



Appalachian Hardwood News

July 2025



4 Rooms Remain For Conference Attendees!

Late decisions are allowed this year for the AHMI Summer Conference as four rooms remain available at The Omni Homestead Resort at **HALF OFF THE REGULAR RATE!**

Please contact the AHMI office today to take advantage of this incredible group rate and an outstanding business program on key markets for all grades of Appalachian hardwood lumber and products. There are sessions for Monday and Tuesday mornings, great receptions and the recent addition of **Monday dinner at 7 pm hosted by PLM Insurance!**

Confirmed speakers are:

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.

- **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. He will share information on the agency's EUDR plan which begins this year.



- **Smurfit Westrock Develops EUDR Policies.** Region Manager John Hancock will discuss requirements for suppliers to help the company meet EUDR.

July 19-22, 2025

The Omni Homestead



- 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.

Tuesday breakouts confirmed

- The **Appalachian Hardwood Training Initiative** has trained more than 1,000 people at three schools. Leaders will discuss the success and plans for expanding the programs.

- **DeltaWealth** will explain the **Employer's Choice program** 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.

The Conference provides 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.

Please call the Resort today for remaining appointments at (800) 838-1766 as they fill quickly.

(See Conference on page 2)

The way I see it...

By Tom Inman, AHMI President

...uncertainty has reigned supreme in the first half of 2025 for most Appalachian Hardwood Manufacturers members.

The hardwood industry has struggled with tariffs of up to 145% on some countries, sales cancellations and then returns, fluctuating pricing on lumber and turmoil. Business leaders say they are able to determine a price today for logs and lumber but it changes tomorrow and is altered again on the third day.

Forecasting the future is always a challenge and historically there has been method to the madness. Trends for interest rates, homebuilding, GDP, wage growth would all factor into determining where business would be in weeks, months or the next quarter.

That is difficult for sawmills and yards in 2025. There has been an uptick in business resulting from tariff threats and implementation on some countries - but just a tick.

Domestic manufacturing is seeing limited business reshore because of uncertainty. Buyers are pricing product to source from Appalachian mills.

Can you plan on that continuing? There are changes to these schedules weekly but I believe there will be better domestic business in the second half of 2025. The challenge is maintaining solid hardwood's share of the market.



AHMI is pleased to announce new members:

Distributor & Exporter

Edwards Wood Products, Inc.

Brett Cant

2215 Old Lawyers Rd

Marshville, NC 28103

Phone: 704-624-5098

Email: brettcant@ewpi.com

Website: www.ewpi.com

Supplier

Automation and Electronics

Tyler King

15 Glenn Bridge Rd, Ste A

Arden, NC 28704

Phone: 704-200-2350

Email: tyler@automationelecusa.com

Website: www.automationelecusa.com

Welcome to these companies!

New members are vital to the work of AHMI and 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, and meeting opportunities.

Conference from page 1

Rooms are available at the group rate from the AHMI office.

Please make dining reservations early for the best selections. Business casual is requested for all dining locations.

Please note and a special Thank You to PLM Insurance for hosting our group for dinner on Monday at 7 pm in the Mt. Vernon-Stratford Room immediately following the reception.

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

Thank you to our Conference Sponsors:

PLM Insurance

Stringer Industries

DeltaWealth Inc.

SII Dry Kilns

Corley Manufacturing Inc.

Stiles Machinery

TS Manufacturing

DMSi

Farm Credit of the Virginias

UBS Wealth

Furniture Plants Seek Maple, Oak Products

HICKORY, NC - Lumber buyers at the 2025 Furniture Manufacturing Expo in June are looking for maple and oak lumber in the next two quarters.

AHMI participated in the annual event at the Hickory Convention Center. Attendance was down slightly from the previous year and manufacturers said business was stable.

The majority of wood buyers were from North Carolina and Virginia and were seeking sheet good for upholstery frames but there were inquiries for exposed lumber. The species requested were maple, oak and poplar.

AHMI distributed Resource Guides and Certified Appalachian materials. Thank you to three member companies who assisted in the booth: Meadow River Hardwood Lumber, RAM Forest Products, and W.M. Cramer Lumber Co.

EU Calls US 'Low Risk' For Deforested Wood

BRUSSELS, Belgium - The European Union Commission recently reported guidance for Country Benchmarking and the United States has been listed as "low risk" for deforestation.

The updated guidance simplifies the EUDR for many U.S. exporters and the changes are designed to make compliance clearer. This benchmarking defines the due diligence obligations that must be met based on where their products originate.

The low-risk designation for U.S. means:

- A simplified due diligence process
- Data like geolocations is still required
- No risk assessment must be completed except when there is a substantiated concern
- 1% of operators will be checked annually

The European Deforestation Regulation (EUDR) will bring tougher rules for companies selling products tied to deforestation in the EU. The rules now apply for large companies from December 30, 2025, and from June 30, 2026, for small and micro businesses.

Help Fund 2025 Effort



The Real American Hardwood Coalition (RAHC) continues to unite the collective efforts and resources of the US hardwood industry to connect the world to the benefits, beauty, and enduring value of Real American Hardwood products - and we are making an impact!

The RAHC has set ambitious goals from the start in their efforts to influence consumer perception and purchase trends for hardwood products. In 2024 our sights were set on outreach to the architect and design community using Real American Hardwood products.

Through the launch of a prosumer site, RealAmericanHardwood.pro, and RAHC participation in consumer and commercial architect and design shows, we're now influencing both consumer and professional design audiences across the country - raising the interest of millions in the role of Real American Hardwood products in a healthy, sustainable future! Our work is not done.

Real American Hardwood has been front and center in 2025 - participating in large scale consumer gatherings and architect/design shows across the country. We will also move into the "action phase" of our education and promotion strategy - building hardwood sourcing and purchasing components into the .com and .pro platforms. These enable direct access to Real American Hardwood products, hosting hardwood design competitions and expanding the repertoire of continuing education programs for architects and designers. But we need your support!

Funding the Real American Hardwood Coalition is a long-game proposition and need the industry's support. We hope that you will contribute today to help Build Your World™.

Visit www.realamericanhardwood.org or www.realamericanhardwood.pro.

AHMI Partner Services

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 at grant@deltawealthservices.com or call (828) 382-7755 ext. 1.

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.

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

July 19-22: AHMI Summer Conference

Aug. 18: Penn-York Club, Spartansburg, PA

Sept. 9: ALC Meeting, Tryon, NC

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 with details.

Appalachian For Your Exhibits

AHMI has brochures, books, wood sample kits and other materials member companies can use in exhibitions to explain the benefits of Appalachian Hardwoods and forest management.

We also have videos and slide presentations for interactive messaging. Please contact the office for details.

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.



Why Is It So Hard To Pass Legislation In 2025

By Dana Lee Cole, Hardwood Federation
Executive Director

If you've been watching the news, including your Hardwood Federation updates, talking to your members of Congress or attended the annual Federation Fly-in, one thing is crystal clear—passing legislation is harder than ever.

While gridlock in Washington is nothing new, the current political climate and the speed and flexibility of policy development under the returning Trump Administration, has added even more complexity to an already cumbersome process. The hardwood industry—like so many others—finds itself waiting on important decisions while policymakers fight over process and priority.

The System is Not Built for Speed: The Founding Fathers did not create a process to move quickly on legislation. The three co-equal branches of government, the deliberate process required to pass legislation, the two-party system which allows for minority dissention (and tools to further slow things down), and the privilege of public engagement all are intended to ensure proposed legislation has a full review before becoming law.

Reconciliation: Big Promise, Bigger Problems: Reconciliation—a powerful tool to pass budget-related legislation with a simple Senate majority—is supposed to streamline action. But this year's massive reconciliation bill, packed with expiring business tax provisions and new revenue raisers, has become a political lightning rod.

The Budget Battle: Crafting and passing a federal budget has always involved sausage-making, but in 2025, it's more like trench warfare. Deep divisions remain between fiscal hawks demanding spending cuts and others pushing for expanded investments in economic growth, including infrastructure and workforce development.

The NDAA: Even traditionally bipartisan efforts like the National Defense Authorization Act (NDAA) are now sources of partisan wrangling. While the NDAA has long been seen as "must-pass" legislation, this year's version has become weighed down by unrelated policy riders, culture war amendments, and broader geopolitical anxieties.

Last year was an unusual year for the Federa-



tion; we actively engaged on the NDAA in order to get language encouraging adoption of American red oak for use in military truck beds. We also worked to get some troublesome language out of the bill that would have limited harvesting on federal lands. While the NDAA doesn't usually directly impact the hardwood sector to this degree, its fate is tied to broader legislative momentum. When even the NDAA stalls, it signals trouble for everything else—including Farm Bill reauthorization, export program funding, and rural workforce initiatives critical to our communities.

What It Means for the Hardwood Industry: The Fly-In this year could not have been better timed. With reconciliation negotiations unfolding as our members met face-to-face with over 100 congressional offices and Administration officials, we delivered a clear message: our industry needs action—not delay.

We shared real-world stories of how uncertainty affects mills, markets, and jobs. We made the case that international trade policy must support—not strangle—U.S. hardwood exports. We asked for extension of critical tax provisions. And we reminded policymakers that without a functioning legislative process, we all lose.

Your Voice Still Matters: The disfunction in D.C. may seem overwhelming, but our voices carry weight. Every meeting, every phone call, every email helps break through the noise. Advocacy takes persistence. Most of the time, success happens over the course of many months, or even years. The path forward may be tough, but the Hardwood Federation's commitment to the hardwood industry is tougher.

So while legislation is hard to pass—especially now—it's not impossible. And with your continued engagement, we'll keep pushing forward.

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.
Call the AHMI Office for room selections.