLOSED

# Hardwood Federation Plans Issues, Move

WASHINGTON, DC - The newly formed Hardwood Federation met recently to meet federal legislators and determine pertinent issues for coming months. Representing Appalachian Hardwood Manufacturers, Inc. were board member Mark Vollinger of W.M. Cramer Lumber Co., Hickory, NC, and AHMI President Mark Barford.

On the business side, the Federation decided to relocate its central office to Washington DC. The Federation currently shares space in the National Hardwood Lumber Association office.

The Federation board agreed to expand membership of the group beyond the current 18 associations. This group represents 350,000 working families.

The business session was highlighted by agreement on a priority list of issues. These are:

- Support clear legislative definitions of "invasive species"
- Endangered Species Act Reform
- Elimination of the Inheritance tax
- Support tax incentives to encourage forest industry growth
- Support pro-hardwood provisions under the farm bill and the recently passed Healthy Forest Recovery Act (HFRA)

During the meeting, more than 60 legislators were delivered Hardwood Federation Political Action Committee (HFPAC) checks, and met personally with various representatives from the hardwood industry. In general, they were happy to learn that the hardwood industry had come together, and looked forward to learning more about forest issues.

"The Hardwood Federation is well represented in Washington by lobbyist Grace Terpstra," said Barford. "The energy level and interest of the legislators and their aides indicated they have a real interest in working on our issues, as they welcomed us to come back."

The Hardwood Federation board indicated they wanted to make this an annual event, possibly earlier in the year.

## Environmentalists Challenge PA Logging

An environmental group has filed a federal lawsuit in Pittsburgh challenging 19 recently approved salvage logging projects in the Allegheny National Forest as illegal under the Bush administration's Healthy Forest Initiative.

The projects, which would log a total of 1,670 acres out of an estimated 10,000 acres containing trees damaged by a windstorm in July 2003, were all approved in September. The approval was under a provision of new regulations that allow the U.S. Forest Service to forgo environmental assessments and shorten public comment periods if a proposed logging project is less than 250 acres and requires less than one mile of road construction.

The Forest Service plans to grant salvage timber contracts for logging on 4,600 acres of the forest. The state's only national forest is located on more than 500,000 acres in Forest, Warren, McKean and Elk counties.

The timber products industry has been critical of the Forest Service for dwindling timber cutting in the Allegheny and for being slow to allow salvaging of the storm-damaged trees. Jack Hedlund, executive director of the Allegheny Forest Alliance, a group of industry, school districts and municipalities that supports timbering in the national forest, criticized the environmental group for delaying the timber cut and hurting the economies of forest communities.

## Lean Manufacturing Seminar Set At VT

BLACKSBURG, VA - The Center for Forest Products Marketing at Virginia Tech has set its Lean Manufacturing Workshop for Oct. 20-22.

Lean Manufacturing is the process of producing high quality products with minimal floor space, work-in-process inventory, finished goods inventory, material movement and non-value-added activities. The course is designed for upper and middle-level production managers who want to learn how to successfully implement these concepts in their businesses.

The workshop will be held at the Donaldson Brown Hotel and Conference Center on the campus of Virginia Tech. Rooms are available at the center by calling 877-200-3360.

There are two opportunities to attend with a one-day fee and a two-day fee. For more information, contact Conference Registrar at (540) 231-5182 or Dr. Earl Kline at (540) 231-8841 or e mail to [kline@vt.edu](mailto:kline@vt.edu).

**REGISTRATION FORM**



# APPALACHIAN

**Hardwood Manufacturers, Inc.**

**Inter-Industry Meeting**

**Oct. 20, 2004**

***The Village Inn, Clemmons, NC***

To accurately plan the functions and ensure all members and guests are included on the Registration List, please complete this form and return it with your check to: **AHMI, P.O. Box 427, High Point, NC 27261.** To reserve a room at The Village Inn, call (336) 766-9121.

**MEETING REGISTRATION FEE: \$95 for members / \$195 for non-members**

**PLEASE REGISTER THE FOLLOWING FOR AHMI'S MEETING**

**NAME:** \_\_\_\_\_ **BADGE NAME:** \_\_\_\_\_ **FEE: \$95/\$195**

**NAME:** \_\_\_\_\_ **BADGE NAME:** \_\_\_\_\_ **FEE: \$95/\$195**

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

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

**City** \_\_\_\_\_ **St.** \_\_\_\_\_ **Zip** \_\_\_\_\_

**PLEASE REGISTER THE FOLLOWING FOR GOLF**

Tanglewood Championship Course, Clemmons, NC 12:30 p.m. \$55 per person

**GOLF:** \_\_\_\_\_ **HANDICAP** \_\_\_\_\_ **FEE: \$55**

**GOLF:** \_\_\_\_\_ **HANDICAP** \_\_\_\_\_ **FEE: \$55**

**PLEASE REGISTER BELOW FOR SPORTING CLAYS TOURNAMENT**

Friendship Sporting Clays, East Bend, NC, at 12 noon. \$55 per person

**SHOOTING:** \_\_\_\_\_ **FEE: \$55**

**SHOOTING:** \_\_\_\_\_ **FEE: \$55**

*(Shooters must provide their own gun and shells)*

**TOTAL:** \_\_\_\_\_

Check for \$ \_\_\_\_\_ encl. Date: \_\_\_\_\_ By: \_\_\_\_\_