



# Appalachian Hardwood News

August 2025



## Truck Flooring Demand Up; EUDR Prep Begins

HOT SPRINGS, VA – Demand for truck trailer flooring lumber will rise in 2025, based on remarks at the 2025 AHMI Summer Conference.

The general manager of the Prolam manufacturing facility in Stuart, VA, told attendees that business was improving and the need for the industrial oak lumber will increase. Jonathan Post was a keynote speaker at the program and shared the production plans at the Virginia plant.

Prolam purchased the Ten Oaks Flooring plants and converted one into a truck flooring facility in 2021. The company is headquartered in Quebec, Canada, and was founded in 1997.



Jonathan Post

Post said it was logical to purchase the Virginia

### Trailer Forecast in North America

- 2019: 1M units
- 2023: 2.1M units
- 2030-2040: 2.6-2.8M units

plant because of access to the hardwood resource and demand for trailer flooring products in the U.S. and Mexico.

Prolam has proprietary processes to dry, prepare and shape the lumber and it is glued and under treated to extend the life of the floor. The plant uses the latest technologies in robotics to build the floors from 4/4 oak.

### Tariffs and Impact on U.S. Hardwoods

American Hardwood Export Council Executive Director Mike Snow provided an update on European Union Deforestation Regulations. He said AHEC has developed a process to provide mapping of hardwood harvests that show the county of origin and exporters can make documents using the website.

(See Conference on page 3)

## AHMI Offers Group Health Insurance, Wellness

The AHMI Board of Trustees approved plans at its July meeting to offer group health insurance and wellness programs to member companies.

DeltaWealth will administer major medical health insurance through BHPI and employees will have a choice of four plans with access to the largest independent, nationwide primary preferred provider organization. The PHCS network has more than one million health care providers nationwide: 920,000 practitioners, 4,800 acute care hospitals and 87,000 ancillary facilities. Group dental and vision plans are also available.

The BHPI / AHMI offering:

- Is designed specifically for lumber industry
- Groups all AHMI companies in one group, spreading out the risk
- Has extremely competitive rates



**Benefit Health Plan, Inc**  
ADMINISTRATORS

- Has low minimum requirements
- Provides upgraded access to Cigna & Blue Cross Blue Shield networks

Whether you have had group medical for years and are just looking for more competitive rates and benefits or if you have never had group medical before, this exclusive AHMI/BHPI offering is in a class of its own.

Call Delta Wealth Services today at (828) 382-7755 or email [info@DeltaWealthServices.com](mailto:info@DeltaWealthServices.com) to schedule a time with a dedicated agent.

(See Health on page 2)

## Health from page 1 -----

### Wellness Program Provides Tax Savings

The AHMI Board has previously endorsed Employers Choice which provides a wellness program that pairs with your existing or the new AHMI/BHPI group medical plan reducing your tax liability and providing additional savings and benefits for employees. Currently, over 4 million individuals are participating and receiving immediate, short- and long-term benefits utilizing health incentives at no out-of-pocket costs to AHMI members or company employees.

Employer's Choice has a suite of wellness options that are partially funded by tax savings under the Affordable Care Act. Preventative wellness programs have proven to lower long-term health risks and these are available to all employees.

#### Employers Choice (detailed):

1) This is not insurance but pairs with your current group medical insurance offering with preventative benefits creating a healthier more productive employee. It offers tax savings plus comprehensive health benefits including virtual care, mental health support, and covers 1000+ of the most commonly prescribed prescriptions at no out-of-pocket cost to employers or employees.

2) By utilizing current federalized programs and incentives, the program offers the employer a net savings of around \$640 /employee/year starting with your first payroll.

3) The immediate benefits and savings are far outweighed by the short- and long-term benefits of a healthier more productive employee. Employers Choice handles everything from education, onboarding, and compliance with minimal effort from your HR Department.

#### Why it Matters to Employers:

- Fully managed compliance backed by a legal protection plan
- Fully HIPPA, ERISA, ADA & IRS compliant
- Immediate tax savings to your bottom line
- Lowers medical premiums with less medical, prescription & TeleMed claims on primary insurance



## THE EMPLOYER'S CHOICE

- Reduces sick callouts & lost productivity
- Supplements existing or new AHMI/BHPI Major Medical Plan without disruption
- Increased employee retention via a strong benefits offering
- Easy to implement

**Why it Matters to Employees** (Member + 5 dependents covered):

- 1000+ No-cost prescriptions
- Tax savings (increase \$ brought home)
- Nationwide 24/7 virtual urgent/primary care
- Mental health, marriage, & finance counseling
- Weight management & smoking cessations programs
- Fitness & Nutrition Tools
- No out of pocket costs, No copays or deductibles

#### What some of the clients report:

"Beyond the financial impact, Delta Wealth also helped us introduce a supplemental wellness program for our employees—at no cost to them or us! This added benefit has made a meaningful difference for our staff, offering them peace of mind and extra coverage without added expenses."

Contact Delta Wealth Services today at (828) 382-7755 or email [info@DeltaWealthServices.com](mailto:info@DeltaWealthServices.com) to discuss the details with our team. Delaying just 90 days may cost your company thousands of dollars in savings.

*\*Delta Wealth Services is a Business Development partner for TMG Business Solutions\**

## Conference from page 1

AHEC staff continue to meet with US Department of Agriculture and Trade officials to pressure the European government to accept American hardwoods as negligible risk for deforestation. The U.S. is currently listed as low risk and exporters still have to show the plot of land origin for all log and lumber exports.

Snow also said tariffs from the Trump Administration on imports to the U.S. have caused other countries to impose retaliatory tariffs. These have increased the cost of U.S. lumber and reduced export sales.

### Smurfit Westrock Develops EUDR Policies

Smurfit Westrock Regional Manager John Hancock discussed new requirements for suppliers to help the company meet EUDR. He said suppliers to the Covington, VA, facility will have to provide plot of land origin for logs and chips.

The company has a partner, Resource Wise, where the information is uploaded, verified and then supplied to European customers. Smurfit Westrock suppliers are encouraged to implement the program as quickly as possible. The facility has more than 500 suppliers.

### Real American Hardwood Coalition

Dana Spessert of the National Hardwood Lumber Association provided an update on work by the Coalition to educate architects and designers. NHLA received a grant in 2024 and again in 2025 to focus on these two markets on behalf of RAH.

There have been trade exhibits, wood sample kits and direct marketing to these companies. A magazine is under development with a focus on

**Crowd  
listens  
to  
session  
at  
AHMI  
Conf.**



these professionals.

### AHTI Reports Training Success

Staff from two colleges that participated in the Appalachian Hardwood Training Institute reported on the success of the grant program.

Lisa Hicks, AHTI administrator, said Mountain Gateway Community College was the lead entity for the \$1.4 million Appalachian Regional Commission project. The partners included Glenville State University in West Virginia, Big Sandy Community College in Kentucky and Haywood Community College in North Carolina.

The schools offered 60 unique training courses and served more than 123 businesses in the four states. There were 1,571 students enrolled in classes and 1,558 completions.

The group was thrilled with the completion rate and most came from existing workforces. The courses will continue to be offered at the colleges and expanded to include other schools in the region with online and in-person curriculum.

The PDF versions of the 2025 Summer Conference presentations are posted at [www.appalachianhardwood.org/videos](http://www.appalachianhardwood.org/videos)

### Sporting Events

There were multiple sporting activities during the conference.

Golf winners: Low Gross: 1st-Peter McCarty; 2<sup>nd</sup>-Sawyer McCarty.

Low Net: 1<sup>st</sup>-Jay Reese; 2<sup>nd</sup>-Nick Boyles. Closest to the pin-Andy Nuffer; Long Drive-Sawyer McCarty.

Sporting clays: 1<sup>st</sup>-Steve Hamer; 2<sup>nd</sup>-Geoff Hillenmeyer; 3<sup>rd</sup>-Tony Honeycutt.

Croquet: Winners-Lynn and Roy Zangari.

The next meeting of AHMI will be March 4-8 for the 2026 Annual Meeting at the Naples Grande Reosrt, Naples, FL. The association has met there previous times in 2020, 2006, and 2001.

Hotel reservations will open soon. The program is under development and suggestions may be sent to [info@appalachianhardwood.org](mailto:info@appalachianhardwood.org).

## The way I see it...

By Tom Inman, AHMI President

....the AHMI Summer Conference provided great information on topics that impact sawmills and distribution yards TODAY!

There was extremely positive news from truck trailer flooring manufacturers in the Appalachian region (see story on page 1). Prolam's general manager in Virginia was very positive about oak lumber needs in 2025 and 2026.

As the U.S. economy improves and more goods are produced, the demand for transportation will increase. The presentation cited forecasts that in the next five years the demand for new trailers will double from 2019.

That is a large number and an outstanding outlet for 2COM and 3COM Red Oak and White Oak lumber. Appalachian sawmills historically have made a lot of that and can ramp up production to meet that demand.

The other primary producer of truck trailer flooring in the region, Havco Wood Products, was in attendance. Their report was equally upbeat for and the Vonore, TN, plant is expanding. It will operate six production lines when the expansion is completed.

This is great news for expanding oak markets as international buyers have reduced purchases. Delivering to plants in the region makes sense.

Other takeaways from the Conference: the European Union Deforestation Regulations are on schedule. There has been debate about delays and inability to have procurement data ready. The European Union Commission is maintaining its position that data will be required starting Jan. 1, 2026.

Two companies in the region: Smurfit Westrock and Speyside Inc. have told suppliers what they will require. It ranges from a single data point in the harvest site to the polygon of a tract's border.

Sellers are encouraged to work closely with all European customers to understand their requirements. It will mean more data collection and effort.

It comes at a time when few companies have extra time and people to provide it. There is still hope for a delay or reconsideration.



AHMI is pleased to announce new member:

### **Distributor**

Farrow Lumber Co.

Tim Pleimann and Damon Bevins

PO Box 547

Cairo, IL 62914

Tel: 618-734-0255

[tim@farrowlumber.com](mailto:tim@farrowlumber.com)

[damon@farrowlumber.com](mailto:damon@farrowlumber.com)

[www.farrowlumber.com](http://www.farrowlumber.com)

Welcome to this company!

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.

### **Hatchet Toss**

*Beryl Beagle (left) of Stella-Jones and Stan Jones of Koppers throw hatchets at the AHMI Summer Conference. The friendly competition gave bragging rights to .....*



### **Thank you to AHMI Conference Sponsors:**

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# Trade Concerns Dominate Federal Issues

By Dana Lee Cole, Hardwood Federation  
Executive Director

The continuing evolution of the Trump Administration's trade policy is the top issue for the Hardwood Federation...and for most of Washington, D.C. Although there has been a "pause" on increasing tariff levels for most countries, new announcements are coming fast and furious about new tariff levels for some countries (Canada, Mexico, and the EU), standard tariff levels of 10-15% for others, and promises of imminent announcements of finalized trade deals.

So how does the Federation stay on top of a constantly changing status? The only honest answer is, we are doing our best, but it is a challenge. Every trade organization in town struggles to stay current. The Hardwood Federation team has some strategies to keep up to date and to proactively advocate for the U.S. hardwood industry as the situation develops.

First, we are in regular contact with key Administration officials and Congressional offices that provide information and are available to answer questions. We also follow D.C. based information networks that distribute updates, often in real time, of official Administration news alerts as well as the unofficial comments shared on social media channels like X or Truth Social.

In terms of trade specifically, I am the Vice-Chair of the U.S. Department of Commerce's International Trade Advisory Committee on Building Materials. As such, provides information, input, advice and comments to the Commerce staff working on issues related to international trade and business issues. I have security clearance (albeit at a pretty low-level) to receive confidential updates and information related to ongoing trade negotiations. This not only allows for input into the negotiations process but also helps inform and direct Federation advocacy efforts.

As an industry association located in Washington D.C., we meet with peers from other organizations on a regular basis, both in scheduled meetings and as a part of day-to-day interactions. These exchanges often provide insight not available in media accounts or in formal updates from Con-

gress or the Administration. This is also an excellent example of why industry has a D.C. presence.

The Hardwood Federation is a very small team, although one comprised of dedicated professionals! However, some additional help can be necessary (and welcome) in order to meet the goals we set for ourselves as well as those set by the Federation Board and industry expectations.

This year, the Federation has brought on short-term assistance from a D.C.-based consulting firm to increase our fire power on the Hill and with the Administration. Monument Advocacy has been brought onboard for three months to increase our capacity to educate Hill and Administration leaders about the potential impacts of a drawn-out trade war, and potential retaliatory actions, on the U.S. hardwood industry.

We have worked closely with the American Hardwood Export Council and others to develop materials that succinctly demonstrate the impacts of the 2019-2020 dispute, have developed a formula for potential financial relief should it become necessary, and are planning mill tours for key members of Congress, including press coverage, to stress the importance of including hardwood concerns in all negotiations with trading partners. And if that fails, supporting the industry while the dust settles on negotiation outcomes.

We will also be looking for those industry members with political connections to continue to reach out and tell their story. And for those who have not been active in the past, perhaps now is the time! Let us know how we can help.

We are looking forward to sharing the outcomes of these efforts in the coming months. While we do expect that the Administration will announce trade deals before the August 1 deadline, we also expect that trade policy will continue to evolve, and the status quo will never be long-term. The Administration shows no signs of slowing down, and neither does the Federation!



## 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](mailto: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](mailto: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

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

Sept. 9: ALC Meeting, Tryon Resort, Mill Spring, 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

### 2026

Jan. 13: ALC, Greensboro, NC

Feb. 2-4: IHLA, Indianapolis, IN

March 4-8: AHMI Annual Meeting, Naples, FL

March 10: ALC, Roanoke, VA

April 21-23: NWFA Flooring Expo, Orlando, FL

For more information, please call the AHMI office at (336)885-8315 or email [info@appalachianhardwood.org](mailto: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](http://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](mailto:info@appalachianhardwood.org).