



May 2026 Newsletter

A monthly publication of Appalachian Hardwood Manufacturers, Inc.

Technology, Markets Are Focus Of 2026SC

The ways technology is improving timber purchasing and sawmill production will top the agenda for the 2026 Appalachian Hardwood Manufacturers, Inc. Summer Conference. There will also be presentation on domestic and international markets and updates on promotion.

The Conference is set for Aug. 1-4 at the Colonial Williamsburg Lodge in Williamsburg, VA. It is a special time to visit Colonial Williamsburg with celebrations set to mark the nation's 250th anniversary and the 100th year of the Colonial Williamsburg Foundation which oversees the historic events and buildings.

Confirmed speakers are:

- **AI in the Sawmill: Business to Bucking Log Technologies.** Virginia Tech Associate Professor and Extension Specialist Pipiet Larasatie will discuss developments in artificial intelligence for sawmills for business and bucking.



2026 Appalachian
Hardwood Manufacturers
Summer Conference
Aug. 1-4



- **Tariffs and the EUDR Impact on U.S. Hardwoods in 2026** by American Hardwood Export Council International Program Manager Tripp Pryor. He will discuss the latest updates and impact on exports.

- **Domestic Markets For Hardwoods** by Hardwood Market Report/Fastmarkets Editor Andy Johnson will update domestic and industrial markets for hardwoods.

- **TimberSync Finds Trees For Mills** by Ace Heinle who will share new technology to connect sawmills with forest landowners that generates results.

- **Real American Hardwood** will present the latest videos, social media and design contests promoting solid hardwood products to architects & designers.

(See Conference on page 3)

Make Your Voice Heard in D.C. June 9-10

The Hardwood Federation needs the hardwood industry to talk to Congress at the 2026 Fly-In to Washington D.C. on June 9-10.

The annual event connects hardwood people with legislators and the administration to discuss our issues. The leading topics for 2026 are:

- Hardwood economic relief from reciprocal tariffs

- Final push for Senate passage of the Farm Bill

- Increased truck weights

The Fly In is a great method to share your insights, concerns, and opportunities with your Members of Congress. The schedule has been reduced to two days to focus on top issues and make the best use of valuable time.

There is a welcome reception on June 9 and training session early June 10.

The remainder of the day is meeting with your elected officials. There are two political action committee events with both parties.

Please visit www.hardwoodfederation.com to register today. There is a limited block of rooms at the host hotel, the Embassy Suites D.C. Convention Center.



The way I see it...

By Tom Inman, AHMI President

...the recent High Point Furniture Market report mirrors the hardwood lumber industry in a word - slow.

The twice annual event was in late April and the overall attendance was down from October 2025. Furniture exhibitors had mixed reports with many of the high-end manufacturers pleased with visits and sales results. The mid-priced categories had fair results but the low- and low-middle were down.

The solid hardwood industry customer is a mid- and upper-priced maker. Their success has always translated to increased lumber sales after furniture market.

In recent years, however, panel products and wood substitutes have crept into these categories. International suppliers have improved the quality of these furniture offerings but Trump tariffs increased the price in 2025 and early 2026.

There were multiple advertisements in High Point that products were "tariff free" and "Made in the USA." Interior designers and consumers are prioritizing quality, craftsmanship and most important trustworthy materials.

Those are winners for Appalachian Hardwoods because we can prove where lumber is sourced. We can compete for sales of quality materials.

AHMI has recently completed two marketing projects with High Point University and Lenoir Rhyne University in Hickory, NC. Students were tasked with developing strategies to market the Appalachian hardwood lumber brand.

Both teams, independent of each other, recognized the quality and lasting value of Appalachian Hardwoods. They are finalizing videos and presentations that will be available soon.

AHMI has promoted quality, consistency and yield to secondary manufacturers for more than 90 years. That message and our products have not changed while the consumer has.

Our promotions are being shaped to package them in a way that we can partner with manufacturers to tell this story. The key will be that "partnership" moving forward.



Gat Caperton talks 'solid hardwood' to designers

Designers See Hardwood At HP Market Events

AHMI educated interior and furniture designers about solid hardwood lumber use in residential spaces at the 2026 High Point Furniture Markets.

The events included "The Power of Hardwood: Craft, Performance and Purpose in Design" panel discussion and "The Hardwood Design Experience: A Curated Tour." Both were in a partnership with Real American Hardwood.

There were approximately 40 interior designers who participated in the events and heard from furniture designers and manufacturers. The theme centered on solid hardwood usage in the home and the beauty, durability and the value it brings to consumers.

Four design leaders explained their decision-making process to specify solid hardwoods in a variety of species during the panel discussion. They represented contemporary and traditional designs in bedroom, dining and case goods.

Several attendees joined in a curated tour of three showrooms by solid hardwood manufacturers Century Furniture, Gat Creek Furniture and Simply Amish. The owners and top executives of each lead a walk through the showrooms and explained the use of hardwoods.

The Spring Market attendance was down from Fall 2025. Exhibitors from high-end and mid-priced reported keen interest in fresh designs showcasing wood grain.

There were introductions in white and red oak, walnut and cherry.

Conference from page 1

- **Pit Sawmill Tour on Tuesday at 10 am** to view the Colonial Williamsburg method of producing lumber. The mill was rebuilt with funds from AHMI, PLM and several AHMI members.

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, croquet and pickle ball.

The Colonial Williamsburg Lodge offers top-ranked golf, a decadent spa, and close proximity to historic Williamsburg. Attendees will have access to passes for multi-day visits to the period homes, shops and more. There are also theme parks and other historic sites in the area.

All AHMI attendees are invited to march with a fife and drum team to reception and dinner at Shields Tavern sponsored by PLM Insurance. It is a return to the 1700s for drinks and dinner.

You may register online at www.appalachianhardwood.org and follow the link to Meetings. Please make your room reservations there or directly with the Colonial Williamsburg Lodge at (800) 261-9530. **Book your room by July 1, 2026 and rooms start at \$229.**

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

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

AHMI 2026 Summer Conference

Colonial Williamsburg Lodge, VA

Saturday, Aug. 1

Relax on your own

6 pm Early Bird reception

Sunday, Aug. 2

2-4 pm - AHMI Board of Trustees Meeting

3-5 pm - Registration in Lower Lobby

6 -7 pm - Welcome Reception sponsored by Stringer Industries

Dinner on your own

Monday, Aug. 3

8:30 am - General Session

12 pm - Golf Tournament on Green Course

2 pm - Pickle Ball Tournament on tennis courts

2 pm - Croquet Tournament on Spa Lawn

6-7 pm - Monday Reception and dinner at Shields' Tavern sponsored by PLM Insurance

Tuesday, Aug. 4

8:30 am - Breakout Session Real American Hardwood

10 am - Tour of Pit Sawmill Departure

Have a safe trip home

Expo Richmond Draws Crowd, Visit From Gov.

Appalachian Hardwood Manufacturers marketed hardwood lumber to thousands of visitors to Expo Richmond in April.

The event attracts loggers, sawmills and secondary manufacturers to view the latest equipment and technology. More than 15 AHMI Supplier members participated and AHMI was the only hardwood lumber promotion group attending.

Staff distributed hundreds of Resource Guides and other materials. The effort promoted *Certified Appalachian* for buyers seeking sustainable and legal resources.

The event included a visit by Virginia Governor Abigail Spanberger who met with AHMI leaders.

Va. Gov. Abigail Spanberger meets with AHMI's Tom Inman and Jamie Coleman, vice chair, of Robert S. Coleman Lumber



at Expo Richmond in April

Furniture Designs Show Beauty Of Appalachian

BOONE, NC – American hardwood species from Appalachia were designed and manufactured into 35 beautiful entries for the 2026 Student Furniture Design Competition at Appalachian State University (ASU).

Students from the Furniture Design program utilized White Oak, Hard Maple, Walnut, Cherry, Black Locust and Red Oak in the year-long design and build contest. The entries included chairs, cabinets, clocks, storage, media centers and benches for the Broyhill Walking Park in Lenoir, NC.

The competition was a joint effort by Appalachian Hardwood Manufacturers, Inc. (AHMI), and the Real American Hardwood Coalition (RAHC), a national organization of hardwood lumber trade groups. AHMI President Tom Inman served as contest director and said the designs ranged from traditional to contemporary.

“It was amazing to see what these students conceptualized, modeled and eventually built into beautiful pieces,” he said. “These were all from solid American hardwood lumber and hardwood plywood, much of it donated, so they could understand the design features and beauty of solid hardwoods.”

David Blair, executive director of the International Society of Furniture Designers, served as a judge. “The attention to detail and function was apparent in every design,” he said.

The range of products included tables, wall units with audio cassette and record album storage, a writer’s storage cabinet, an elegant cherry clock and a large lounge chair made of ash. The entries in-



First place winner Walker Hailey with her white oak lamp titled 'Nyleth'. There were 35 entries in the student contest

cluded commissioned works for outdoor seating on the Broyhill Walking Trail in Lenoir, NC.

“It was inspiring to see how App State students highlighted the natural beauty and versatility of Appalachian hardwoods through such inventive and well-resolved designs,” said Sheryl Oring, Chair of the Department of Applied Design at Appalachian State University. “As a juror, I was especially excited by the ways students used hardwood not simply as a material, but as an integral part of the conceptual and aesthetic language of the work itself.”

The fourth judge and contributor of lumber was Sebastian Church of Church and Church Lumber in Wilkesboro, NC.

The contest winner was Walker Hailey of Atlanta for a tall white oak floor lamp titled “Nyleth.” She drew inspiration from waterfalls and the piece flowed from the lighted top to the extended base. Second place was a writer’s cabinet in hard maple designed by Ian Demus of Matthews, NC. He said the piece was designed to solve a problem with uninterrupted surfaces and dowels. Honorable mention went to Tim Rushin of Deep Gap, NC, for a walnut rocking chair.

“This competition proved that young designers continue to draw and make fine furniture from solid Appalachian hardwoods,” Inman said. For more info, visit www.appalachianhardwood.org/design-asu



Tom Inman, AHMI; David Blair, ISFD; 2nd place winner Ian Demus, ASU student, Boone, NC; Sebastian Church, Church & Church Lumber

Member Benefits

401k Multiple Employer Plan

AHMI members can enroll in the **AHMI 401(k) Multiple Employer Plan** for existing retirement accounts or start new programs for employees. Participants have access to low-cost investments like large corporate plans. There is also 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. AHMI's retirement consultants, Tampa Wealth Management Group | UBS Financial Services, have over 50 years of retirement plan experience. Contact: John Faircloth 813-227-2892 and Michael Carey 813-227-2837 or AHMI at 336-885-8315.

Group Health, Wellness

AHMI member companies have access to group health insurance and group wellness programs.

The **Benefit Health Plan Inc.** offers four health insurance options and the largest independent, nationwide primary preferred provider organization. There are 920,000 practitioners, 4,800 acute care hospitals and 87,000 ancillary facilities in system.

Employer's Choice offers wellness options that are partially funded by tax savings under ACA. These preventative care programs lower long-term health risks and pair with existing health insurance or the new AHMI/BHPI group medical plan

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

Lumber Payroll software

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 cost reduction from their existing providers. As more AHMI members adopt, Lumber Payroll increases the rebate. For more information, contact Nick Koen at Lumber Payroll at (315) 750-9031 or email: nick@lumberpayroll.com.

AHMI Event Calendar

AHMI 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:

2026

- May 13: **DHA Annual Meeting**, Asheville, NC
- May 27: **SCAD Furniture Design Contest**, Savannah, GA
- June 3-4: **Furniture Manufacturing Expo**, Charlotte, NC
- June 9-10: **Hardwood Federation Fly In**, Washington, DC
- Aug. 1-4: **AHMI Summer Conference**, Williamsburg, VA
- Aug. 24-28: **International Woodworking Fair**, Atlanta, GA
- Sep. 8: **ALC**, Tryon, NC
- Sep. 16-18: **NHLA Convention**, Cleveland, OH
- Sep. 21: **PennYork Club**, State College, PA
- Sep. 22-23: **PFPA**, State College, PA
- Oct. 17-21: **High Point Furniture Market**, High Point, NC
- Oct. 19: **ISFD Pinnacle Awards**, High Point, NC
- Nov. 10: **ALC**, Johnson City, TN

To participate in these events or form more information, contact AHMI office at (336) 885-8315.

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. AHMI has increased the number of promotion videos posted on our website and YouTube. We encourage members to link these from your website or social media pages.

Visit www.appalachianhardwood.org for links to these and meeting presentations. For details, please email info@appalachianhardwood.org.

RAH Videos, Social Media Hit Back At Substitutes

Real American Hardwood expanded its push back on substitute materials with bold social media posts and videos.

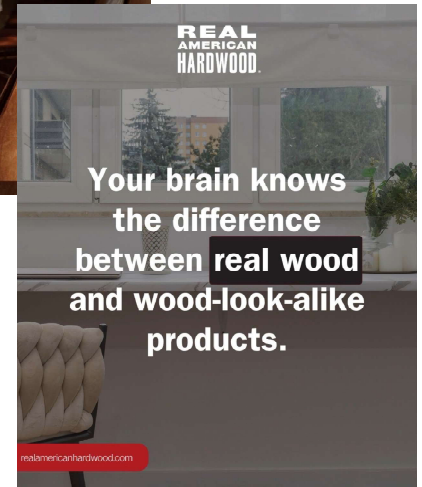
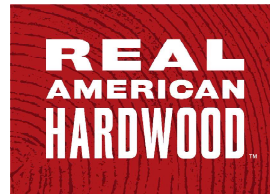
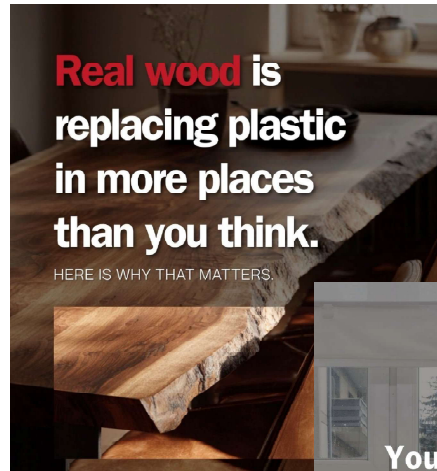
Posts in late April and May educated consumers that "Spring is the best time to renovate...with hardwood products," and "Wood stores carbon. Steel and aluminum release it."

The campaigns are approved by the RAH Promotion Committee and developed by a Kentucky agency. The media is posted multiple times a week.

There is also a new video titled "Real American Hardwood Stands For..." It showcases the use of hardwoods from baseball bats to flooring to millwork.

Visit Real American Hardwood on Instagram and Facebook and share these posts. Follow RAH and ask your employees to share on their socials.

Reach out today to learn more at realamericanhardwood.com/industry. Watch a variety of videos on Facebook, Instagram and YouTube.



EU Rejects Calls For Changes & Delays To EUDR

The European Commission is introducing limited simplifications to the controversial EU Deforestation Regulation (EUDR), while making it clear that the legislation itself will remain fully in force. No further delays or renegotiations of the law are being considered.

The message came May 7 as the Commission published its latest simplification review of the EUDR, the EU's far-reaching regulatory framework aimed at reducing global deforestation linked to products sold within the EU.

The regulation has faced strong criticism for several years from the forestry industry, agricultural groups, and multiple trading partners outside the EU. Critics argue that the rules risk creating extensive bureaucracy, higher costs, and new trade barriers without delivering sufficiently clear environmental benefits.

Despite mounting pressure, the Commission has now signalled that the legislation will move forward as planned.

The EUDR, adopted in 2023, requires companies to demonstrate that products sold within the EU have not contributed to deforestation after December 31, 2020.

The rules apply to commodities including timber and a range of products derived from those materials. Companies are required to provide detailed information on the origin of raw materials, including geographic coordinates for plantations and forest areas.

The requirements apply to both importers and European companies operating within the EU market. The regulation has already been delayed twice because of technical difficulties and criticism from both member states and industry groups.

At the same time, uncertainty remains over how effective the system will be in practice. Several companies and industry groups warn that global traceability requirements could become extremely difficult to enforce, particularly across complex international supply chains.

2026 AHMI Summer Conference

Aug. 1-4 Colonial Williamsburg, VA



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 10, 2026 and mail to: AHMI, P.O. Box 427, High Point, NC 27261.

MEETING REGISTRATION FEES

AHMI MEMBER - \$475 per person
AHMI MEMBER SPOUSE - \$350
CHILDREN 10 & older - \$250
CHILDREN UNDER 10 - \$50

GUEST - \$575 per person
GUEST SPOUSE - \$525
MONDAY SESSION ONLY - \$200



Registration after July 10, 2026 incur a \$100 late fee. Full registration will be refunded on cancellations received by July 10, 2026. 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: _____

WILL ATTEND (add #)
(incl. with registration)

___ Early reception

___ Monday dinner at
Shields Tavern

___ Tuesday sawmill
tour at 10 am

AHMI GOLF TOURNAMENT (Monday 12 pm. Green Course incl. boxed lunch)

Name: _____ FEE: \$125

Name: _____ FEE: \$125

CROQUET TOURNAMENT (Monday at 2 p.m. at The Spa Lawn)

Name: _____ FEE: \$30

Name: _____ FEE: \$30

PICKLEBALL FUN (Monday at 2 p.m. at the Tennis Center)

Name: _____ FEE: \$10

Name: _____ FEE: \$10

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 Colonial Williamsburg Lodge at (800) 261-9530. **Book your room by July 1, 2026.**