



2020 December

Monthly newsletter of
Appalachian Hardwood Manufacturers, Inc.
www.appalachianhardwood.org | info@appalachianhardwood.org

Economy, Domestic Markets & Politics

Appalachian Hardwood Manufacturers, Inc. invites you to the **2021 Annual Meeting** on **Feb. 24-28** at The Ponte Vedra Inn and Club in Ponte Vedra, FL.

The north Florida location was the first choice for members who completed the Meetings Survey this summer. Many liked the venue from past meetings and a location that is an easy drive.

The Ponte Vedra Inn is located on the beach, has completed extensive room renovations and golf course redesign. The Inn has set the standard for elegant and refined resort, golf, ten-

2021 AHMI Annual Meeting
Feb. 24-28 @ Ponte Vedra Inn



nis, spa and recreation experiences—all with touches of gracious Southern hospitality.

The business sessions are being finalized but will include:

- **Economic Forecast for 2021** from a UBS economist;

- **National Politics in 2021** from the Hardwood Federation;

(See Meeting on page 3)

SmartLam Begins Tests On Poplar CLT

The first shipment of Yellow Poplar was delivered to SmartLam in early November to build and test cross laminated timber panels (CLT) in a project administered by Virginia Tech.

Approximately 10,000 board feet of 2COM and 3COM kiln dried lumber donated by AHMI members is in process at SmartLam in Dothan, AL. The company will test glues, volumes of pressure and time needed to press the Poplar into panels.

When the tests are complete, the balance of 40,000 board feet of lumber will be graded to Northeast Lumber Manufacturers Association structural standards and shipped. SmartLam will build as many panels as possible, detail the manufacturing process and performance test the products to International Building Code requirements.

Virginia Tech Professors and researchers Dr. Henry Quesada and Dr. Brian Bond are directing the project to learn if Poplar CLT is feasible in appearance and structural applications. Preliminary results indicate that 1COM Poplar can be used



for appearance and 2COM Poplar could be used for structural materials.

CLT is relatively new and has been dominated by softwood species like douglas fir and southern yellow pine. The American National Standards Association approved ANSI/APA PRG 320-2012 Standard for Performance-Rated Cross-Laminated Timber and it has been included in the International Building Code.

The research is also analyzing the willingness of US hardwood sawmills to produce structural lumber in fixed widths and to train employees on the structural grades. AHMI, Hardwood Manufacturers Association, and National Hardwood Lumber Association are partnering with Virginia Tech.

The way I see it..

By Tom Inman, AHMI President

...there are only 28 days remaining in 2020 and I join the ranks of those who will be glad.

I am not one to wish time away but I don't think I will miss a lot of what has happened in 2020. Trade wars, viruses, low log supplies, declines in prices for lumber, and elections all combined to make it a year to get behind us.

While those are mostly negative, there has been some positive news for the industry. The first two months and the last month saw sales and shipments. *(It's those eight in between that were difficult for sawmills.)*

Distribution yards report that overall the year was positive for sales. Secondary manufacturers had two good quarters.

And AHMI will finish the year with overall positive results. There is a full report on page 6 of this newsletter but our major achievements were:

- Two well-attended membership meetings *(AHMI was the last meeting before COVID and the first meeting during the pandemic for many)*

- 16 companies joined AHMI in 2020

- Most Certified Appalachian participants renewed their enrollment, passed a second audit and sold product under the initiative

- AHMI expanded its social media presence with dozens of followers, new videos and an expanded website.

While many events and trade shows were cancelled or went virtual this year, AHMI participated with presentations, Zoom meetings, and emails to keep Appalachian Hardwoods relevant and in the minds of buyers.

Our mission is education and promotion and we take every opportunity to find new ways to do it. Reaching buyers and consumers in a safe and creative manner was a challenge but was accomplished.

I look forward to 2021 with hopes that a vaccine will ease business limitations and allow the economy to fully recover. I wish you a Happy New Year and look forward to working together!



MEMBERSHIP

AHMI welcomes the following new member:

Producer

Collins Kane Hardwood

Bo Hammond

PO Box 807

Kane, PA 16735-0807

Phone: 540-430-1809

Fax: 888-300-8271

Email: bhammond@collinsco.com

Website: www.collinsco.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.

We are beginning the process of renewals for 2021 and have an exciting program of work planned. It is hoped that we can return to trade shows and other meetings to connect with buyers in person.

AHMI is developing video presentations to link with buyers virtually to educate them on the Appalachian Hardwood resource and the member companies that produce it.

Please contact the AHMI office for details or if you know of companies that should join.

AHMI Dues For 2021

Appalachian Hardwood Manufacturers, Inc. mailed its 2021 Membership Dues recently and are payable by Jan. 31. The dues are paid annually for members of the Distributor, Export, Consumer, Forestry and Supplier Divisions. The Producer members pay monthly based on lumber production. (Export membership is for Producer and Distributor companies in addition to their primary dues.)

If you have questions about these, please contact the AHMI office at (336) 885-8315.

Meeting from page 1

- **Manufacturing Equipment Upgrades** from Stiles / Homag;

- **Real American Hardwood Promotion** update;

- **Secondary Manufacturing Report** invited;

Producers and Distributors Divisions Meetings on Saturday. The Annual Golf and Fishing Tournaments are Friday. There will be a Saturday Golf event or you can join the group for Saturday on the Beach.

Ample time is planned for networking with members and guests at receptions, events and dinners throughout the Annual Meeting. Hotel reservations are open now by calling (888) 839-9145. The block includes room nights before and after Meeting dates.

Ponte Vedra Inn & Club are on a stunning stretch of beach on Florida's northeast coast just minutes away from Jacksonville, FL.

For over 90 years, PVIC has set the standard for elegant and refined resort, golf, tennis, spa and recreation experiences – all with touches of gracious Southern hospitality.

The AHMI block of accommodations are **all deluxe oceanside**. Each building is just steps away from the beach, close to dining and minutes away from the sessions and golf.

COVID-19 Action Plan

Ponte Vedra Inn & Club welcomes guests to its sparkling shores and the resort staff makes the facilities safe with rooms thoroughly sanitized using CDC-approved, hospital-grade products. There is a comprehensive cleaning and inspection.

In accordance with CDC guidelines, PVIC strongly encourage guests to wear face coverings in common areas. To keep contact minimal and health and safety top-of-mind, daily guest room services (including turndown) is suspended. The team supplies fresh linens daily if requested.

2021 ANNUAL MEETING AGENDA

WEDNESDAY, FEB. 24

6 pm - Early Bird Reception – Oceanfront Courtyard

THURSDAY, FEB. 25

Morning activities on your own

2 pm - AHMI Board of Trustees Meeting – Tarpon Room

4 pm - Registration – Convention Center

6 pm - Welcome Reception – West Terrace

FRIDAY, FEB. 26

8:30 am - General Session – Ballroom 1

Business Presentations

12 pm - Golf Tournament – Lagoon Course

12 pm - Fishing Tournament – Atlantic

6 pm - Reception – Surf Club Patio

Island Green Hole In One Contest

SATURDAY, FEB. 27

8 am - Producers Meeting – *Producers only* – Tarpon Room

8 am - Distributors Meeting – *(open to all)* Ballroom 1

9:15 am - General Session – Ballroom 1

Business Presentations, Annual Meeting

12 pm - Golf Tournament – Ocean Course

2-4 pm - Fun on the Beach

6 pm - Reception – Ballroom Terrace

SUNDAY, FEB. 28

8 am - Fellowship of Christian Lumbermen – Tarpon Room

Annual Meeting Sponsorship

The 2021 Annual Meeting of Appalachian Hardwood Manufacturers, Inc. will be February 24-28 at The Ponte Vedra Inn and Club in Ponte Vedra, FL. There are Meeting Sponsorship available to enhance the session and encourage companies.

Sponsors receive:

- 1) Recognition during the Annual Meeting;
- 2) Signage for each sponsored event;
- 3) Recognition in the meeting program;
- 4) Table for literature at registration or in the Meeting Room.

Please contact the AHMI office today about the remaining sponsorship opportunities.

Real American Hardwood Promotion Coalition Update

As we move into the New Year the Real American Hardwood Promotion Coalition will soon have some exciting news to share with the industry. This year has been full of ground breaking research, industry efforts and collaboration to further advance the RAHPC. Within the last few months the executive committee finalized the logo, brand statement, and has been working adamantly with the marketing team to construct a long-term plan. Additionally, special task forces were created to focus on specific areas of the Coalition and ensure all aspects of the industry are being represented. Those task forces include, a Structure and Mission Task Force, Funding, Promotion and Marketing, and Association and Business Engagement Task Force.

As 2020 has created some major obstacles in our normal day-to-day activities it has not slowed down the dedication and efforts of the RAHPC. The executive and advisory committee is quite thankful for all of the industry input and most importantly the association's support throughout this year. Stay tuned and eager for the RAHPC in the near future.

AHMI Event Calendar

Appalachian Hardwood Manufacturers, Inc. is monitoring events and meetings to determine the best locations to promote AHMI member companies and products.

Below are the plans for the next several months. Please check with the AHMI office before you make final plans to make certain the event is still planned.

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@appalachianhardwood.org and provide details. AHMI members are invited to join Inman at the events listed above.

Follow AHMI on social media updates on members, hardwood promotion and more.

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

[/instagram/appalachianhdwd](https://www.instagram.com/appalachianhdwd)

AHMI 401K Plan Grows, Cost To Invest Declines

Appalachian Hardwood Manufacturers, Inc. has nearly \$30 million invested from member companies into the AHMI 401k Multiple Employer Plan and the new threshold reduces costs.

In a partnership with UBS Financial, the AHMI plan allows hardwood companies to pool existing retirement accounts or start new programs for employees. The plan offers economies of scale pricing that lowers costs for recordkeeping, third party administrators and financial consultants.

Participants have access to low cost investments that are typically only available to very

large corporate plans. There is also no individual company audit requirement saving staff time and creating efficiencies.

The early participants in the AHMI 401K MEP have found savings of \$5,000-\$12,000 a year. It also has streamlined recordkeeping.

UBS Financial representatives have prepared detailed packets with a company's current retirement program costs and the estimated savings in the AHMI 401K plan. For more information, please contact the AHMI office at (336) 885-8315.

Hardwood Supporters Return To Washington

By Dana Lee Cole, HF Executive Director

AHMI members are well aware of the Hardwood Federation and our efforts in Washington to enact federal laws, regulations, and policies that support the U.S. hardwood industry...and defend against policies that hurt us. AHMI staff, leadership and members continue to be great supporters of these efforts, certainly, in terms of financial support, but much more importantly in terms of the engagement and outreach to Congress.

The Hardwood Federation Political Action Committee (HFPAC) is one of the most important tools we use in our efforts to make our voices heard. The HFPAC is financed by personal contributions...not company dollars...from hardwood industry leaders.

The Federation contributes to the campaign funds of Senators and Congress, on both sides of the aisle, who support the industry. Our goal is to make sure that those who understand our businesses, the impact we have on local communities and the environmental benefits of our products stay in positions to help and promote and defend us at the federal level.

HFPAC dollars open doors to be sure, but more importantly, they help us establish and maintain long term relationships with Members of Congress and their staff. Washington is a town built on relationships...and the more tools you have to build strong foundations, the more successful you will be.

Although funding in 2020 was lower than in past years, the Federation carefully distributed available funding to bolster the campaign chests of over 100 candidates. We are pleased to report that the monies were well spent and most of those campaigns we contributed to were successful.

In the 2019-2020 election cycle, HFPAC supported 12 Senators and 96 House Members. Of the Senators we backed, three were not up for election this cycle (Sens. Lisa Murkowski (AK), John Boozman (AR), and Joe Manchin (WV)) and another retired (Sen. Pat Roberts (KS)). Sen. David Perdue (GA) will be in a runoff election in January to determine who takes that seat for Georgia. Otherwise, HFPAC was 7-0 in Senate races. Those returning to the upper chamber include:

Jim Risch (R-ID); Tina Smith (D-MN); Steve Daines (R-MT); Thom Tillis (R-NC); Jeanne Shaheen (D-NH); Shelley Moore Capito (R-WV); Ben Ray Lujan (D-NM) was elected to an open seat.

In the House, there are a few races yet to be called,

HARDWOOD FEDERATION

but HFPAC supported members currently won 91 races and suffered only one primary defeat (Denver Riggleman of Virginia) and one November loss (Rep. Collin Peterson (D-MN, 7), the Agriculture Chairman).

The HFPAC supported a great set of candidates from the Appalachian region including:

- Buddy Carter (R-1) and Sanford Bishop (D-2) from Georgia;
- James Comer (R-1), Brett Guthrie (R-2), John Yarmuth (D-3), Hal Rogers (R-5) and Andy Barr (R-6) from Kentucky;
- Steny Hoyer (D-5) from Maryland;
- Antonio Delgado (D-19), Paul Tonko (D-20), Elise Stefanik (R-21), Anthony Brindisi (D-22) and Tom Reed (R-23) from New York;
- G.K. Butterfield (D-1), Virginia Foxx (R-5), Mark Walker (R-6), David Rouzer (R-7), Richard Hudson (R-8) and Ted Budd (R-13) from North Carolina;
- Bob Gibbs (R-7) from Ohio;
- Brendan Boyle (D-2), Lloyd Smucker (R-11), Fred Keller (R-12), Glenn Thompson (R-15), Mike Kelly (R-16) and Mike Doyle (D-18) from Pennsylvania;
- Jim Clyburn (D-6) and Tom Rice (R-7) from South Carolina;
- Tim Burchett (R-2), Chuck Fleischmann (R-3) and David Kustoff (R-8) from Tennessee;
- Rob Wittman (R-1), Donald McEachin (D-4), Denver Riggleman (R-5), Abigail Spanberger (D-7) and Morgan Griffith (R-9) from Virginia; and
- David McKinley (R-1), Alex Mooney (R-2), and Carol Miller (R-3) from West Virginia.

This is an impressive, robust bi-partisan group that certainly wields a good deal of clout on House Committees of importance to the Hardwood industry. It was a good year for the Hardwood Federation PAC (HFPAC) however, it is important to remember we must establish relationships and educate Members.

A big thank you to those of you who have supported the HFPAC over the years. You are vital to our efforts on Capitol Hill and we were pleased to see supported members retain seats in Congress. We look forward to working with them—and you—in 2021.

Appalachian Hardwood Successes In 2020

PROMOTION

- Expanded the Certified Appalachian Legal & Sustainable program that provides third-party audit of member companies to the standards.
- Continued the Appalachian Hardwood Verified Sustainable and Verified Legal programs for member companies utilizing U.S. Forest Service data for the Appalachian Region to prove that growth-to-removal is 2.4 to 1. Legality is proven by records from timber owners.
- Published 2020 Appalachian Hardwood Verified Sustainable and Legal Resource Guide with member information that was sent to 8,000 domestic wood consumers and distributed at events.
- Participated in High Point Furniture Market in October and sponsored an International Society of Furniture Designers Award.
- Participated in the Ohio Furniture Guild Market.
- Participated in 11 state, regional and national association meetings and trade shows as a speaker, exhibitor and attendee.
- Distributed hundreds of promotional brochures and wood sample kits to wood consumers, individuals, schools and civic groups.
- Financial support of the Hardwood Federation and the American Hardwood Export Council.
- Expanded use of social media through Twitter and Instagram reaching hundreds of followers weekly with Member of the Week initiatives, hardwood species information and details from meetings and events.
- Released videos on the Appalachian Hardwood Youtube channel including "Appalachian Hardwood Forest to Finished Product" by High Point University.
- Participant in the Real American Hardwood Promotion Coalition.



PROMOTION - Export

- Staff participated in virtual trade shows in Dubai and India.
- Staff distributed the 2020 Resource Guide to more than 15,000 lumber buyers in Europe, Asia, the Middle East and north Africa.
- Distributed trade leads to Export Division members.
- Member of the American Hardwood Export Council Executive Committee.

EDUCATION

- Scholarship to a West Virginia University student in the forestry program.
- Scholarship to Kendall School of Furniture Design student.

MEMBERSHIP

- Membership stable at 200 member companies including 16 NEW MEMBERS in 2020
- Two successful membership meetings

FORESTRY

- Advocate for active management of the Eastern hardwood forest through emails to decision makers, and participation in pro-forestry groups.
- Staff is active with state forestry associations and on the board of the NC Forestry Association.





APPALACHIAN

Hardwood Manufacturers, Inc.



2021 Annual Meeting | Feb. 24-28 | Ponte Vedra Inn, Ponte Vedra, FL

To reserve your room, call (888) 839-9145 and ask for Appalachian block.

All Deluxe Oceanside are \$300 and must be reserved by Feb. 3, 2021. Rate is honored before & after!

Online Hotel / Meeting registration at www.appalachianhardwood.org/meetings

To plan functions and be included on the Registration List, please complete this form and return with your payment to: AHMI, PO Box 427, High Point, NC 27261. Badges and other materials will be on site.

Registration fee (before Feb. 1, 2021)

AHMI MEMBER - \$425 per person

GUEST - \$475 per person

MEMBER SPOUSE - \$275

GUEST SPOUSE - \$300

CHILDREN AGE 12 - ADULT - \$225, UNDER 12 - \$100

Add \$75 to any registration fee after Feb. 1, 2021

Registration fee includes all evening receptions, business sessions and speakers, afternoon at the beach, and entertainment.

Full registration fee refunded on cancellations received by Feb. 1, 2021. Cancellations received after that time will be subject to 50% forfeiture.

Please complete all areas below

Name: _____

FEE: \$ _____

Name: _____

FEE: \$ _____

Company: _____

Address: _____

City/State/Zip: _____

Optional Events I / We will attend

*(included in
registration fee)*

___ Early Bird
reception
Wed. at 6 pm

___ Saturday
on the Beach
from 2-4 pm

Annual Golf Events

Friday at 12 noon at Ponte Vedra Inn Lagoon Course
(includes shuttle, lunch, range balls. Rental clubs & shoes ordered at the Club)

Name: _____ FEE: \$175

Saturday at 12 noon at Ponte Vedra Ocean Course
(includes shuttle, lunch, range balls. Rental clubs & shoes ordered at the Club)

Name: _____ FEE: \$265

Fishing Tournament

Friday at 11:30 depart for sportfishing in the Atlantic Ocean
(4-hour fishing trip, includes boxed lunch, shuttle, tackle, bait, license)
\$185 for each space on multiple chartered boats

Name: _____ FEE: \$185

Name: _____ FEE: \$185

Check # _____

TOTAL \$ _____

Credit Card # _____ Exp. _____ Sec. Code _____ Bill Zip _____

Register online at www.appalachianhardwood.org/meetings

Appalachian Hardwood, PO Box 427, High Point, NC 27261 336.885.8315 info@appalachianhardwood.org