



2020 August

Monthly newsletter of

Appalachian Hardwood Manufacturers, Inc.

www.appalachianhardwood.org | info@appalachianhardwood.org

AHMI Resets Meeting For Sept. 28-30 In WV

Appalachian Hardwood Manufacturers, Inc. has scheduled a Fall Conference to discuss workforce development and promotions for the hardwood industry.

The event is planned for Sept. 28-30 at the Stonewall Resort in Roanoke, WV. The facility has extensive COVID-19 plans in place and the state of West Virginia does allow groups with an invited or registered list of attendees to meet if they follow social distancing and facemask guidelines.

The event will begin with an outdoor Welcoming reception on Monday, Sept. 28 from 5:30 - 7pm. The business program is Tuesday, Sept. 29 at 8:30 a.m. and will offer three of the programs from the cancelled summer conference:

Growing Hardwood Jobs In Appalachia - representatives from the Appalachian Regional Commission (ARC) will discuss ways to assist workforce training and market development in the Appalachian area. ARC is a regional economic development agency that represents a partnership of federal, state, and local government. The session will be facilitated by community college leaders who are eager to provide training.

Real American Hardwood Promotion - an update from the team developing a domestic promotion program for hardwoods. The market research has been completed and a plan will be underway in September for companies and associations to work together promoting the American hardwood resource to customers;

Growing Hardwood Markets from Appalachia's Hardwoods - The second part of the ARC agenda is new markets for hardwood products. HMR's David Caldwell will have an update on markets in 2020. There will be a discussion with attendees on ways to assist market de-



Stonewall Resort, Roanoke, WV site of AHMI Fall Conference

velopment.

ARC will follow up with a brainstorming session at 2 pm with select attendees to dig deeper into the employee and market issues.

There will be golf and sporting clays tournaments beginning at 1 pm. Golf is set at the Palmer Course at Stonewall Resort, an incredible Arnold Palmer Signature Course that offers superb conditions, peaceful surroundings and an unmatched natural setting.

The Stonewall Sporting Clays course features 16 stations as well as five-stand and challenges every shooting skill. Guns, ammo, targets and cart for the course is provided.

There will be a second reception and dinner on Tuesday beginning at 6 pm. Attendees can depart Tuesday evening or Wednesday.

The AHMI Board of Trustees will meet Wednesday morning.

AHMI will offer online access to the Tuesday session through Zoom Meetings. If you register for virtual only, you will have access to the ses-

(See Conference on page 3)

The way I see it..

By Tom Inman, AHMI President

...MANY folks are ready to meet with customers, buyers, friends and EVEN COMPETITORS again. AHMI members were disappointed that the Summer Conference was cancelled because of North Carolina state restrictions and COVID-19.

I understand and do not want to be a part of spreading the virus. We were prepared to be safe but could not meet.

The AHMI Board recognizes that one of the values of associations is the networking opportunities we foster. They asked for a recent survey of the AHMI membership and learned that the majority of respondents would like to have a Fall Conference and most favored the Stonewall Resort in Roanoke, WV. *(That is West Virginia!)*

We reviewed all of the guidelines in WV, talked extensively with the Resort and other members and have planned just that. A Fall Conference on Sept. 28-30 with two receptions, one morning of business programs, golf and sporting clays - all in a safe environment where we will social distance and wear masks in the public areas.

We are planning outdoor receptions and one dinner that will be plated and served with extra seating spread out. No one will be asked to do anything they are not comfortable doing.

The survey told us there are members who are not interested in meetings as this time. That is fine and everyone must make the best decisions for themselves, their families and workers. I completely understand and respect that.

I also understand there are those who want to meet and will take precautions. There is business to discuss and plans to make that certainly can be done by Zoom call from one office to another.

There is still a place for professional people to come together and responsibly talk and close deals to maintain their companies and provide for their employees.

AHMI has scheduled a place and time to give those who would like to attend the opportunity.

We can do this people.



MEMBERSHIP

AHMI welcomes the following new member:

Consumer

North Hudson Woodcraft Corp.

Michael Jorrey

PO Box 192

Dolgeville, NY 13329

Tel: (315) 429-3105

Fax: (315) 429-3479

Email: mjorrey@northhudsonwoodcraft.com

Website: www.northhudsonwoodcraft.com

New members are vital to the work of AHMI. If you know of companies that should join, please share that information with the AHMI office.

COVID Relief Letter Penned

A bipartisan letter was sent to Congressional leadership in the House in July advocating for specific hardwood focused policies that should be included in the next COVID relief package that may come together. The letter was drafted by the Hardwood Federation and calls for provisions that

- Ensure liability protection reforms are extended to the hardwood/forest products industry
- Direct the Small Business Administration to reverse its decision to limit Economic Injury Disaster Loans (EIDL) to \$150,000. Existing law authorizes EIDL loans of up to \$2 million which is essential to the hardwood industry;
- Extend a sustainable building tax credit to building projects for U.S. wood use;
- Increase government purchases of U.S. wood products, including structural and finished products, for federal building and transportation;
- Fund necessary research to approve increased use of U.S. hardwoods in U.S. military truck beds, replacing imported tropical woods;
- Provide funding for research to increase domestic and international consumer demand for U.S. hardwood products including the environmental and home health benefits.

Conference from page 1

-sion from 8:30 to 12 noon on Tuesday and will view each of the presentations as they are given live from the Stonewall Conference Center. It will be a different experience but enable members and guests to be a part of the Conference.

The Stonewall Resort has guidelines in place that follow local, state and federal restrictions for COVID-19. Social distancing will be enforced and masks required in all public area. AHMI will have masks available.

The hotel has established detailed rules for sanitizing guest rooms, restaurants and all public spaces. West Virginia Gov. Justice has issued guidelines that allow conferences to be held for groups that require advanced registration and accurate attendee lists.

The Stonewall Resort is a truly unique lakeside destination. The rustic yet elegant Adirondack-style lodge is perched alongside quiet lake waters, and surrounded by 1,900 park acres.

AHMI is extending invitations to members of the West Virginia Forestry Association, Appalachian Lumbermen's Club and the Penn York Lumber Club. All are invited to participate and network.

Please see page 6 of this newsletter for registration form or visit www.appalachianhardwood.org/meetings

If you have questions, please contact the AHMI office at (336) 885-8315 or email tom@appalachianwood.org. We look forward to seeing you in person or online at the conference.

We have several sponsorship opportunities for companies and sales teams to assist AHMI and promote your products to attendees. Sponsors receive: 1) Recognition in the packets; 2) Signage for each sponsored event; and 3) Recognition during the meeting.

Please contact AHMI for the best selection or check your email for details.

Please make room reservations before Aug. 31 by contacting the Resort at (304) 269-7400 and ask for the Appalachian Hardwood block. You can also register online at www.appalachianhardwood.org/Meetings.

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2020 Fall Conference - Sept. 28-30

Stonewall Resort, Roanoke, WV

Agenda

Monday, Sept., 28

5:30 pm - Welcome Reception

Dinner on your own

Tuesday, Sept. 29

8:30 am - General Session

1) **Growing Hardwood Industry Jobs in Appalachia** - Appalachian Regional Commission and Community College leaders

2) **Real American Hardwood Promotion** - RAHP Coalition

3) **Growing Markets for Appalachia's Hardwoods** - David Caldwell, HMR, and ARC
Virtual Access provided by PLM Insurance

1 pm - Golf Tournament - Palmer Course at Stonewall Resort

Prizes from Corley Manufacturing

Refreshments from SII Dry Kilns

1 pm - Sporting Clays - Stonewall Sporting Clays
Sponsored by Farm Credit of the Virginias

6-7 pm - Tally Express / DMSi Reception

7 pm - Dinner

Wednesday, Sept. 30

9 am - AHMI Board of Trustees

Have a safe trip home



Group Restores Mine Sites To Hardwoods

From HARDWOODFLOORS magazine

A coalition of partners is working on surface coal mines to transform barren expanses into forests of white oak, northern red oak, black cherry, walnut, and more. Using a process called the Forest Reclamation Approach, the Appalachian Regional Reforestation Initiative (ARRI) is reestablishing forests on mine lands.

"ARRI promotes reforestation practices that lead to forest development for future timber crops, water quality, air quality, and all of the benefits that forests provide to modern society," said Michael French, Director of Operations for Green Forests Work and Co-Chair of ARRI Science Team.

ARRI uses a process called the Forestry Reclamation Approach to reintroduce productive forests back on these lands. It ensures land stability and leaves the last four to six feet of ground medium loose and non-compacted.

"By doing that, it allows tree roots to expand, water to infiltrate the soil, and gas exchange so that native trees can be planted on these sites," he said. The group plants 60 percent later successional species like oak and hickory.

"We also try to plant wildlife shrubs that produce fruit that attracts animals. We've found the animals come in to harvest the fruit, and in the process, they pass along seeds from other places, and it speeds up the healing process," he said.

Homeowner Connects Century-Old Lumber With Meadow River

The owner of a home near London, England recently reached out to AHMI Producer Member Meadow River Lumber Co. to see if their lumber was still available like what was used to construct the home 98 years ago. Mike Rogers was completing renovations to his home, Shawfield, which was built in 1922, and removed a 16-foot piece of oak moulding. He turned it over to discover Meadow River Lumber Co. stamped into the wood. A quick internet search lead him to the current facility in Rainelle, WV.

AHMI Event Calendar

Appalachian Hardwood Manufacturers, Inc. is monitoring events and meetings to determine the best locations to promote AHMI member companies and products. It has been a very unusual year with the majority of events cancelled because of COVID-19.

Below are the plans as of July 1 for the remainder of the year. Please check with the AHMI office before you make final plans to make certain the event is finalized.

Aug. 25-27 **KFIA Annual Meeting**, Louisville, KY

Sept. 15-17: **Pennsylvania Forest Products Association**, State College, PA

Sept. 28-30: **AHMI Fall Conference**, Stonewall Resort, Roanoke, WV

Oct. 16-21: **High Point Furniture Market**, High Point, NC

Oct. 19: **ISFD Pinnacle Awards**, High Point, NC

Nov. 10: **ALC Meeting**, Johnson City, TN

If you know of events that we should consider, contact Tom Inman at tom@appalachianwood.org and provide details. AHMI members are invited to join Inman at the events listed above.

Follow AHMI on Twitter & Instagram for weekly updates on members, hardwood product promotion and events. Please link to:

[/twitter.com/AppalachianHdwd](https://twitter.com/AppalachianHdwd)

[/instagram/appalachianhdwd](https://instagram/appalachianhdwd)

"I would just like to say Hi and I so love wood," Rogers wrote by email to Roy Zangari, Meadow River Lumber owner. "The piece of skirting board I recently removed had your company continually machined into the back of the white oak plank. They are still nice quality."

Rogers was pleased that Meadow River Lumber was still in business and report their products were still beautiful and serving in England.

Thanks to Roy Zangari for sharing this story about the beauty and longevity of Appalachian Oak.

Hardwood Advocacy In The Time Of COVID-19

By Dana Lee Cole, HF Executive Director

Regular AHMI readers are well aware of the Hardwood Federation and our efforts on behalf of the industry in Washington, D.C. We often refer to ourselves as the "Voice of the Hardwood Industry" as we work to support federal policies that support the economic viability of hardwood companies and employees across the country.

We are your advocates in our nation's Capital, one of hundreds of trade associations that work to support industry sectors by presenting their priorities to the Administration and Congress and explaining how action in the right direction will help create jobs and strong local economies. Equally important is we are here in D.C. to play defense, continually building relationships on and off the Hill so that we are in position to kill an emerging policy threat to our sector even before it gains traction.

Trade associations, like the Hardwood Federation, are important to the business community because they are able to focus day in and day out on a specific set of problems and communicate with and educate policy makers on the impacts proposed legislation and regulations can have on employers and employees in their communities. Trade associations also develop consistent messaging that represents general industry agreement on important issues.

As a member of the hardwood business community, the majority of your professional focus is on the business and not politics. HF focuses on the politics to make your job easier.

Traditionally our work is done on a very personal level, often one on one with Members of Congress or Administration officials. Small group meetings are also popular, sometimes with industry leaders or representatives from other forest products associations with common interests.

Where we were once internally focused, working directly and in-person with policy makers and their staff, we are now externally focused, communicating primarily via phone, e-mail and most recently, various virtual meeting systems. While

HARDWOOD FEDERATION

this is different, it does have its benefits. Zoom calls with many participants are more controlled by staff, allowing everyone access to the Member of Congress and reducing the chances of one or two people dominating the conversation.

We have implemented new ways for the industry to get more actively involved. Usually, we host our annual Fly-In to DC, inviting members of the industry to come to town and meet with their federal officials to tell their story and express their opinions. Between 50-80 individuals took us up on this offer in the past.

This year that won't be possible, so we have provided the industry with a new tool, **Phone2Action**, allowing individuals to send texts and e-mails directly to Congressional offices. We have initiated three industry outreach campaigns sending 4,000 e-mails and texts from over 1,000 hardwood leaders to their Members of Congress, reaching 88 Senators and almost 300 Representatives. We have sent 31 COVID-19 related Issue Alerts and Updates since the crisis hit in March.

We believe future advocacy efforts will include a smart mix of all strategies...in person, virtual meetings, direct texting...to press our point of view. Crisis often leads to creative problem solving and new, more efficient ways to get the job done.

The Hardwood Federation team is doing our best to identify ways to effectively represent you in Washington, D.C. during these unprecedented times, and we are also constantly thinking about how to take the best practices learned from this experience with us into the future. We know many of you are facing the same challenges at your facilities. Hopefully we will all be in more positive times soon, but until then, we are confident the industry will rise to the occasion and come out stronger than before.



2020 AHMI Fall Conference

Sept. 28-30 at the Stonewall Resort

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 Sept. 15, 2020 and mail to: AHMI, P.O. Box 427, High Point, NC 27261.

Register online at appalachianhardwood.org/meetings. Make your room reservations there also or directly with Stonewall Resort at (304) 269-7400. Book your room by Aug. 31, 2020

MEETING REGISTRATION FEES

Full Conference \$150 per person (AHMI, ALC, PennYork, WVFA members)
 \$195 per person non-members

Tuesday Only \$125 per person (AHMI, ALC, PennYork, WVFA members)
 \$150 per person non-members

Spouse \$50

I will Virtual Connect FREE (sponsored by PLM Ins.)
You must register to receive the access code

Full registration will be refunded on cancellations received by Aug. 31, 2020. Cancellations received after that time subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S FALL CONFERENCE

Name: _____ FEE: \$ _____

Name: _____ FEE: \$ _____

Name: _____ FEE: \$ _____

Name: _____ FEE: \$ _____

Company: _____

Address: _____

City/State/Zip: _____

I am a member of:

____ AHMI ____ ALC ____ Penn York ____ WVFA

GOLF TOURNAMENT (Tuesday at 1 pm Palmer Course Stonewall Resort includes lunch)

Name: _____ FEE: \$125

Name: _____ FEE: \$125

SPORTING CLAYS TOURNAMENT (Tuesday 1 pm Stonewall Sporting Club includes lunch)

One round of 100 - Includes gun, ammo and targets, boxed lunch

Name: _____ FEE: \$175

Name: _____ FEE: \$175

Check enclosed _____

Total _____

Credit Card: _____

Expiration date _____ Security Code _____ Billing ZIP code _____

Name on card: _____

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