

The Import/Export Wood Purchasing News
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IMPORT/EXPORT WOOD purchasing news

Vol. 37 No. 3



Serving Forest Products Buyers Worldwide



December 2010/January 2011

Attendees Gather In Vancouver For NHLA Convention

Photos By Gary, Terry, Wayne and Paul Miller Jr.

Vancouver, British Columbia—Alaska Governor Sarah Palin, who, in 2008, made history by becoming the first woman ever to run on the Republican Party's presidential ticket, spoke to a packed house as keynote speaker in the opening session of the

Additional photos on pages 10 & 12

Continued on page 15



Paul Miller, Jr., Import/Export Wood Purchasing News, Memphis, Tenn.; Tom Armentano, Sirianni Hardwoods Inc., Painted Post, N.Y.; C. J. Katsetos, Anglo American Hardwoods, Mason, Ohio; and Keith McPherson, Sirianni Hardwoods

Importers, Distributors Hear Market Status At IWPA Reception

Vancouver, British Columbia—Nearly 100 importers and distributors of lumber and lumber products attended the business program and networking session hosted by the International Wood Products Association (IWPA) at the recent National

Additional photos on page 14

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Doug Newman and Bill Rogers, Newman Lumber Co., Gulfport, Miss.; and Thuy and Norm Murray, U-C Coatings Corp., Buffalo, N.Y.

AHEC Reports Export Increase

Photos By Gary and Terry Miller

Vancouver, British Columbia—With international importers of U.S. hardwoods becoming more concerned with the increasing demand for sustainable procurement of wood products, the American Hardwood Export Council (AHEC), with the help of

Additional photos on pages 14 & 16

Continued on page 15



Ron Artz, American Hardwood Industries, Waynesboro, Va.; Steve Sievers, CK International, Durham, N.C.; Dan Harrison, Cersosimo Lumber Co., Brattleboro, Vt.; and Andrew Craig, James Latham PLC, Leicester, United Kingdom

Canadian Wood Products Show Fulfills Global Sales Mission

Photos By Wayne Miller

Whistler, British Columbia—Despite the recession, deals were being nailed down at this year's Global Buyers Mission™ (GBM) held here. Event organizers reported that early projections are that the show topped last year's record sales.

Additional photos on pages 16 & 18

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Ian Wight and Dennis Wight, Pacific Western Wood Works Ltd., Delta, B.C.; and Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.

The Malaysian Timber Councils Launches Global WoodMart

By Elizabeth Baldwin and Leonard Krause

Kuala Lumpur, Malaysia—The Malaysian Timber Council (MTC) inaugurated its first biannual Global WoodMart (MGW) recently at the Kuala Lumpur Convention Center. The two-day event marked two firsts. It was the MTC's first foray into the field

Additional photos on page 12

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John Chan and Michael Snow, American Hardwood Export Council, Reston, Va.; and Leonard Krause, Krause & Associates, Eugene, Ore.

FMC 2010 Attracts 650 Exhibitors

Shanghai, China—The 16th Furniture Manufacturing & Supply China (FMC 2010) and FMC Premium 2010 were held here recently at Shanghai New International Expo Center, concurrently with the 16th China International Furniture Expo. During

Continued on page 19



The 16th FMC set a new record this year in terms of the exhibition area and the exhibitors' numbers.

Who's Who in Import/Exports



TY BOWGREN

Ty Bowgren is log yard manager for **Wagner Millwork Inc.** of Owego, N.Y. Wagner Millwork is a sawmill, offering hardwood lumber, veneer quality logs, saw logs, low-grade logs, sawdust, wood chips and bark. The company saws mostly thick stock lumber from 8/4 to 16/4 in all hardwood species. It buys certified wood on a case-by-case basis. Wagner Millwork is a member of both the Empire

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ROBERT "BOB" KEEP

Robert "Bob" Keep is sales and marketing manager, flooring division, for **Argo Fine Imports**, an importer, in Saskatoon, Saskatchewan, Canada. Argo Fine Imports, headquartered in Metairie, La., offers wood underlayment (on a national and international basis) and hardwood plywood (nationally). The company offers environmentally friendly Florcore Extreme Oriented

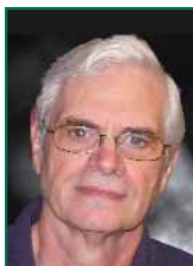
Continued on page 19



CHRIS MOORE

Chris Moore is West Coast and Canada Sales Manager for **Frank Miller Lumber Company Inc.**, an exporter and hardwood sawmill in Union City, Ind. Frank Miller Lumber specializes in quarter-sawn hardwoods. The firm offers White and Red Oak, Walnut, Cherry and Hard Maple in quartered and rift. The company also produces plain sawn Red Oak, Walnut, Hickory and Poplar. Frank Miller

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WILLIAM VON DER GOLTZ

William Pereira von der Goltz got his start in the lumber industry at the age of 14 when he began working for his father. Today, von der Goltz works as the import/export manager for **Downes & Reader Hardwood Co.** He is based in Greensboro, N.C. Before coming to the U.S., von der Goltz worked as a lumber sales manager in Brazil in São Paulo and Rio de Janeiro. In 1979 he was

Continued on page 22

American Hardwood Pavilion Makes Splash At Intermob

For more information on AHEC and the export promotion programs, call (202)463-2720, fax (202)463-2787, or visit the website, www.ahec.org.

By Michael Snow
Executive Director
American Hardwood Export Council
Reston, Virginia



This year's Intermob Show was a great success for the participants of the American Hardwood Pavilion. Once again, visitor quality was the key and participants in the pavilion claimed to see genuine interest in their products from potential buyers from all over Turkey.

U.S. hardwood exports to Turkey are far from insignificant. During the January to August period of this year total American Hardwood log, lumber, veneer and flooring exports to the market reached a value of \$7.2 million, with lumber and veneer accounting for \$2.1 million and \$2.4 million respectively. Demand for hardwoods in Turkey is high and, whilst the economy has been badly affected by the global crisis, it has shown a remarkable recovery through the first half of this year and has emerged as the fastest growing economy in Europe. In fact, imports of U.S. hardwood exports to Turkey have increased significantly in recent years – with the exception of 2009 – as demand for imported species has picked up in the growing furniture, flooring and interiors sectors. On the face of it, the immediate outlook for U.S. hardwoods in the Turkish market is very good and AHEC's participation in the Intermob trade show proves this, by showing that there is already a basic acceptance and understanding of U.S. species and grades.

As well as running its own information stand as part of the Pavilion, AHEC also hosted an evening seminar; "How American Hardwoods Can Work For Your Business." The seminar included a presentation by Scott Bowe, Associate Professor & Wood Products Specialist at the University of Wisconsin, which was designed to give importers and end users of hardwoods an insight into the U.S. hardwood resource and the high quality production the sawmilling industries to work toward, etc. Following Bowe's presentation, Bob Sabistina, AHEC's Grading Consultant, provided an introduction to the National Hardwood Lumber Association (NHLA) rules for grading American hardwood lumber. This complex, but key system, forms the basis of every transaction between U.S. hardwood exporters and importers around the world and is fundamental to a successful and long term business partnership.

Sabistina was followed by Ekkehart Hoppe, Consultant to the Hardwood Veneer Association (HVA) who gave an insightful introduction to the intricacies of grading veneer and the importance of the buyer / seller relationship. The seminar was attended by 70 Turkish importers, agents and manufacturers and feedback was very positive. Turkey is a growing market for U.S. hardwoods, and AHEC are committed to continue their campaign to raise awareness of American hardwood species, products, grades and applications over the coming years. Turkey has a very substantial and growing wood products sector, around half of which is comprised of producers of raw materials – lumber, veneer, wood-based panels, components, etc., while the other half comprises producers of finished products – furniture, flooring and interior joinery. The sector includes many thousands of small firms and cottage-type workshops, as well as large-scale, fully mechanised manufacturers. As a result, it is almost impossible to gauge the exact size of the sector, but it is estimated that it accounts for some 4% of all manufactured goods in Turkey. Overall, there are some 44,000 enterprises operating within the sector. Of these, around 200 can be classed as medium-sized companies (100-150 workers) and large-sized companies (150 plus workers). Turkey's slow but steady move towards EU accession is also a driver of growth and, while EU membership may be many years away, EU funding is pouring in to the market already. One disadvantage of this European alignment, however, is that labor rates are likely to rise and this may mean that the various wood processing industries and furniture sectors become less competitive in the future. This notwithstanding, Turkey is a significant market, with a large and relatively young population of 77 million. However, much work still needs to be done on raising awareness of American hardwood species, products, grades and applications and this will need considerable investment over the coming years.

International Softwood Conference Forecasts Improvements

World sawn softwood markets are on an upward movement according to speakers at the International Softwood Conference (ISC), recently held in Zurich.

The 130 delegates from 21 countries at the event also heard that market recovery is slow and the "balance between supply and demand remains fragile."

The severity of the recession in the softwood sector was clearly stated during the conference. Ed Pepke, the FAO/UNECE timber committee-marketing specialist, presented some stark figures in his statistical report. Within the countries the ISC represents, production fell 12.1 percent in 2009 and 14.5 percent in 2010. Consumption dropped to 13.7 percent and 16.8 percent respectively. This left output volume at 168 million m³ and consumption at 138 million m³.

The slowness of the 2010 recovery was

attributed to the slow pick-up in construction, although, a bright spot, repair and maintenance markets are showing greater robustness.

ISC forecasts output to climb to 177 m³ and consumption to reach 145.8 million m³ – rises of 5.8 percent and 5.5 percent.

Delegates were not overly optimistic about 2011, but predicted that the softwood sawmilling sector would continue to recover.

Speakers said the sector would be further boosted by the drive to sustainable construction, provided building environmental rating systems were "objective and unbiased." Concerns of rising raw materials costs due to the continuing low offer of logs were expressed, as was the consensus that these would have to be recuperated through sales prices.



DNR Requests Biomass Supply Study

The Department of Natural Resources (DNR) recently released a request for proposals to assess forest biomass availability and sustainable harvest thresholds on forested lands throughout the state of Washington.

Directed by the legislative bill, 2SHB2481, DNR's goal is to complete a supply availability study prior to entering into long-term agreements to supply forest biomass from Washington Public Lands. Results of the project will be detailed estimates of the volume of forest biomass that is available for energy production on a long-term sustainable basis, accounting explicitly for a range of environmental, operational and economic assumptions, within a series of logical supply tributary areas and statewide, on multiple landownership categories.

According to analysts this project will also result in the development of a biomass calculator tool that allows for customized biomass availability estimates based on user-defined inputs. Funded from a portion of a \$1 million grant from the Forest Service, the project is expected to take up to a year to complete. Detailed information is available at www.dnr.wa.gov/publications/em_rpf_forrest_biomass_supply_assessment.pdf.

AWC Submits Comments on EPA Air Regulations

The American Wood Council (AWC) President Robert Glowinski released the following statement following the

THE WASHINGTON SCENE

submission of comments to the Environmental Protection Agency (EPA) on proposed rules for Boiler Maximum Achievement Control Technology (Boiler MACT), Boiler Generally Achievable Control Technology (Boiler GACT) and Commercial Industrial Solid Waste Incinerator (CISWI).

"The EPA has an opportunity in this process to enact a health-based provision of the Clean Air Act, which focuses controls where health risks occur for certain threshold pollutants, and allows EPA to set more realistic emission limits considering what real world boilers can achieve given the wide diversity of designs, fuels and operations.

"On each of the Boiler MACT, Boiler GACT and CISWI proposed rules, we believe there is a better way forward that provides EPA the ability to improve air quality while preventing the severe job losses that such mandated cost increases would bring. Our comments seek to not only show the possible repercussions of the proposed rule, but also ways in which the goals can be achieved to keep American manufacturing jobs in place."

Tax Cuts Set to Expire

Tax cuts implemented for businesses by former President George W. Bush are set to expire at the end of 2010. According to sources in Washington, Congress is in no hurry to decide which ones to extend while President Obama is proposing several tax increasing measures resulting in unparalleled uncertainty for businesses regarding their future tax obligations. Policy changes could significantly impact business taxation in 2011.

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E-Mail Addresses:

Advertising: stokes@woodpurchasingnews.com
 Editorial: editor@millerpublishing.com
 Subscriptions: circ@millerpublishing.com

Gary Miller - President
Wayne Miller - Vice President/Executive Editor
Paul Miller, Jr. - Vice President/Editor
Terry Miller - Vice President/Associate Editor
Paul Miller - Secretary/Treasurer
Sue Putnam - Editorial Director
Michelle Keller - Associate Editor
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Walter J. Lee - Production/Asst. Art Director
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IWPA Executive Vice President Touts Free Trade

By Brent J. McClendon, CAE
 Executive Vice President
 International Wood Products Association
www.iwpawood.org

This is the year that I recognized the irony of Halloween being so close to Election Day. Watching TV I realized that scary movies are no match for the campaign ads that are haunting every commercial break. It's not safe to answer the phone because of the "robo" calls predicting horror if "so or so" is elected. And, I can't begin to describe the frightening allegations in the direct mail received at my house.

Sadly and wrongly, one of the biggest goblins mentioned in these ads is imports and international trade in general. Candidates are accusing each other of outsourcing jobs. Trade agreements are being demonized. "Buy American" is the rallying cry for the election.

All fine and good. Public debate and discourse is what this country is all about. But let's fast forward to when you will be reading this column and on the cusp of when the successful campaigners are going to have to find their way to Washington and actually govern.

The smart, successful ones will find that while campaign rhetoric makes for good sound bites; rallies the faithful; and, makes headlines on the 6:00 o'clock news; it does not translate into good public policy.

The fact of the matter is that trade is

good for the trading partner and even better for the U.S. How so?

I urge every incoming Member of Congress to read *Mad About Trade: Why Main Street America Should Embrace Globalization* by Daniel Griswold of the CATO Institute.

Here are just a few of the highlights:

- Free trade is the working family's best friend. Import competition delivers lower prices and more variety, empowering consumers to get the most from their paychecks. Greater product variety from imports boosts our incomes by \$400 billion a year.



- Trade has delivered better jobs for American workers. Most of the net new jobs created in the past decade pay more than the average manufacturing job. The American middle class today is built on millions of well-paying service-sector jobs. Despite the most recent recession, Americans today enjoy significantly higher real hourly compensation, household incomes, and family net worth than 15 years ago.

- Most American manufacturers have managed to thrive in a global economy.



Trade has helped American factories move up the value chain. We're producing more planes, pills, appliances, chemicals, semiconductors, and sophis-

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Willow Springs, MO
Stan Smith
midwalco@centurytel.net
Shane Cook
shanec@midwestwalnut.com
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FORECASTS 2011!



Norman E. Murray
U•C Coatings Corporation
Buffalo, N.Y.

The GOOD NEWS: business is better than it was a year ago.

When you look at the first six months of 2010, you see the rocket sled increase in hardwood production compared to 2009. This increase was so big due to two factors: (1) rock bottom and/or non-existent customer inventories needed to be replenished, and

quickly, and (2) during the first six months of 2009 we were still spiraling downwards to the June 2009 bottom, so any improvement would look wonderful.

Now that inventories are balanced and orders are being placed to fill current demands, the growth has retreated from the dizzy heights of the 2nd quarter to slow but steady increases compared to a year ago. The decline in the 3/12 rate of change clearly illustrates the slower growth but REMEMBER, as long as we're above the zero line, production is improving. It will continue to be a painfully slow, but

Continued on page 22



Jesper Bach
Baillie Lumber
Hamburg, N.Y.

We are cautiously optimistic for 2011, and so are many of our distribution yard customers, it sounds like there are at least some jobs scheduled for release in early 2011. It is not the case in all areas of the country though, it seems the recession/recovery is a little different from state to state. We are hoping for a 2011 that is a little better

than the improvement that we have seen in 2010, we made a lot of adjustments, so even though the recovery pace is very modest, we are in much better shape than we were entering 2010.

Inventory levels will need to be watched carefully to match sales in any industry, the same is the case at Baillie. However, we are the stockholder for all of our customers and lead times from other continents can be 2-4 months at times, so we are still carrying a sizeable inventory, something we believe already has and will hopefully continue to

Continued on page 22

Charles D. Dean, Jr.
Dean Hardwoods, Inc.
Leland, N.C.



On this day, November 2, 2010, we are sitting on the brink of an enormous political landslide, reversing the worst economic times in 80 years, and undoing an unprecedented socialist challenge to the greatest free enterprise system on earth.

My forecast is that a burst of economic activity will immediately follow the voters' rejection of those responsible for the near collapse of America's economic engine, politicians of both parties who have raped America for personal gain and will be given their walking papers tonight with the election results.

The major challenges will be restoring sanity to credit markets so that those who create wealth through free enterprise can once again raise the capital necessary to produce

Continued on page 22

Wendell Cramer
W.M. Cramer
International
Hickory, N.C.



U.S. hardwood lumber exports in 2011 will be a balancing act between what the world will purchase and what U.S. sawmills will cut. The more production that is put into the market, the lower the prices will go. Most hardwood lumber customers are buying just as

Continued on page 22

Jimmy Clay
Parton Lumber Co.
Rutherfordton,
N.C.



We expect the market to be the same or a little better than 2010. So much of it depends on supply and demand equalizing. Just at a time when demand is dwindling in the 4th quarter and will continue into the 1st quarter of 2011, a few mills have started

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Romel Bezerra
Elof Hansson, Inc.
Suwanee, Ga.



I could almost repeat, word for word, my forecast for 2010, as all the basic indexes are pretty much in the same situation, just one year later! GDP is growing, inflation continues to be in check, productivity is up, housing starts are showing signs of life again, the financial markets are

Continued on page 22

Brent J. McClendon
International
Wood Products
Association
Alexandria, Va.



Most members we've talked with suggest very little to no bottom line growth for 2011. In addition, they anticipate continued challenges with supply constraints and the weakness of the

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CIB: Celebrating 25 Years of American Imports



Francois Remiche is president and managing director at CIB American Hardwoods in Brussels, Belgium.



Remiche personally inspects a shipment from the United States.



The company has an annual turnover of 2.5 million board feet per year.



CIB Hardwoods has warehouse facilities in Antwerp, Belgium.

Brussels, Belgium—The recurring theme of the booming timber industry of the 1960s through late 1980s, giving way to the slump of the 90s and beyond, had its predictable affect of forcing some here in Brussels out of business completely, and causing others to adjust their business strategies. But CIB Wood thrived through it all, and recently marked its 25th year in business. Perhaps that is because the president and managing director of CIB Wood, Francois Remiche, appreciates trees, especially American hardwoods.

Remiche focused on finding a niche market that was rooted within the ongoing demand for only high quality hardwoods—American hardwoods, to be precise.

CIB imports a variety of species from New England to as far south as Alabama, which are: Cherry, Black Walnut, White Oak, Red Elm, Hard White Maple, Red Alder, Ash, and Yellow Poplar. He also imports yellow Pine.

All timber is ordered in prime and super-prime (FAS) grades in 4/4 through 6/4, as well as 8/4, 10/4 and 12/4. The company offers 3/4- inch and 5/8- inch thicknesses.

His decision to import American timber exclusively turned out to be sound enough, but the slumping worldwide industry was just one of many challenges for this university-educated economics major/entrepreneur/small businessman to overcome. His education has served him well in this regard.

CIB employs only six people on a full-time basis and all of them work in sales or administrative capacities. The hard work of properly handling the pre-dried, 1.2 million board feet per year of inventory that is shipped to the facility in Antwerp is sub-contracted out. The contractors maintain a 4,500-square-meter property near the port that operates 40 to 44 hours per week, with Remiche personally taking care of the quality control. The contractors also make deliveries by truck to other parts of the continent. All deliveries are made between 24 and 72 hours.

The contractor arrangement also allows CIB to place a stronger emphasis on providing superior service for their customers. Remiche believes that outstanding service, aided by excellent communication, is a critical tenet of now widely-accepted free market economics.

With an annual turnover of 2.5 million board feet per year, the contractors aren't the only people who stay busy for Remiche. The sales staff, led by sales

manager, Rita Massei, clearly has a lot to do with CIB's success. Included in her job description are follow-up sales to the French market and those outside of Europe, overseeing execution of orders, visiting prospective customers, stock management and follow-up on purchasing. She is also responsible for press relations.

CIB recently celebrated its 20th anniversary. The firm has survived those 20 years in an economic environment that hasn't been altogether friendly to entrepreneurs. Overcoming the extraordinary challenges, requires people with extraordinary ideas.

Francois Remiche has risen to those challenges as CIB American Hardwoods continues to thrive. To learn more about this company, go online to www.cibwood.com.

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WHO'S WHO - Bowgren

Continued from page 2

State Forest Products Association and the National Hardwood Lumber Association.

Bowgren has worked for this company 12 years, the past eight in his current job. He previously was a log truck driver.

Bowgren is a graduate of Owego (N.Y.) Free Academy. He and his wife of 13 years, Rosemary C. Bowgren, have two sons. In his free time, Bowgren enjoys hunting, fishing, wilderness camping and backpacking.

PJ LUMBER CO. Evolves With Customer Base

By Paul Miller Jr.



PJ Lumber's owners Joe Kelly and Fred Wilson



The company's frame saw department is shown here.



To accommodate their customers' needs PJ Lumber Co. purchased several European frame saws and began production of sawn top layer for their flooring production.



(Left to right): Mark Johnson and Tony Green are PJ Lumber's inspection/quality supervisors.



(Left to right): Russell Kelly is the firm's frame saw manager and Jon Kelly is salesman for the Far East territory.



Brian Hardy, PJ Lumber Co.'s rip line manager.

Prichard, Ala.—PJ Lumber Company, based here, is a manufacturer and exporter of American Hardwood lumber and related wood products specializing in White Oak, Ash and Red Oak. The company continues to innovate and update equipment and services to provide quality products to customers worldwide.

Owned by Joe Kelly and Fred Wilson, the firm was established in 1977 to supply quality American Hardwood to various export markets around the world. "While we are interested in developing business in all areas, including the U.S., our species mix and many of our specialty products are best suited for markets outside the U.S. While we offer a lot of traditional random width and length material, we're almost two different companies inside one building," Wilson explained. "We had traditional lumber production on one side and then we do a lot of specialty products, like fixed width and ripped to width material on the other side." Wilson also said what originally started out as specialty products for specific customers, ended up somewhat becoming PJ Lumber's niche.

Regarding the type of "nice" products offered, he explained, "We produce a range of ripped to width strips and planks, particularly in White Oak, ranging from 3" up to 12" in both FAS and Premium Character qualities. Additionally we also develop wide specifications; 10-inch and wider, in White Oak 4/4 through 8/4, FAS quality. Further we have an increasing number of customers to whom we supply specified lengths in both ripped to width and random width stock."

PJ Lumber Co. has evolved and upgraded processing equipment and specifications in response to the ever-changing markets of their customers and the lumber products industry. As Wilson pointed out, most, if not all, of the specialty products the firm now produces began as a response to a specific need a customer had. "As their needs have changed, we have tried to modify our operations to accommodate them. For example, we've had a 25-year relationship with a particular flooring manufacturer to whom we began supplying solid, ripped to width White Oak planks for their engineered flooring production. Over the years this client wanted to discontinue

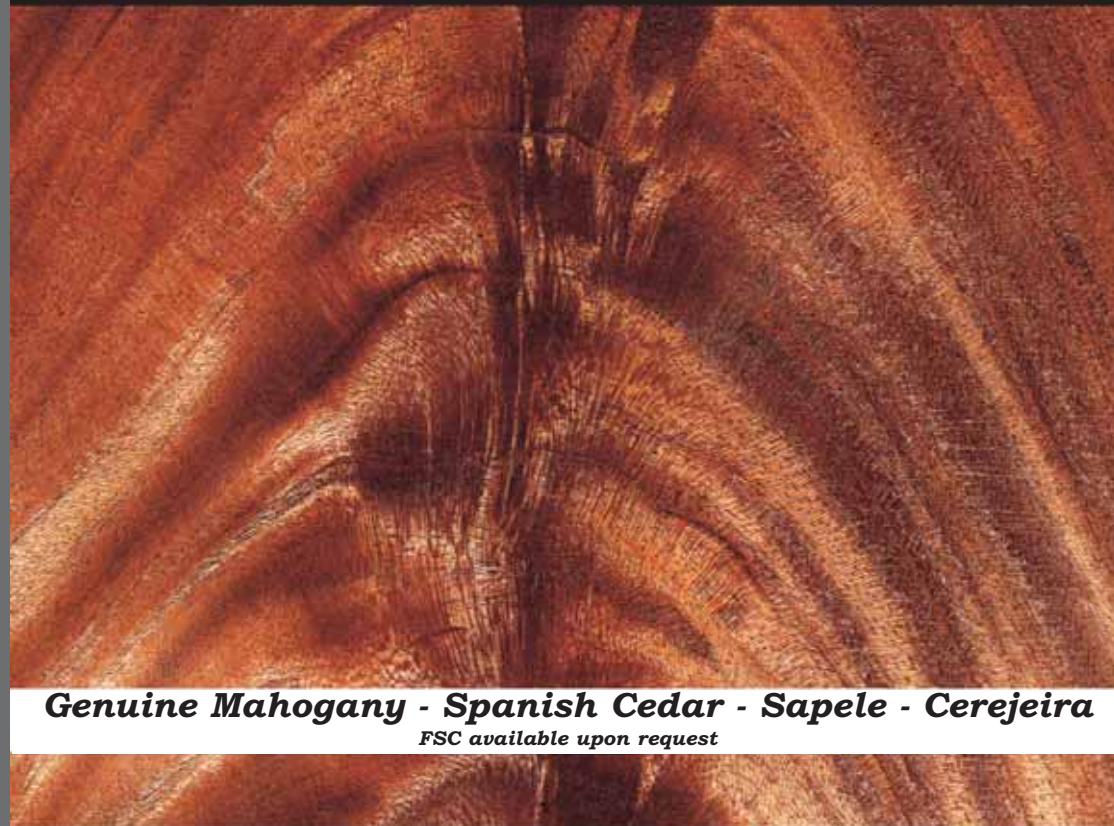
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An example of the firm's sawn White Oak top layers is shown here.



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GRANITE HARDWOODS Delivers On Their Promises

By Gary Miller



Front row (left to right): Woody and Laura Buchanan; Tammy Robbins; and Addie Tucker. Back row (left to right): Ridge DeWitt; Doug Saunders; Tim Pope and Rick McCreary



Ed Herron oversees Granite Hardwoods lumber inspectors, he is involved in training, as well as being a lumber salesperson.



A company truck used for prompt deliveries.



A partial view of two of Granite's T-sheds. They have a total of four T-sheds at their yard.



Jim Caldwell is in charge of making sure the dry kilns and boiler run smoothly and takes care of the environmental permitting. He's also in charge of the air-drying facilities.



Randy Robbins inspecting lumber on the dry chain.

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Parker Boles
Owner/President
Hermitage Hardwood Lumber Sales, Inc.



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Hermitage Hardwood Lumber Sales, Inc. is a hardwood concentration yard with 875,000' dry kiln capacity, Walnut steamer, 5 million feet of dry storage, 4.5 million feet of covered air drying capacity, operating a Newman EPR24 double surfacer, providing straight line ripping and custom width sorts. Marketing Appalachian Red Oak, White Oak, Ash, Cherry, Poplar, Black Walnut and White Hard Maple. Hermitage carries six 1/2 horizontal Ads in four-color in the *Import/Export Wood Purchasing News*. They can be reached at P.O. Box 698, Cookeville, TN 38503, Phone (931) 526-6832, Fax: (931) 526-4769 or Email: info@hermitagehardwood.com

Granite Falls, N.C.—Granite Hardwoods, a Hardwood concentration yard located here, has been serving cabinet, moulding and millwork manufacturers and other distribution yards for approximately 45 years.

The company was established in 1965 on 15 acres of land. Today, Granite Hardwoods covers 29 acres maintaining 3 million board feet of kiln dried lumber inventory.

The firm offers 4/4 through 8/4 **Euro Beech, Red and White Oak, Cherry and Hard Maple**; and 4/4 through 10/4 **Soft Maple, Ash, and Alder**. Most of the lumber Granite processes at their yard is Appalachian stock. Seventy percent of Granite's Hardwood lumber inventory is Face and Better with 6 to 8 percent moisture content.

Operating four 9-hour days and one 4-hour day weekly, Granite Hardwoods delivers product with its own trucking fleet. "One of our specialties is mixed containers and mixed truckloads," green lumber buyer and salesman Rick McCreary said. Besides selling hardwood lumber to customers in the United States, the company also exports some of its kiln dried hardwood lumber to customers located in Europe and Asia. "On the domestic front, we sell lumber to the one-pack-at-a-time customer all the way up to the trailer load user. Because of the grade mix, our export market has historically been to Europe simply because we are heavy to the Face and Better lumber products. More recently though, the Asian market is growing and is now buying some of the higher grades, and, a lot of our hardwood lumber is now

Continued on page 23



This is a partial view of the dry chain at the firm.

A partial view of The Hardwood Company's showroom in Granite Falls, N.C. is shown here. This firm is sister company of Granite Hardwoods and they distribute products such as hardwood flooring, hardwood mouldings, doors and windows to various customers.



Dialogue Held On Requirement For Timber Legality Verification In The Global Market

By Elizabeth Baldwin and Leonard Krause

In conjunction with the week of activities surrounding its Global WoodMart 2010, Malaysia played host to a symposium organized to discuss recent developments in the world-wide requirements for verified legal timber from the perspective of Europe, the U.S., and Malaysia.

The "Dialogue on Requirement for Timber Legality Verification in the Global Market" was held at the Nikko Hotel in Kuala Lumpur, Malaysia. It was presented in cooperation with the "Forest Law Enforcement, Governance and Trade" (FLEGT) Asia Programme, the MTC, and was additionally supported by the UK Timber Trade Federation (UK TTF), the Netherlands Timber Federation (VNNH) and the German Technical Corporation (GTZ). The event brought together representing timber trade associations from Western-buyer countries to interact with industry members from supplying countries in the Southeast Asia region. The "Dialogue" attracted nearly 190 participants and addressed the developments in legality regulations and programs within the EU and the U.S., and brought to light the changing ways in which the timber trade is approaching the market.

Spurred by current legislation in the EU and previous legislation in the U.S., the international wood industry is seeking clear guidelines, mechanisms and procedures to ensure the responsible global trade in timber and timber products. The symposium addressed these issues from the perspective of the three major stakeholder groups—government, NGOs and industry.

The proceedings started with welcoming remarks from Cheah Kam Huan, CEO of the Malaysian Timber Council, who started by expressing his pleasure at the broad representation of stakeholders in attendance. He continued by highlighting Malaysia's commitment and action-steps taken to ensure the legality and sustainability of the country's timber production.

Following Huan were introductory remarks by H.E. Ambassador Vincent Picket, from the EU Delegation to Malaysia. Ambassador Picket started by providing an overview of the current situation in Europe. He stated that according to some estimates, up to one-fifth of timber and timber products imported into the European market came from illegal sources; and the EU has taken a stand to no longer serve as a market for illegally harvested timber. He continued by saying that EU consumers now want a guarantee that they are no longer unknowingly buying products containing illegal wood and that this was the motivating factor for the EU to promulgate its new "Timber Regulation", which will come into force in 2013.

The "EU Timber Regulation" is designed to prohibit trade in illegally harvested timber from entering the EU market. According to Ambassador Picket, it will strongly penalize those economic operators caught red-handed; it will create a level playing-field in the market for the 'legal' operators; and will root out the free-riders. Additionally, he stated that the Timber Regulation will contain a provision for timber producing countries to have the option of securing a "green lane" for their wood products intended export to the EU to gain unfettered access to the market. This "green lane" would be achieved through bilateral agreements on trade in legal timber between the EU and the producing country in a so-called Voluntary Partnership Agreement or VPA. Upon reaching a VPA agreement, the timber products falling within the scope of such agreement would be considered fully compliant, and could enter the EU without further scrutiny.

He concluded by saying that the EU and Malaysia have been in negotiations since January 2007 to establish a Voluntary Partnership Agreement and that they were in very last stages of the negotiations. He hoped that the agreement could be in force and operational before the Timber Regulation comes into force in 2013, with the result being that Malaysian timber would be more attractive and competitive on the European market as compared with other exporting countries.

Additional speakers in the program discussed the various aspects surrounding international trade, legality regulations, and verification systems.

Chen Hin Keong of 'TRAFFIC – the wildlife trade monitoring network' spoke about the dynamics of forest products trade between SE Asia and the rest of the world. He stated that while SE Asia relies primarily on exports to developed markets such as the U.S., EU, and the Middle East, there is a growing trend of intra-regional trade within SE Asia. He also said that imports of non-Asian and non-tropical species into SE Asia—both for re-export and for domestic consumption—were also growing. He concluded that because of these trends, the level of complexity surrounding documented versus undocumented (sourcing or legality) wood products will increase, and it will make the task of due diligence more difficult, thus requiring more effort on the part of all parties.

The following speaker, Vincent van den Berk, outlined the "EU Timber Regulation", which is scheduled to come into force in 2013, and spoke about the role of the EU EFI FLEGT Asia Regional Program. He started by saying that while less than 10 percent of the timber consumed in the EU is imported, 20 percent of those imports are believed to be from illegal sources. For this reason he stated that the FLEGT

Action Plan was started in 2003 in order to encourage sustainable forestry management, increase good governance and transparency, while halting deforestation, eradicating poverty, and encouraging carbon storage. He further explained the mechanics of Voluntary Partnership Agreements (VPAs) and how these agreements would permit FLEGT licensed timber to be imported into the EU without operators (importers) needing to make further legality checks ("Green Lane"). The website of the European Forest Institute FLEGT Asia Regional Office is www.euflegt.efi.int.

Caitlin Clark of the World Resources Institute provided an overview of the U.S. Lacey Act, including current developments in the U.S. surrounding the Act, and a sketch of the mission and activities of her organization, the Forest Legality Alliance. She stated that the key difference between the Lacey Act and the EU Timber Regulation is that there are no provisions in Lacey for a "Green Lane," and that the onus of documentation is on intermediaries and importers (www.forestlegality.org).

Rachel Butler of the UK Timber Trade Federation (TTF) was the next presenter. She stated that it was extremely important to her members to trade in legal wood, and that they had taken concrete action to ensure that the wood they imported was from legal sources.

She said that for their purposes, they treated all legality and verification programs with the same amount of seriousness, and that her organization was helping its members by facilitating the implementation of Due Diligence procedures. To this end, she explained that the TTF developed its Responsible Purchasing Policy (RPP) in 2004, and made it mandatory in 2008 under the organization's Code of Conduct. She stated that the RPP is now a due diligence tool, however members are free to use their own. She concluded by saying

that she believed the RPP should be sufficient to meet the new EU regulation. Their website is www.ttf.co.uk. Clark was followed by Christian Sloth, of the Rainforest Alliance. Sloth described the Rainforest Alliance's Legality Verification Program and its SmartWood Program, which is an accredited certification body of the FSC. SmartWood carries out independent assessments and audits to evaluate conformance to the FSC standards as



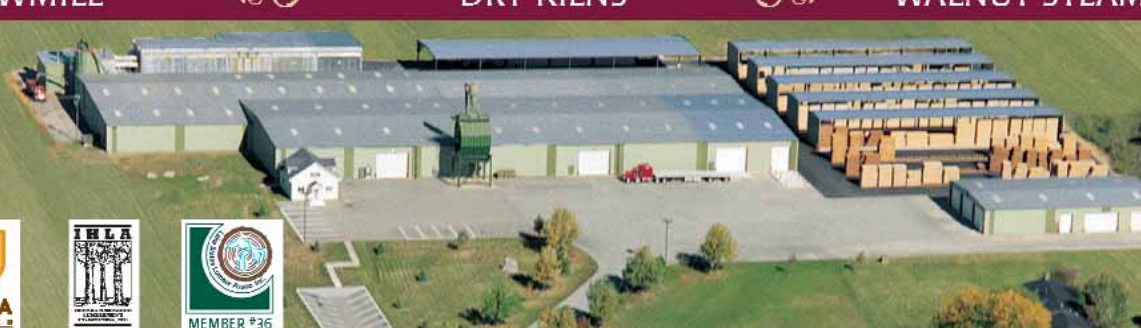
ELIZABETH BALDWIN



LEONARD KRAUSE


Continued on page 24

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Annette Ferri, IWPA, Alexandria, Va.; Eric Porter, Abenaki Timber Corp., Kingston, N.H.; and Gordon McIvain, Alan McIvain Co., Marcus Hook, Pa.



Rick Barrett, Midwest Hardwood Corp., Maple Grove, Minn.; Shane Cook, Midwest Walnut, Willow Springs, Mo.; and Brian Graham, Hardwood Specialty Products, Renton, Wash.



Romel Bezerra, Elof Hansson Inc., Suwanee, Ga.; Annette Ferri, IWPA, Alexandria, Va.; Cam Koons and Joe Zona, Deer Park Lumber Inc., Tunkhannock, Pa.



Alex and Patricia Zamora, Lumber of Mexico, Mexico City, Mexico; and Orn Gudmundsson Jr., Northland Corp., LaGrange, Ky.



Steve Arnett, Downes & Reader Hardwood Co., Inc., Greensboro, N.C.; Lee Ann and Doug Newman, Newman Lumber Co., Gulfport, Miss.; William von der Goltz, Downes & Reader Hardwood Co., Inc.; and Bill Rogers, Newman Lumber Co.



Chuck and Mary Beatty, Gutchess Lumber Co., Cortland, N.Y.; and Donna and Steve Houseknecht, Wagner Lumber Co., Cortland, N.Y.



Max ("Big Dawg"), Martha, Heidi and Chris Bingaman, Bingaman & Son Lumber, Inc., Kreamer, Pa.



Dean, Renita, Ted and Mary Wieland, Wieland & Sons Lumber Co., Winthrop, Iowa



Jack Shannon III and Jack Shannon Jr., J.T. Shannon Lumber Co., Memphis, Tenn.; and Di Nguyen, AHEC, Washington, D.C.



Jeff and Mary Taylor, Ralph Taylor Lumber Co., Memphis, Tenn.; and Joe and Barbara Snyder, Fitzpatrick & Weller Inc., Ellicottville, N.Y.



Luckett and Heather Robinson, Overseas Hardwoods Co., Mobile, Ala.; and Garner and Toto Robinson, Robinson Lumber Co. Inc., New Orleans, La.



Randy Brown, Weyerhaeuser Hardwoods, Erie, Pa.; Kim Vollinger, W.M. Cramer Lumber Co., Inc., Hickory, N.C.; and Rick and Janie Gibson, American Lumber Co., Erie, Pa.



Guy Genest and Jean-Francois Audet, Primewood Lumber Inc., Drummondville, Que.; Jim Post, Macatawa Forest Products Inc., Zeeland, Mich.; and Clint Goodman, C.B. Goodman & Sons Lumber Inc., Hickory, Ky.



Wendell Cramer, W.M. Cramer Lumber Co., Inc., Hickory, N.C.; and Katie and Jack Shannon, Jr., J.T. Shannon Lumber Co., Inc., Memphis, Tenn.



Lewis Reed, Somerset Wood Products, Somerset, Ky.; Charlie Brenneman, Brenneman Lumber Co., Mt. Vernon, Ohio; Edgar and Jean Ann Gray, Stewart Lumber Co., Inc., Morristown, Tenn.



Rick and Lauren Burnett, Cross Creek, Augusta, Ga.; Mark Cifranick, Baillie Lumber Co., Hamburg, N.Y.; and Marty and Randy Porter, Atlas Lumber Co., Chino, Calif.



Todd Nelson, Thompson Appalachian Hardwoods, Inc., Huntland, Tenn.; Jeffrey Neidert, Prime Lumber Co., Thomasville, N.C.; and Nordeck Thompson, Thompson Appalachian Hardwoods, Inc.



Lisa Lawson, TMX Shipping Co., Morehead City, N.C.; Rusty and Teresa Logue, Battle Lumber Co., Inc., Wadley, Ga.; Michael Hilburn, TMX Shipping Co., Wilmington, N.C.; and Alison Willis, TMX Shipping Co., Virginia Beach, Va.



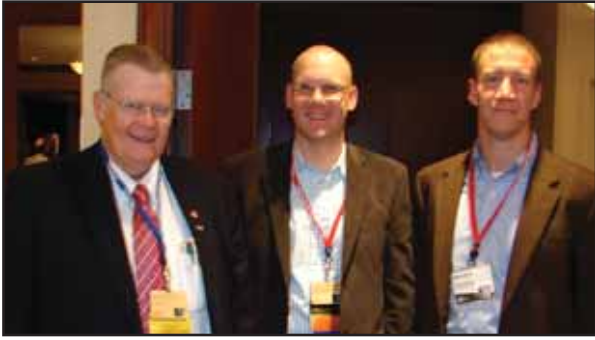
Ron Artz, American Hardwood Industries, Waynesboro, Va.; Rick Burnett, Cross Creek, Augusta, Ga.; John O'Dea, Jerry Hodgert, and Jimmy Houck, American Hardwood Industries



Ben Horn, Global Lumber LLC, Seattle, Wash.; Norm Murray, U-C Coatings Corp., Buffalo, N.Y.; Ed Quinif, Global Lumber LLC, Scottsdale, Ariz.; and Peter Duerden, U-C Coatings Corp.

Canadian Hardwood Bureau Welcomes Members At NHLA Convention

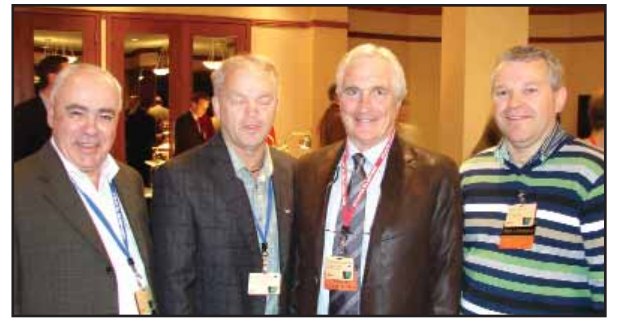
Photos By Wayne Miller



Chuck Beatty, Gutchess Lumber Co., Cortland, N.Y.; Trevor Chambers, Upper Canada Forest Products, Ltd., Mississauga, Ont.; and Bob Uglow, Baillie Lumber Co., Orchard Park, N.Y.



Roy Reif, Quality Hardwoods Ltd., Powassan, Ont.; Scott Anderson, Great Lumber, Duluth, Minn.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



Daniel Fauteux and Murillo Pelletier, Begin & Begin, Inc., Temiscuata, Que.; Raymond Langelier, Langelier Lumber, Mont-Royal, Que.; and Yves Lapointe, ProLam, Cap-St-Ignace, Que.



Richard Keeso, J.H. Keeso & Sons Ltd., Listowel, Ont.; Roy Reif, Quality Hardwoods, Powassan, Ont.; Mark Barford and Dana Spessert, NHLA, Memphis, Tenn.; and Chris Castano, Champlain Hardwoods Inc., Essex Junction, Vt.



David Caldwell, Hardwood Market Report, Memphis, Tenn.; Richard Lipman, Wood Manufacturing Council, Ottawa, Ont.; and Peter Van Amelsfoort, Quality Hardwoods Ltd., Powassan, Ont.



Kevin Gillette, Tioga Hardwoods Inc., Berkshire, N.Y.; Brian Runte, Columbia River Hardwoods, Inc., Vancouver, Wash.; Yves Lapointe, ProLam, Cap-St-Ignace, Que.; and Mark Warren, Upper Canada Forest Products Ltd., Mississauga, Ont.

Vancouver, British Columbia—Members of the Canadian Hardwood Bureau (CHB) met recently in conjunction with the National Hardwood Lumber Association's Annual Convention & Exhibit Showcase. Thirty-eight members now comprise this association, which continues to encourage

Continued on page 24



Richard Keeso, J.H. Keeso & Sons Ltd., Listowel, Ont.; and Stephanie Van Dystadt, DV Hardwoods, Fassett, Que.



Bryan Walsh and Dennis Reid, Cherry Forest Products, Guelph, Ont.; and Daniel Couturier, J.D. Irving Ltd., Clair, N.B.

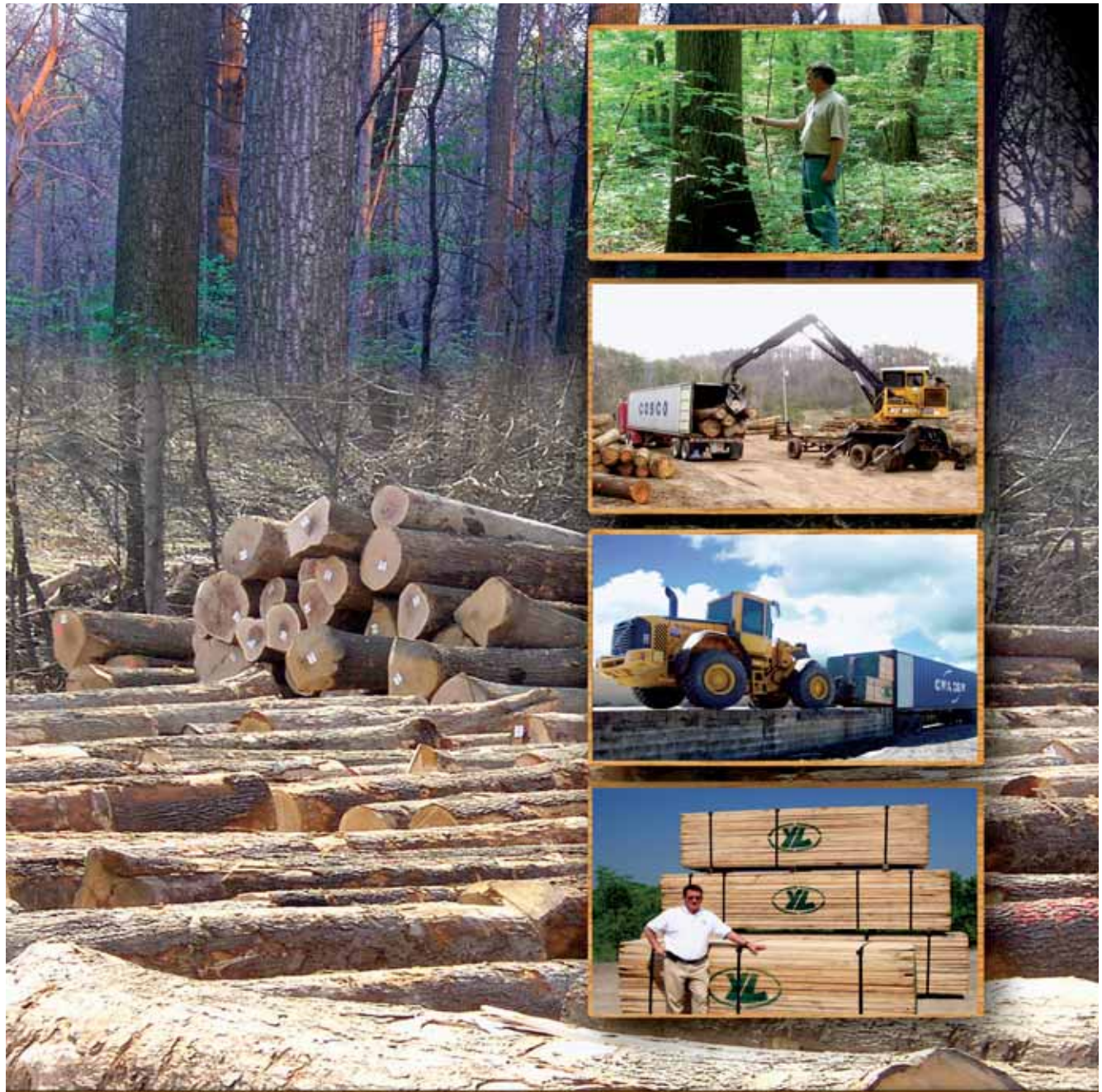


Brian Runte, Columbia River Hardwoods, Inc., Vancouver, Wash.; Bob Uglow, Baillie Lumber Co., Orchard Park, N.Y.; and Loren Voyer, Champlain Hardwoods Inc., Essex Junction, Vt.

Eric Porter and Greg Devine, Abenaki Timber Corp., Kingston, N.H.; and Brent Stief, Huron Forest Products, Inc., Alliston, Ont.



Additional photos on page 18



Lumber Sales - Paul Dow
Phone 001-330-893-3121
Fax 001-330-893-3031
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Email leizhao105@gmail.com
Phone 86-13917158857

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Derek Wheeland, Wheeland Lumber Co., Liberty, Pa.; Dave Sondel, U-C Coatings Corp., Buffalo, N.Y.; Steve Stoufflet, Robinson Lumber Co., Inc., New Orleans, La.; and Geoff Dodd, AFRICA!, Collierville, Tenn.



Grafton Cook III, Missouri-Pacific Lumber Co. Inc., Fayette, Mo.; Sven Melbo, TYR Wood Products Inc., Beaverton, Ore.; Michael Shapiro, Weston Premium Woods, Brampton, Ont.; and Jay Reese, Penn-Sylvan International Inc., Spartansburg, Pa.



Peter and Gerri Van Amelsfoort, Quality Hardwoods Ltd., Powassan, Ont.; and Reinier Taapken, Salamanca Lumber Co. Inc., Salamanca, N.Y.



Alain Poirier, Boa-Franc Inc., St-Georges, Que.; Trevor and Emile Vaughan, Ron Jones Hardwood Sales, Inc., Union City, Pa.; Norm Murray, U-C Coatings Corp., Buffalo, N.Y.; and Yves Lapointe, Prolam, Cap-St-Ignace, Que.



Greg Balmer, Tectronix Systems Inc., Surrey, B.C.; David Gross, Baillie Lumber Co., Hamburg, N.Y.; and Randy Brown, Weyerhaeuser Hardwoods, Erie, Pa.



Rod Reader, Downes & Reader Hardwood Co. Inc., Stoughton, Mass.; Mike Mallin, Midwest Hardwood Corp., Maple Grove, Minn.; Annette Ferri, IWPA, Alexandria, Va.; and Jim Reader, Downes & Reader Hardwood Co. Inc.



John Taylor and Adam Taylor, Ralph Taylor Lumber Co., Memphis, Tenn.; and Debra, Parker and Wesley Boles, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.



John Hawkinson, Hawkeye Forest Products Inc., Boise, Idaho; J.K. O'Brien, Classic American Hardwoods Inc., Memphis, Tenn.; and Jeff Childs, Hawkeye Forest Products Inc., Mount Vernon, Ohio



Dennis Cuffley, J.D. Irving Ltd., Clair, N.B.; Jean Desilets, C.A. Spencer Inc., Laval, Que.; Yves Lapointe, Prolam, Cap-St-Ignace, Que.; and Daniel Couturier, J.D. Irving Ltd.



Rob Paradise, and Trisha and Craig Devereaux, Devereaux Sawmill Inc., Pewamo, Mich.; and John Scott, Anderson-Tully Lumber Co., Vicksburg, Miss.



Matt McCoun, Bridgewell Resources LLC, Tigard, Ore.; Butch Ousley, Buchanan Hardwoods Inc., Aliceville, Ala.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



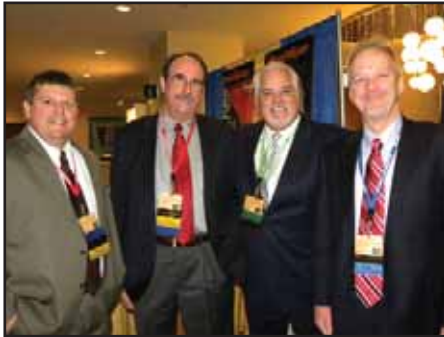
John Patterson and Matt Begley, Begley Lumber Co. Inc., London, Ky.; and Robb Hetrick, BWP Hardwoods Inc., Brookville, Pa.



Jaynie Wirkkala, Hardwood Industries Inc., Sherwood, Ore.; John Clark, Kitchens Bros. Manufacturing Co. Inc., Hazlehurst, Miss.; and Mary Psilos and Lloyd Lovett, Transit King City/Northway Forwarding Ltd., Montreal, Que.



Criswell Davis and Dan Hackett, Frank Miller Lumber Co. Inc., Union City, Ind.; Scott Heidler, Heidler Hardwood Lumber Co., Chicago, Ill.; Chris Moore, Frank Miller Lumber Co., Inc.; and Andy Godzinski, Rex Lumber Co., Acton, Mass.



Eric Burchett, Huntersville Hardwoods, Huntersville, N.C.; Dan Caldwell, Atlanta Hardwood Corp., Mableton, Ga.; Chris Mongrain, Emerson Hardwood Co., Portland, Ore.; and Steve Stoufflet, Robinson Lumber Co. Inc., New Orleans, La.



Art Nelson, Weston Premium Woods, Brampton, Ont.; Di Nguyen, AHEC, Washington, D.C.; Chris Miller, B&B Lumber Co., Jamesville, N.Y.; and Charlie Craig, AHC Craig Imports, Atlanta, Ga.



Tom Oilar, Cole Hardwood Inc., Logansport, Ind.; Darlene Cyphert, Babcock Lumber Co., Champion, Pa.; and Jeff Manges, Cole Hardwood Inc.



Cam Koons, Deer Park Lumber Inc., Tunkhannock, Pa.; Randy Flament, Emporium Hardwoods Inc., Emporium, Pa.; Sam Glidden, GMC Hardwoods Inc., Dover, Mass.; Diane Beauchamp, Northern Hardwoods, South Range, Mich.; and Joe Zona, Deer Park Lumber Inc.



Ron Cozean, Tangi Roney, Tom Imm, and Greg Lute, Taylor Lumber Inc., McDermott, Ohio; and Brad Klima, Taylor Lumber Inc., Sacramento, Calif.



Michael Buckley, Turnstone Singapore Pte Ltd., Singapore; and Mike Jarman, Bridgewell Resources, Tigard, Ore.

GLOBAL WOODMART Photos— Continued from page 1



Michael Hermens, APP Timber, Selanger Darul Ehsan, Malaysia; and Christian Mengel, VM International, Greensboro/Winston-Salem, N.C.



K. Simpson, Simpson Woodstock Pty. Ltd., Roseville, NSW, Australia; Paul Vance, Northland Corp., LaGrange, Ky.; and Lou Boffo, LeMessurier Timber & Building Products Co., Port Adelaide, South Australia



Leonard Krause, Krause & Associates, Eugene, Ore.; and Toto Robinson, Robinson Lumber Co., New Orleans, La.



Banners hanging from the ceiling heralded the exhibits featuring U.S. Hardwood at Global WoodMart recently.