



Appalachian Hardwood News

May 2025



Trailer Flooring, Exports Set For Summer Agenda

Markets are the focus of the 2025 Appalachian Hardwood Manufacturers, Inc. Summer Conference with presentations set on grade, industrial and export customers.

AHMI has finalized plans for reports on solid grade hardwood promotions to architects and designers; industrial hardwoods for truck trailer flooring; and the latest information on tariffs. The Conference is set for July 19-22 at The Oni Homestead Resort in Hot Springs, VA.

The business sessions include:

PROLAM

Driven by Innovation

- **Prolam Trailer Flooring** Plant General Manager Jonathan Post will discuss the state of the art facility in Stuart, VA, and markets in 2025. The plant makes trailer floors from lower grades of red oak and white oak lumber.



- Real American Hardwood Coalition will discuss its work promoting solid hardwood products to **architects & designers**. The campaign began its second phase in 2024 and is targeting specifiers.



- **Tariffs and Impact on U.S. Hardwoods** in 2025 will be presented by American Hardwood Export Council Executive Director Mike Snow. The latest updates and impact on exports will be discussed.

- The **Appalachian Hardwood Training Initiative** has trained more than 1,000 people at

AHMI Summer Conf. July 19-22, 2025



three schools. Leaders will discuss the success and plans for expanding the programs.

There will be two breakout sessions for Tuesday morning that are being finalized.

There will be ample time for networking with the leading producers and distributors of Appalachian hardwoods and secondary manufacturers. Plan to join the fun with the summer golf tournament, sporting clays, croquet and relaxation.

The Omni Homestead Resort & Spa recently completed a \$170 million renovation and offers top-ranked golf, decadent spa, two-acre water park, and more! There are dozens of outdoor and indoor activities across the resort.

Hotel reservations for the Conference available at (800) 843-6664 and ask for the Appalachian Hardwood group. The block expires June 18 and rooms start at \$379.

Please make dining reservations early for the best selections in the main dining room, Jefferson's or Woody's. Business casual is requested for all locations.

Meeting registration is on page 6 of this newsletter and online at appalachianhardwood.org/meetings. For more information, please call the AHMI office at (336) 885-8315 or email tom@appalachianhardwood.org.

The way I see it...

By Tom Inman, AHMI President

....the tariff turmoil is in full swing as every exporter is trying to determine what to do with hardwood logs and lumber bound for destinations around the world with additional fees.

That has dominated conversations at industry gatherings for weeks. The leader is product headed to China that has more than 100% tariffs imposed on products and a ban on logs (as of this writing).

Export companies have rerouted shipments to other countries and selling the products at 20-25% below the original price. One company reported that 50 containers bound for China were rebooked to Vietnam.

With a glut of material moved from China to Vietnam and other Asian countries, the price for the lumber in those markets is down. Exporters say it is still less than returning the containers to the U.S.

Other exporters have rented bonded warehouses in China. They store the containers at a monthly rate and wait to see what the final tariff is and price the lumber accordingly.

That's an interesting strategy of anticipating a lumber shortage in China in coming months and the ability to meet demand with product on the ground. It's a gamble but planning for the future has become just that in recent years.

"In the old days," many sellers have said, "we could just sell the lumber here or there because that market was hot." In 2025, the markets are mixed. Flooring is fair, cabinets are rising, millwork is good, ties are stable, pallets are improving and exports are off.

The pricing of logs and lumber is a greater challenge. Sellers are trying to get as much as they can and buyers are seeing more lumber available and expect a lower price.

Businessman Stephen Covey says "If there's one thing that's certain in business, it's uncertainty." That is exactly where the hardwood business is today - uncertain of too many factors that have been sure things in the past.



Mullican Flooring's Greg Bureson, Chris Kommers, Kyle Evans and Tony Honeycutt visit Tom Inman in the AHMI Booth at the Wood Floor Expo

Flooring Sales Improve For US Manufacturers

Domestic hardwood flooring manufacturers reported increased sales for the first four months of 2025, according to discussions at the National Wood Flooring Association Wood Flooring Expo.

The event was April 15-17 at the Charlotte Convention Center in Charlotte, NC. Appalachian Hardwood Manufacturers had a booth and also visited producers and distributors.

NWFA reported more than 2,500 wood flooring professionals attended the hands-on demonstrations, innovative product showcases, educational sessions, and networking opportunities.

"The 2025 NWFA Wood Flooring Expo in Charlotte was a resounding success, marking 40 years of dedication to the hardwood flooring industry," says Steve Brattin, NWFA Board Chair and owner of SVB Wood Floors.

AHMI's Tom Inman visited with manufacturers to discuss hardwood flooring trends. White oak and red oak continue to lead the market with added sales for ash, hickory and walnut.

Exhibitors said natural finishes and wider plank flooring are leading sales. These included both solid and engineered hardwood materials.

They also reported that vinyl and other substitute materials were declining in market share. NWFA presented it's "Wood Floor of the Year" Award.

Oaks, Maples Top Wood Species Lists At Market

Domestic manufacturers had a good High Point Furniture Market as retail buyers purchased products that were tariff-free and already here.

The reports were common from many exhibitors at the 2025 Spring Market. U.S. manufacturers said retail buyers and designers were very aware of the additional costs for imported goods.

Several makers promoted "no tariffs" in their marketing materials. Buyers were questioning the source of materials and how importers were dealing with the tariffs.

Vaughan-Bassett Inc. added pieces to several existing lines in Oak and Maple. The bedrooms are priced at mid-levels and built with mostly solid hardwoods.

Buyers and designers liked the stains and appearance of the natural wood.



Bassett Furniture promotes Solid Appalachian products to retailers and designers



From left are C.R. Laine President Warren Frye; Meadow River Lumber's Jeff Zangari; C.R. Laine's Holly Blalock; & MRL's Roy Zangari.

Bassett Furniture, Century Furniture, C.R. Laine and Gat Creek produce middle- and high-end furniture at plants in North Carolina, Virginia and West Virginia. Owners and managers of these companies said market was very positive as buyers sought new product made in the USA.

Retailers have reported stable sales in 2025 as the amount of disposable income for consumers has increased.

The AHMI Certified Appalachian Legal and Sustainable Resource Guide was distributed to hundreds of furniture manufacturers, retailers and designers. AHMI members Meadow River Lumber, Lawrence Lumber and NWH all had staff completing visits.

The next High Point Market is Oct. 25-28. For more information, contact AHMI.



Reserve Booth Now For Furniture Expo 2025

Furniture Manufacturing Expo, being held June 11-12 at the Hickory Metro Convention Center in Hickory, NC, is the only trade show in North America showcasing the largest gathering of suppliers and the latest solutions for manufacturers of home furnishings.

Appalachian Hardwood Manufacturers, Inc. will

be exhibiting in booth 321.

Over two days, attendees have the chance to engage with suppliers and see first-hand the latest innovative products, equipment, and machinery and gain a better understanding of the services and new technology making a critical impact on warehousing, logistics, finance, and the bottom line. The show also features an engaging education program developed by leaders in the upholstery, woodworking, and consulting industries.

Exhibit Rates INCLUDE all Material Handling charges onsite! Rates also include Pipe & Drape, Company ID Sign, Wastebasket, Daily Booth Cleaning, Directory Listing, Booth Staff Badges, and Unlimited Complimentary Badges for Invited Customers. Visit www.FurnitureManufacturingExpo.com for more information and to reserve a booth.

AHMI Partner Services

401k Multiple Employer Plan

The AHMI plan allows hardwood companies to pool existing retirement accounts or start new programs for employees. Participants have access to low-cost investments that are typically only available to very large corporate plans. There is no individual company audit requirement saving staff time and creating efficiencies.

Adopting employers have plan design flexibility and can retain their individual plan features such as a matching formula, vesting and eligibility.

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

Lumber Payroll

AHMI has established a partnership with a payroll software and supplemental insurance provider.

Dough HCM LLC offers unique, proprietary technology to its customers through Lumber Payroll. It is specific to the hardwood industry payroll needs and offers electronic access to wages.

AHMI members will be guaranteed a minimum 15% in cost reductions from their existing providers. As more AHMI members adopt, Lumber Payroll increases the rebate to members using the software.

For more information, contact Nick Koen at **Lumber Payroll** at Tel: 315-750-9031 or email: nick@lumberpayroll.com.

Preventative Wellness Program

Employer's Choice is a national company that provides preventative wellness programs through the Affordable Care Act and funded by federal tax savings.

Preventative wellness programs have proven to reduce long-term health risks. The Employer's Choice plan is available to all employees.

Wellness programs improve employee benefits, and health while increasing company profits. There are no out of pocket expenses for the program.

For more information, contact Grant Deviney (828) 382-7755 ext. 1 or grant@DeltaWealthServices.com

AHMI Calendar

Appalachian Hardwood Manufacturers, Inc. plans to attend the following events to promote AHMI member companies and products.

Members are welcome to participate in the AHMI exhibit and we can assist with registration if required. Please check with the AHMI office:

2025

May 13-15: Hardwood Federation Fly-In, Washington DC

May 20-22: Wood Component Manuf. Spring Tours, Williamsport, PA

June 11-12: Furniture Man. Expo, Hickory, NC

June 12: Stiles Man. Showcase, High Point, NC

July 10-12: FRA Appalachian / WVFA Conference, Glade Springs, WV

July 19-22: AHMI Summer Conference

Sept. 9: ALC Meeting, TBD

Oct. 1-3: NHLA Convention, San Antonio, TX

Oct. 15-16: US Endowment Working Forests Summit, Pittsburgh, PA

Oct. 24-29: High Point Furn. Market, NC

Oct. 27: ISFD, High Point, NC

Nov. 6: Stiles Man. Showcase, High Point, NC

Nov. 11: ALC, Johnson City, TN

For more information, please call the AHMI office at (336) 885-8315 or info@appalachianhardwood.org. If you know of events that AHMI should consider for participation, please contact the office.

Appalachian For Your Exhibits

AHMI also has materials member companies can use in exhibitions to explain the benefits of Appalachian Hardwoods and forest management. Please contact the office for details.

AHMI also has materials for member companies to use in your trade exhibits.

AHMI has increased the number of promotion videos we have posted on our website and YouTube. Visit www.appalachianhardwood.org for links to these and meeting presentations.

We encourage members to link these from your website or social media pages. For details, please email info@appalachianhardwood.org.

HF Makes Final Plans For Washington DC Fly-In

By Dana Lee Cole, Hardwood Federation
Executive Director

The annual Hardwood Federation Fly-In begins May 13 with more than 60 members of the hardwood industry including mill and yard executives, manufacturers, exporters, and association representatives coming to D.C. to meet members of the Trump Administration and elected officials.

We are on track to attend over 100 meetings, sharing personal stories of how the current economic climate, the impacts of global tariffs, and declining demand are impacting the U.S. Hardwood industry.

Participants in the Fly-In will focus on three key areas:

1) The impacts of the Trump Administration trade policy and the imposition of global tariffs on the U.S. Hardwood industry. While the industry as a whole favors the pursuit of fair-trade practices (and recognizes there are bad actors as well as good actors), the current situation has put many hardwood mills in an extremely tenuous situation. We will be making a strong case that while we prefer the opportunity to pursue fair and open markets, if the current situation continues, we need financial assistance to avoid significant closures and lost capacity.

2) Reviving and extending the Tax Cuts and Jobs Act tax benefits enacted in 2017. Among the tax goals for small and medium businesses are renewing and extending the 100 percent bonus depreciation benefit that has been phasing out, the research and development tax credit that has expired and the Section 199A deduction for S-Corporations and other pass-through structures that will expire at the end of this year. There is also talk that a “millionaire’s tax” raising top marginal tax rates to roughly twice what public C corporations pay will be included in the eventual package, which would hit S-Corps particularly hard. This is one provision we would definitely advocate against.

3) Reauthorization of the Farm Bill which has been in limbo for over two years. Although not one of the most pressing issues of the day, the Farm Bill does traditionally include key forestry



provisions, including funding for Hardwood export programs, Wood Innovation and Wood Energy Grants, and potentially training support for forestry related jobs. If time allows during Hill meetings, this will certainly be a point worth mentioning.

May 14 is the Hardwood industry’s day to be heard on the Hill. If you cannot join us in person, consider making a phone call to your elected official in the House or Senate.

Let them know your Hardwood peers on the Hill, and although you can’t be there in person, you wanted to share your company’s current economic outlook. You can get phone numbers for your officials’ offices [here](#) or search for Congress.gov in your browser.

Make your voice heard on May 14! Don’t depend on others to speak for you!

For more information on these policies, please visit www.hardwoodfederation.com.

McDowell Visits Sawmill

Kepley-Frank Lumber Owner Jimmy Kepley (left) hosted UC Cong. Addison

McDowell (NC-6) on a sawmill tour recently at the Lexington, NC facility. McDowell discussed his support for the industry and jobs in his district.



2025 AHMI Summer Conference July 19-22 The Omni Homestead Resort



Registration

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 July 11, 2025 and mail to: AHMI, P.O. Box 427, High Point, NC 27261.



MEETING REGISTRATION FEES

AHMI MEMBER - \$450 per person
AHMI MEMBER SPOUSE - \$325
CHILDREN 10 & older - \$225
CHILDREN UNDER 10 - \$50

GUEST - \$550 per person
GUEST SPOUSE - \$425
MONDAY SESSION ONLY - \$200

Registration after July 11, 2025 incur a \$100 late fee. Full registration will be refunded on cancellations received by July 12, 2025. Cancellations received after that time subject to 50% forfeiture.

PLEASE REGISTER THE FOLLOWING FOR AHMI'S SUMMER CONFERENCE

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Name: _____ Badge Name: _____ FEE: \$ _____

Company: _____

Address: _____

City/State/Zip: _____

AHMI GOLF TOURNAMENT (Monday at 12 noon. The Old Course includes boxed lunch)

Name: _____ FEE: \$240

Name: _____ FEE: \$240

SPORTING CLAYS TOURNAMENT (Monday at 12:30 p.m. The Shooting Club)

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

Name: _____ FEE: \$280

Name: _____ FEE: \$280

CROQUET TOURNAMENT (Monday at 2 p.m. at Croquet Lawn)

Name: _____ \$30

Name: _____ \$30

Check enclosed _____

Total _____

Credit Card: _____

Expiration date _____ Security Code _____ Billing ZIP code _____

Name on card: _____

You may also register online at www.appalachianhardwood.org and follow the link to Meetings. Please make your room reservations there or directly with The Homestead at (800) 838-1766. Book your room by June 18, 2025.