

# Appalachian Hardwood Manufacturers, Inc. 2024 Annual Meeting



**February 2024**

**RAHC Board Member**

Presenters: Amy Snell

**Appalachian Hardwood Manufacturers, Inc.  
2024 Annual Meeting**



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**REAL  
AMERICAN  
HARDWOOD**

TM

# RAHC Mission & Vision Statement

With widespread support, the **Real American Hardwood Coalition unites** the collective efforts and resources of the industry to advance American hardwood as the Naturally Authentic choice.

**Connecting the world to the benefits, beauty and enduring value of American hardwood for a sustainable future.**

[RealAmericanHardwood.com](http://RealAmericanHardwood.com)





**Build Your** *Wellness*

# TV Exposure

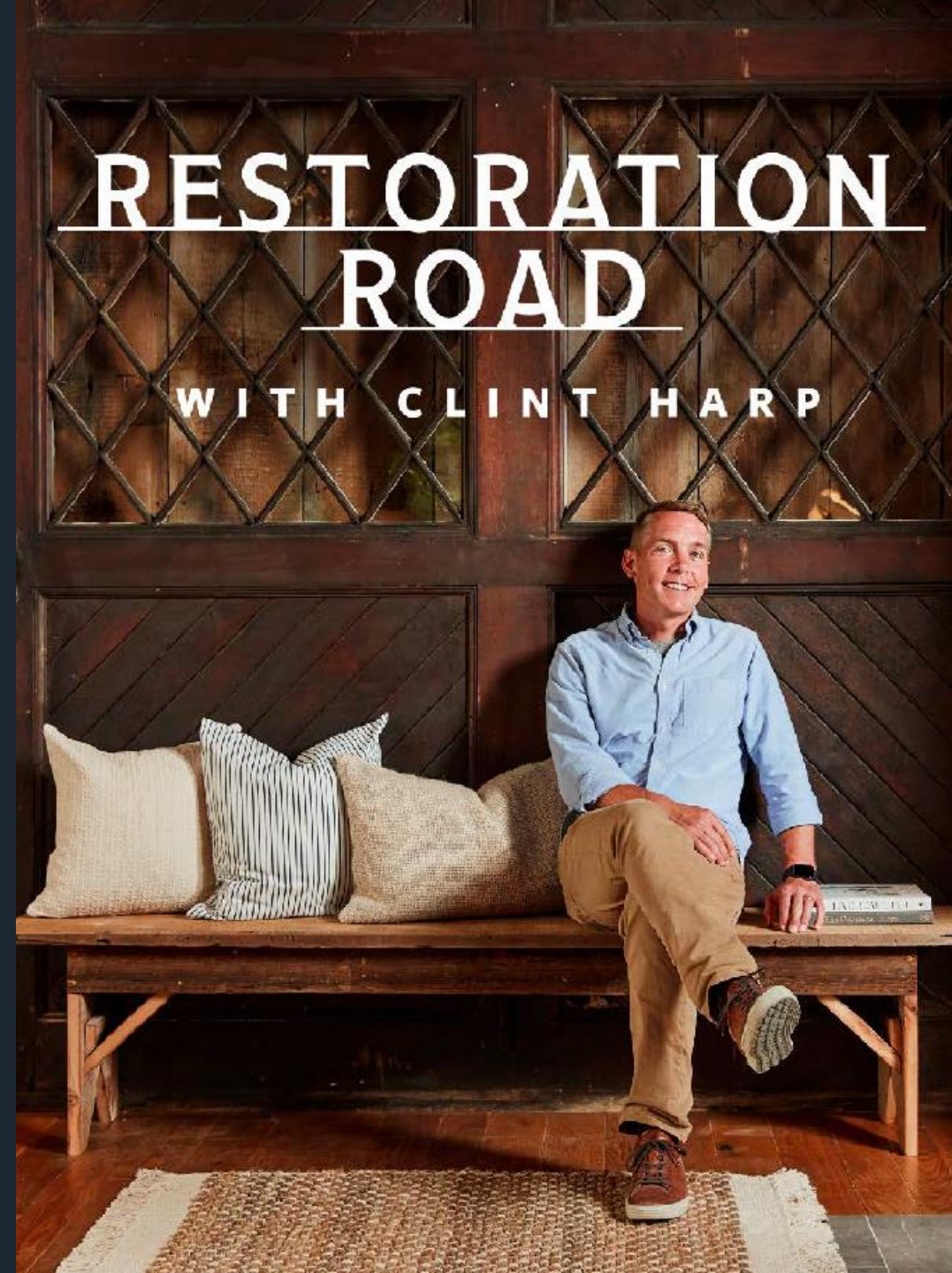
6 Months

14,000,000 Adults age 25-54



# TV Exposure

Branded Open at Premiere  
of Restoration Road



# TV Exposure





# How many people saw Real American Hardwood in the last 6 months?

- 49 Million Impressions
- 20 Million Ad Views
- 1/2 Million Clicks

At least 1 board sold



# Online Video Views = 5,400,000



## Total Campaign Metrics

3,970,141 Impressions

3,645 Link Clicks

3,248,000 Video Views



## Total Campaign Metrics

22,308,245 Impressions

197,830 Link Clicks

2,128,840 Video Views

Online Clicks to our Website = 416,000

Google

**SEARCH**

**Campaign Total Metrics**

314,215 Impressions

24,141 Link Clicks

7.68% Click Through Rate



Google

**DISPLAY**

**Campaign Total Metrics**

8,629,060 Impressions

189,769 Link Clicks

2.20% Click Through Rate

# How many people saw Real American Hardwood in the last 6 months?

- 49 Million Impressions
- 20 Million Ad Views
- 1/2 Million Clicks

Hardwood boards sold??

Hardwood Industry Benefits — Immeasurable



# 2024 Outlook

## ❑ Continue our Partnership with Magnolia

- Aiming to feature products in on-air segments

## ❑ Maintain Social Media advertising

## ❑ Expand Build Your World Marketing Campaign

- Shift marketing from awareness to influence & encourage

## ❑ Implement Architect and Designer Marketing

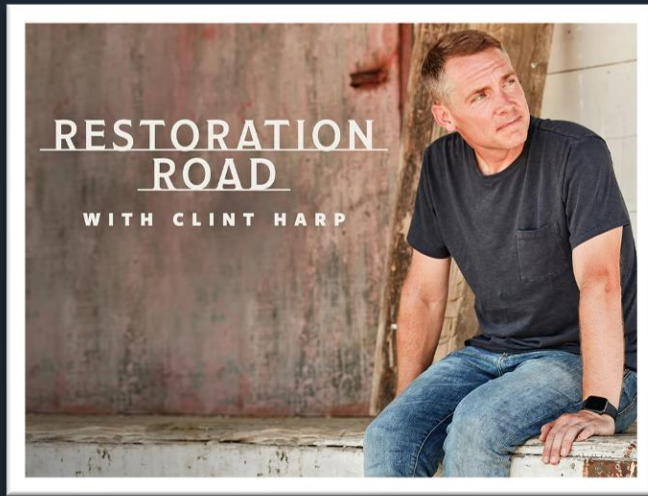
- Speaking engagements
- Tradeshows (Grant funding through NHLA)
- Web portal



# 2024 Funding Goal

# \$2 million

# \$400k committed



# Where does the money come from?

Allegheny Hardwood Utilization Group

American Walnut Manufacturers Association

**Appalachian Hardwood Manufacturers, Inc.**

Appalachian Lumbermen's Club

Decorative Hardwoods Association

Empire State Forest Products Association

Great Lakes Kiln Drying Association

Hardwood Distributors Association

Hardwood Manufacturers Association

Indiana Hardwood Lumbermen's Association

Kentucky Forest Industries Association

Keystone Wood Products Association

Lake States Lumber Association

Missouri Forest Products Association

National Hardwood Lumber Association

National Wood Flooring Association

New England Kiln Drying Association

North American Forest Foundation

North Carolina Forestry Association

Northern Tier Hardwood Association

Ohio Forestry Association

Ohio Valley Lumber Drying Association

Pacific Coast Wholesale Distributors Association

Penn-York Lumbermen's Club

Pennsylvania Forest Products Association

Pennsylvania Hardwoods Development Council

Southern Cypress Manufacturers Association

Southwestern Hardwood Manufacturers Club

West Virginia Forestry Association

Western Hardwood Association

Wood Components Manufacturers Association

Wood Products Manufacturers Association



# Where does the money come from?

- 32 Associations including AHMI
- 130+ company contributions throughout the industry
- Dozens of individual contributions





# Where does the money come from?

## AHMI members

Abenaki Timber Corp.

Allegheny Wood Products, Inc.

ATI International LLC

Baillie Lumber Company

Church and Church Lumber

Cummings Lumber Co., Inc.

Delta ERC

East Anderson Hardwoods

East Ohio Lumber Co.

Gat Creek

GreenTree Forest Products, Inc.

Gutchess Lumber Co. Inc.

Hardwood Market Report

Harold White Lumber, Inc.

Hermitage Hardwood Lumber Sales, Inc.

Hochstetler Wood, Ltd.

HW Chair, Ltd.

JoeScan, Inc

Keiver-Willard Lumber

Lewis Lumber Products

Mayfield Lumber Co

Middle Tennessee Lumber Co.

Miller Wood Trade Publications

NWH

Oaks Unlimited, Inc.

PLM Ins. Co.

Pardee Resources Company

Parton Lumber Co

Penn-Sylvan International, Inc.

Pierson Lumber Company, Inc.

Powell Valley Millwork

Prime Lumber Company

Ron Jones Hardwood Sales, Inc

Roy Anderson Lumber Company

Tally Express-DMSi

TMX World Shipping Company Inc.

TS Manufacturing

Walnut Creek Lumber Co., LLC

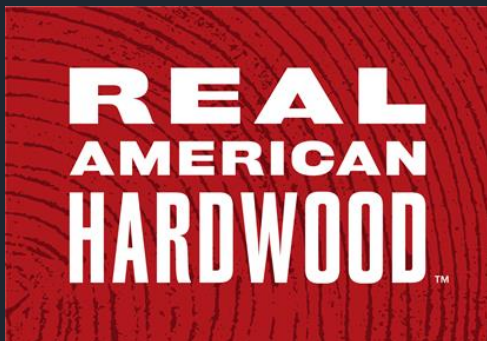
Yoder Lumber Company Inc.

40  
companies



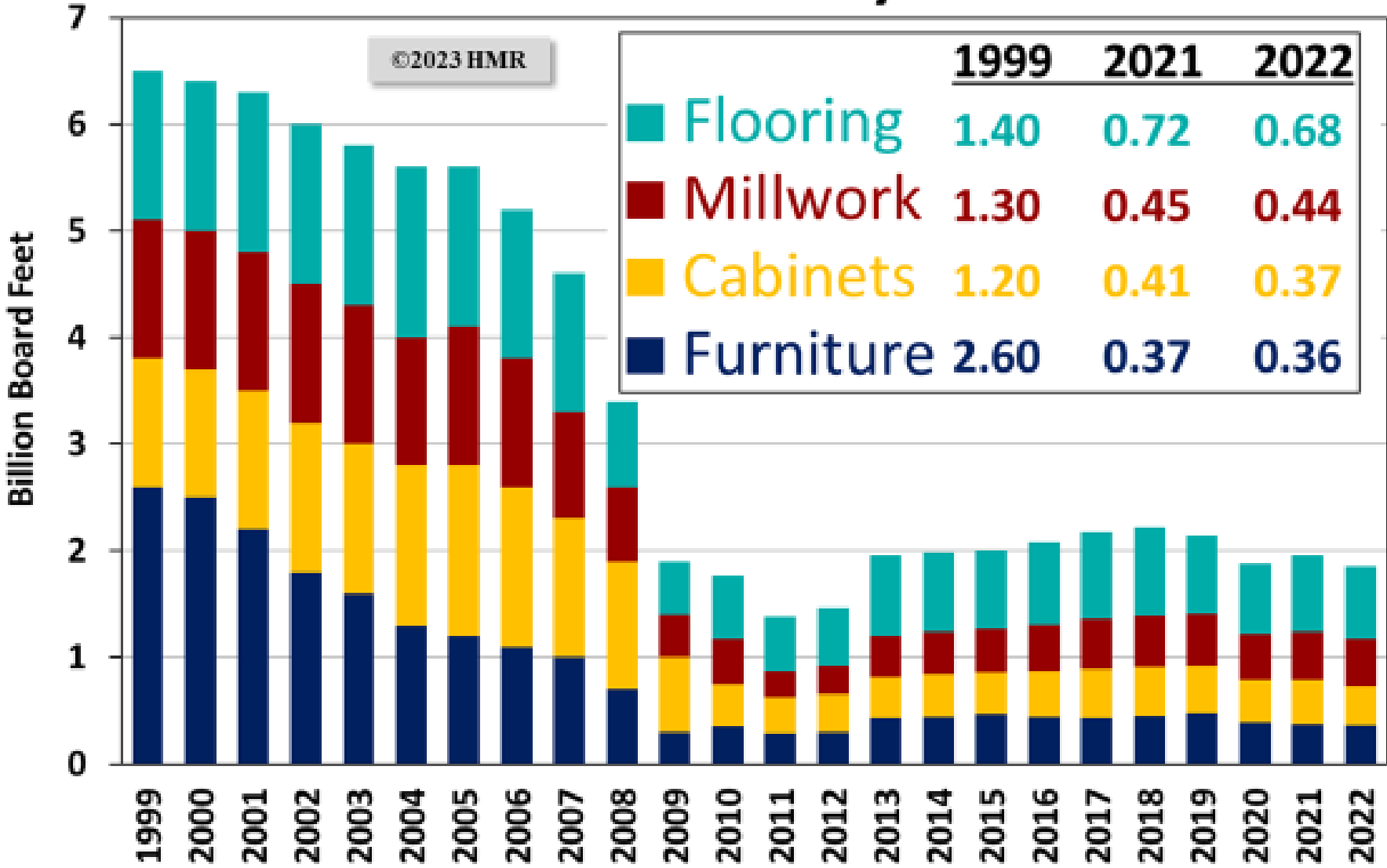
# Why Support ?

## Don't think you can?



- ★ "I'm just a small business"
- ★ "Finances are tight right now"
- ★ "I'm waiting for more deliverables"
- ★ "We have our own marketing"
- ★ "The marketing doesn't directly help me"

# US Consumption of Hardwood Grade Lumber by Sector

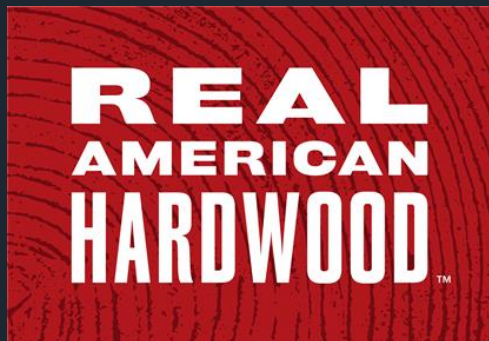


A man wearing a brown jacket and a dark cap with a logo is looking at a smartphone held by a woman wearing a light-colored jacket and safety glasses. They are in a warehouse or workshop setting with cardboard boxes and tools visible in the background. The text "To Fund Impactful Promotions" is overlaid on the left side of the image.

**To  
Fund  
Impactful Promotions**



# How to Support?



- ★ Fill in the cards on your table
- ★ Go to the website
- ★ Scan the QR Code
- ★ Talk with Tom or myself

[www.RealAmericanHardwood.com/Industry](http://www.RealAmericanHardwood.com/Industry)

# Questions?





# Build Your **World**

    @RealAmericanHardwood  
 @RealAmericanHwd  
#RealAmericanHardwood

[RealAmericanHardwood.com](http://RealAmericanHardwood.com) | [RealAmericanHardwood.org](http://RealAmericanHardwood.org)