



2020 September

Monthly newsletter of

Appalachian Hardwood Manufacturers, Inc.

www.appalachianhardwood.org | info@appalachianhardwood.org

Markets, Workforce Top Fall Conf. Sessions

Appalachian Hardwood Manufacturers, Inc. will discuss workforce development and market promotions for the hardwood industry at its 2020 Fall Conference 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 conference begins 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) and regional community colleges 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 develop and en-



Stonewall Resort, Roanoke, WV site of AHMI Fall Conference

hance markets for hardwoods.

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 at 9 a.m.

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

...we have received great response from three webinars and one presentation about the Real American Hardwood Promotion. AHMI is one of 26 hardwood and forestry associations that have are working on a new campaign for domestic consumers, designers, architects and manufacturers.

The RAHPC webinars were held for the contributing associations and their boards, and the trade media. I presented a recording of the webinar and fielded questions at the 2020 Kentucky Forest Industries Association Meeting in Louisville.

The webinars explained the research and results RAHPC completed this year. It detailed what customers (and potential customers) know about hardwood products and what influenced their purchases.

RAHPC surveyed more than 1,200 people in person and online. These included all ages and socio-economic levels who completed a recent renovation.

The research found that consumers like American hardwoods for (1) Attractiveness and High-end Appeal, (2) Durability and (3) healthy for their home.

The weaknesses for American hardwoods were (1) Cost, (2) Disconnect between durable and being a good value, and (3) substitutes were "good enough."

A surprise finding was Made in America, environmentally friendly, and sustainability of the resource ranked low in influences decisions for almost all of the age groups.

You can view the complete webinar at:

<https://youtu.be/b503XfrOqgA>

If you have suggestions or want more information, please contact me at the office at (336) 885-8315 or email the group at hardwoodpromotion@gmail.com.

There will be an update at the AHMI Fall Conference on Sept. 29.



MEMBERSHIP

AHMI welcomes the following new member:

Supplier

Scott Insurance

Bethany Murphy

10 Franklin Rd SE, Suite 550

Roanoke, VA 24011

Tel: 540-224-1769

Email: bmurphy@scottins.com

Website: www.scottins.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. We have a packet of materials that explain the promotion work, retirement plan, health insurance and meeting opportunities through membership.

NHLA Convention 2020 Session, Hall Go Virtual

Registration is open for the 2020 NHLA On Demand Conference & Exhibition which is set for Sept. 22-24 with various educational and networking opportunities virtually.

NHLA On Demand will include a keynote presentation from one of the leading U.S. economists, Dan North, a general session/membership meeting, and five additional educational workshops. All content will be available free of charge.

In addition to the education sessions, NHLA will offer a Virtual Exhibit Hall, which is NOW OPEN! The interactive plan has more than 50 hardwood industry-specific companies.

Attendees can find an exhibitor by name, booth, or category, see an exhibitor's profile, and bookmark a booth. The 2020 Virtual Exhibit Hall will be active through the end of the year.

Please register at <https://www.nhla.com/nhla-convention/>

For more information, please contact NHLA.

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 immediately 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.

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 in the Main Ballroom

Wednesday, Sept. 30

9 am - AHMI Board of Trustees

Have a safe trip home



HP Furniture Market Amends Plan, Dates

The High Point Market Authority (HPMA) is taking new steps to keep all attendees of the Oct. 13-21 event as the industry works through the COVID-19 pandemic.

HPMA President and CEO Tom Conley said they are going to go above and beyond all that's required by:

- 1) fog and wipe down buses
- 2) make sure people are socially distanced on the buses
- 3) add a fleet of smaller vehicles — SUVs and sedans — to the 15-passenger Go Anywhere vans
- 4) use online pre-registration and mail all IMC exhibitor passes this year.

"We're also encouraging buyers to pre-register so they don't have to go through the registration process on-site," Conley added. "Anything we can do to make sure the Market is safe, we are doing."

High Point Market Authority has expanded the schedule from five days to nine days. It is expected to spread out attendance, and enable buyer and sellers to meet while maintaining appropriate social distancing requirements.

To further control the flow of attendees, the online registration system will ask guests to select one of three, 3-day periods as their primary attendance period: Oct. 13-15; Oct. 16-18; or Oct. 19-21. To make sure representatives will be available to meet their customers while limiting the staff exhibitors must keep in their showrooms, the HPMA has worked with the International Home Furnishings Representatives Association (IHFRA), to separate domestic buyers and industry guests into two regions, based on the home state of their company headquarters.

For more information about attendance, please visit www.highpointmarket.org or contact the AHMI office at (336) 885-8315. AHMI can assist you with Market visits and contacts if you plan to attend this year.

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 Sept. 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.

Sept. 22-24: **NHLA On Demand Convention and Trade Hall**, VIRTUAL. Register at www.nhla.com/nhla-convention/

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

2021

Jan. 12: **ALC Meeting**, Asheville, NC

Feb. 8-10: **IHLA Convention**, Indianapolis, IN

Feb. 24-28: **AHMI Annual Meeting**, Ponte Vedra Inn, Ponte Vedra, FL

March 9: **ALC Meeting**, Pinehurst, NC

March 24-26: **HMA National Conference**, Austin, TX

April 17-21: **High Point Furniture Market**, High Point, NC

April 28-30: **NWFA Expo**, Baltimore, MD

May 21-23: **Expo Richmond**, Richmond, VA

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.com/appalachianhdwd)

Positive Forestry News In Times Of COVID

By Dana Lee Cole, HF Executive Director

From the onset of the COVID crisis, the Hardwood Federation has focused our advocacy efforts on policy actions related to pandemic-related economic relief for small and medium sized businesses that are the heart and soul of our sector.

Securing essential business designations for the hardwood industry was a priority early on and then we pivoted to working on specific programs like the Paycheck Protection Program and Economic Injury Disaster Loans to help power hardwood businesses through current economic headwinds. While those efforts are ongoing and continue to be a priority, action is happening in the meantime on some of our other forestry related policy priorities.

An area of critical need in the forest management space that we can claim as a victory relates to non-immigrant forestry guestworkers. In June, President Trump issued Presidential Proclamation 10014 which bans nonimmigrant H-2B guest workers from entering the United States.

The ban includes forestry workers who are essential to the operation of the forest sector supply chain which was designated as a "Critical Infrastructure" by the Department of Homeland Security at the onset of the COVID-19 pandemic.

The forest products value chain relies heavily on H-2B guest workers to hand plant tree seedlings following timber harvest operations, or natural disturbances like fire or insect infestations. The work is demanding and often conducted in extreme weather and terrain.

Moreover, the labor is itinerant and necessitates that workers move from region to region. For these reasons, domestic workers have shown little interest in these jobs. Prior to hiring H-2B guest workers employers are required by law to advertise openings for tree planting positions but have had no luck in recruiting domestic labor for this work.

For the reasons cited above, less than 2 percent of the tree planting labor needs are filled by

HARDWOOD FEDERATION

U.S. workers.

A recent survey of those employing H-2B forestry workers highlighted how harmful this ban would be if implemented. Survey results show that unrealized economic impact to rural forest dependent communities would be in excess of \$725 million, 1.6 million acres would not be planted and 1.12 billion tree seedlings would perish.

Thankfully, staff within the White House and key Cabinet Secretaries like Agriculture Secretary Sonny Perdue concluded that banning H-2B forestry workers would indeed cripple tree planting efforts on public and private land and directly undercut the Administration's Trillion Tree Initiative. Due to their input and pressure from many of our allied forestry associations (including the Forest Resources Association, the National Alliance of Forest Owners and the American Forest and Paper Association) and key forestry champions on Capitol Hill, the Department of State updated its guidance on August 12 to specifically carve out "forestry workers" from the immigration ban. This is some welcome good news and one that will benefit the entire forest products value chain.

The Hardwood Federation will continue to monitor implementation of the above guidance, as well as progress of other proposals that are pending in Congress to improve the way our federal forests are managed.

With lawmakers focused on COVID and the November election looming, we do not anticipate meaningful movement in the short term, but perhaps there will be a window of action at year's end before the 116th Congress gavel's out. However, many of these efforts could continue into 2021 when a new Congressional session starts...and new players come to town.



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 ASAP

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

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: _____

Register online at appalachianhardwood.org/meetings. Make your room reservations there or directly with Stonewall Resort at (304) 269-7400. Book your room TODAY!