

Shingle & Shake Members Host Evening Gala

Photos By Wayne Miller

Whistler, British Columbia—Guests and members of the Cedar Shake & Shingle Bureau (CSSB), headquartered in Sumas, Wash., recently convened here for the annual Gala

Evening, hosted by that organization during the recently held Global Buyers Mission. The Westin Resort Emerald Ballroom in the Whistler Conference Center

was the site of the Gala. The CSSB is a non-profit organization that promotes the use of Certi-label™ Cedar roofing and sidewall products. In 1988, the organization

became officially known as the Cedar Shake & Shingle Bureau. For more information on the CSSB, call 604-820-7700.



Greg Francis, Beere Timber Co., North Vancouver, B.C.; Dick Jones, Teal Jones Group, Surrey, B.C.; James Tuffin, Riverhead Building Supply Corp., Long Island, N.Y.; and Craig Beere, Beere Timber Co.



Michael Holzhey and Morris Douglas, Quattro Timber By Synergy Pacific, Armstrong, B.C.; Arnim Rodeck, Shamawood, Maple Bay, B.C.; and Bob Sloper, Quattro Timber By Synergy Pacific



Greg Heit, BC Wood, Vancouver, B.C.; Jennifer Raworth, Forestry Innovation Investment, Vancouver, B.C.; and Ken Hori, BC Wood



Hugh and Elaine Farris and Rav and Karen Dhaliwal, Global Shake & Shingle Ltd., Maple Ridge, B.C.



Paul Saini, Ellen Hong, and Holly and Tom Jones, Teal-Jones Group, Surrey, B.C.



Peter Parmenter, Cedar Shake & Shingle Bureau, Savannah, Ga.; Kelly Vaille, Cedar Shake & Shingle Bureau, Misson, B.C.; and Rodger Lennox, BCF Shake Mill Ltd., Fanny Bay, B.C.

Additional photos on page 18

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IWPA Photos— Continued from page 1



Paul Anderson and Elizabeth Baldwin, Metropolitan Hardwood Floors, Kent, Wash.; Frank Owens, guest, Memphis, Tenn.; and Annette Ferri, IWPA, Alexandria, Va.



Giulio Travo, Trawood, Torino, Italy; John Melnick, Peter Thomason & Sons, Alliston, Ont.; Charlie Craig, AHC Craig Imports, Huntersville, N.C.; and Dana Spessert, NHLA Chief Inspector, Memphis, Tenn.



Toto Robinson, Steve Stoufflet, and Garner Robinson, Robinson Lumber Co., New Orleans, La.; Michael Christensen, Hulte'n International, Kungsbacka, Sweden; Mark Taylor, Oaks Unlimited, Waynesville, N.C.



Jim Reader, Downes & Reader Hardwood Co., Inc., Stoughton, Mass.; Christian Mengel, VM International LLC, Greensboro, N.C.; and Rod Reader, Downes & Reader Hardwood Co., Inc.



Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.; Mark Barford, NHLA Executive Director, Memphis, Tenn.; and Doug Martin, Polmeier Inc., Portland, Ore.



Bryan Hoyt, Sierra Forest Products, Seattle, Wash.; Trevor Chambers, Upper Canada Forest Products, Mississauga, Ont.; and Mike Barr, Upper Canada Forest Products, Vancouver, B.C.



Ben Forester, Rex Lumber, Englishtown, N.J.; Jack Little, Keiver-Willard Lumber Corp., Newburyport, Mass.; Warren Spitz, UCS Forest Group, Toronto, Ont.; and Mark Mah, Upper Canada Forest Products, Mississauga, Ont.



Jim Howard, Atlanta Hardwood Corp., Mapleton, Ga.; Amy Heidler, Heidler Hardwood Lumber Co., Chicago, Ill.; and Terry Griffith, Terry L. Griffith & Associates, West Linn, Ore.



Ed Downes and Chris Strang, Downes & Reader Hardwood Co., Inc., Stoughton, Mass.; Romel Bezerra, Elof Hansson, Inc., Suwanee, Ga.; and Craig Forester, Rex Lumber Co., Acton, Mass.



Mario Chicoine, Arbotek, St. Just-De-Bretemieres, Que.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



Jesper Bach, Baillie Lumber Co., Hamburg, N.Y.; Stuart McBride, NHG Timber Ltd., London, England; and Brent McClendon, IWPA, Alexandria, Va.



Gary and George Swaner, Swaner Hardwood, Burbank, Calif.; Jennifer Brand and John Toya, Bridgewell Resources, Tigard, Ore.



Benoit Martin, JV Lumber Inc., Quebec City, Que.; Nicolas Aubert, W.J. Jones Co. Ltd, Saint-Hubert, Que.; Ronald Oliver and Tony Pan, Hallmark Hardwoods Inc., Ontario, Calif.



Gordon McIvain, Alan McIvain Co., Marcus Hook, Pa.; Annette Ferri, IWPA, Alexandria, Va.; and Raymond Langelier, Langelier Lumber, Mont-Royal, Que.

AHEC Photos— Continued from page 1



Robert Owens, Nicolet Hardwoods Corp., Laona, Wis.; Cathy and Geoff Dodd, AFRICA!, Collierville, Tenn.



Mark Taylor, Oaks Unlimited Inc., Waynesville, N.C.; Michael Kristensen, Hulten, Kumsback, Sweden; and Jamey French, Northland Forest Products Inc., Kingston, N.H.



Tom Inman, Appalachian Hardwood Manufacturers Inc., High Point, N.C.; Brian Walsh and Dennis Reid, Cherry Forest Products, Guelph, Ont.; and Wesley Boles, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.



Jack Matson, Matson Lumber Co., Brookville, Pa.; Gary Miller, Import/Export Wood Purchasing News, Memphis, Tenn.; Franco Ferrara, Worldwide Business Enterprise, Naples, Italy; and Michael Caruso, Matson Lumber Co.



Kevin Ketchum, North American Wholesale Lumber Assoc., Rolling Meadows, Ill.; Mark Miller, Frank Miller Lumber Co. Inc., Union City, Ind.; Mike Snow, AHEC, Reston, Va.; and Terry Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



Lawson Maury, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.; Rick Solano and Jim Steen, Pike Lumber Co., Akron, Ind.



Paul Sorek, Matson Lumber Co., Brookville, Pa.; Stephanie Van Dystadt, DV Hardwoods, Fassett, Que.; and Rick Degen, Bennett Hardwoods, Wausau, Wis.



Parker Boles, Hermitage Hardwood Lumber Sales, Inc., Cookeville, Tenn.; Jennifer Brand, Bridgewell Resources, Portland, Ore.; and Terry Miller, Import/Export Wood Purchasing News, Memphis, Tenn.

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NHLA-
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2010 National Hardwood Lumber Association Convention (NHLA) & Exhibit Showcase. All totaled, 750 attended this year's annual NHLA event. Held here at the Hyatt Regency Vancouver, the four-day convention was dubbed The Global Gathering of the Hardwood Community.

In addition to guest speakers at the convention, the NHLA provided ample opportunity for companies to display their products in the exhibit showcase as well.

Various associations also met during the convention, including: the American Walnut Manufacturers Association; the Hardwood Distributor's Association; the American Hardwood Export Council; the International Wood Products Association; the Hardwood Forest Foundation; the Western Hardwood Association; the Hardwood Federation; Canadian Hardwood Bureau; and the Fellowship of Christian Lumbermen.

NHLA scheduled a plethora of special events, many of which were new to the agenda. The latest additions included a sawmill's reception, an iPhone case give away and the Great Canadian Logging Expo on Grouse Mountain.

Other events held included: the Hardwood Federation PAC Sporting Clays Shoot; the Inspector Training School Alumni Reception; the Ice Palace Grand Finale Dinner with Cirque de Soleil; a Hardwood Forest Foundation Silent Auction; and the HFF 50/50 Drawing.

Additionally, multiple educational seminars served to inform attendees. Presented by experts in each respective field represented, the seminars were: the International Buyers panel, moderated by Michael Snow, American Hardwood Export Council; A More Real and Relevant Approach in Green Building, speaker, Peter L. Pfeiffer, Ailey & Pfeiffer Architects; Truth About Trees,

speaker, Norm Murray, U-C Coatings Corporation; and The Lacey Act—Its Substance and Its Impact on You and Your Customers, moderator, Ray Markley, president, Shorepoint Insurance Services; The Shipping Market & The Year Ahead, speaker, Cindra Zambo, Kuhne+Nagel, Inc.; and Hard Knowledge—A Roundtable Approach to Best Business Practices, moderator, Chris Churchill, NHLA interim director of education.

Among the many social events provided NHLA attendees were: a golf tournament at Mayfair Lakes Golf and Country club; numerous NHLA receptions; and the hospitality suite hosted by Lumbermen's Underwriting Alliance, which presented the NHLA Convention. Next year's NHLA Convention & Exhibit Showcase is scheduled for Sept. 21-24 at Gaylord Opryland Resort & Convention Center, Nashville, Tenn.

For more information, go online to www.nhla.com.

IWPA-
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Hardwood Lumber Association (NHLA) convention here. Warren Spitz, president of UCS and a board member of both NHLA and IWPA, welcomed the group to Canada and shared his perspective on the value of both organizations working closely to promote the specification, design and use of wood products. Mark Barford, NHLA Executive Director, followed with a similar message on the value of collaboration.

Brent McClendon, IWPA executive vice president, presented a concise program on what IWPA is hearing in the marketplace, seeing in the way of trade statistics, and doing in the regulatory, advocacy and marketing arenas. McClendon noted that overseas shipping delays, combined with delays at ports of entry, the weakness of the U.S. dollar and

ongoing challenges in the North American marketplace make this a very tough market for importers. However, even facing these headwinds, imports have increased compared to 2009, with plywood up 34 percent year-to-date and lumber up 16 percent. Unfortunately, these levels are still 30 percent to 50 percent below 2007 respectively.

McClendon then provided updates on Lacey Act implementation, customs classification issues and the anticipated schedules for the development of the national standard on formaldehyde emissions from composite wood products. The final part of the business session included a summary of IWPA's seventh edition of *International Wood* and IWPA's new social media campaign.

Upcoming IWPA events in 2010 are planned at the North American Wholesale Lumber Association Traders Market, the North American Floor Covering Distributors Association and National Building Materials Distribution Association convention. Already scheduled for 2011 are meetings at Surfaces and IWPA's annual convention, April 13-15, 2011, in New Orleans, Louisiana. McClendon urged attendees to visit IWPA's newly expanded Website at www.iwpa.org to stay current on news and events.

AHEC-
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the National Hardwood Lumber Association (NHLA), setup an International Buyer's Panel at the recent NHLA's Annual Convention, which was held here.

AHEC brought up over three major importers of U.S. hardwoods to sit on the panel from different regions of the world: Andy Craig, North American procurement director of Latham, out of the U.K.; Michael Hermens, Managing Director of APP Timber, out of Malaysia; and Patrick Leung, major supplier of

Hong Kong for U.S. hardwood projects that include Ritz Carlton- Shanghai, MGM- Macau, and Intercontinental Doha. AHEC also held its annual membership meeting with focus on voting on new members of the board and introducing its new chair.

Concerns with environmental issues was the main topic of discussion at the panel, other conversations included new phytosanitary requirements and changes in market trends. With the new procurement law in the EU, the importers questioned how "due diligence" would be interpreted, an issue AHEC hopes to support with its marketing of U.S. hardwoods and the Life Cycle Analysis. Rupert Oliver, a consultant to AHEC EU, will be monitoring and reporting on the issue in 2011.

At the membership meeting, AHEC Executive Director Mike Snow presented a year-end review of global events and also made the official announcement of the Life Cycle Analysis for U.S. hardwoods as funding was approved by the Foreign Agriculture Service. Orn Gudmundsson chaired his last meeting for AHEC and John Brown was brought in as the new chairman. As chair for AHEC the last two years, Gudmundsson oversaw and was highly instrumental in assisting AHEC in receiving its own 501c (6) non-profit status. Gudmundsson also setup a financial plan to make sure the organization remains financially stable as its own entity for years to come. AHEC is highly appreciative of Gudmundsson's work as a chair for the organization for the last two years.

There was general sense of optimism as exports have recovered, yet members were still being cautious as they move forward into the next year. As of this publication's date, 2010 exports have gone up 60% globally, 27% to the European Union, 140% to China, 96% to Southeast Asia, 40% to Middle East and 60% to India.

The American Hardwood Export Council (AHEC) is the leading interna-

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Jesper Bach
Exotic Hardwoods
Manager

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George Crawford, Somerset Wood Products, Inc., Somerset, Ky.; Steve Gunderson, Hermitage Hardwood Lumber Sales, Inc., Cookeville, Tenn.; Dave Leonard and Phil Boulet, Goodfellow, Inc., Delson, Que., and Jerry Hodgert, American Hardwood Industries, Waynesboro, Va.



Jeff Robinson, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Jason Mann and Todd Kion, AJ Forest Probyn Group, Squamish, B.C.; and Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.



Ken Harper, Trinity Post & Panel Inc., 100 Mile House, B.C.; Chris Pistilli and Doug Carl, Carlwood Lumber Ltd., Maple Ridge, B.C.; and Dennis Mawhinney, Trinity Post & Panel Inc.



Rodger Lennox, BCF Shake Mill Ltd., Fanny Bay, B.C.; Brooke Meeker, Anbrook Industries Ltd., Pitt Meadows, B.C.; and Tony Bonura, Cedar Shake & Shingle Bureau, Mission, B.C.



Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Beth Hird, Western Red Cedar Lumber Association, Vancouver, B.C.; and Jeff Robinson, Mid Valley Lumber Specialties Ltd.



Kent Beveridge and Scott Lindsay, Skana Forest Products Ltd., Richmond, B.C.; and Greg Stewart, Sinclair Group Forest Products Ltd., Prince George, B.C.



Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.; Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; Michael and Pat Woods, Sound Cedar Co., Mount Vernon, Wash.; and Paul Mackie, Western Red Cedar Lumber Association, Mill Creek, Wash.



Griffin Augustin, Kootenay Innovative Wood, Thrums, B.C.; and Jason Chiu, Center for Advanced Wood Processing, Vancouver, B.C.

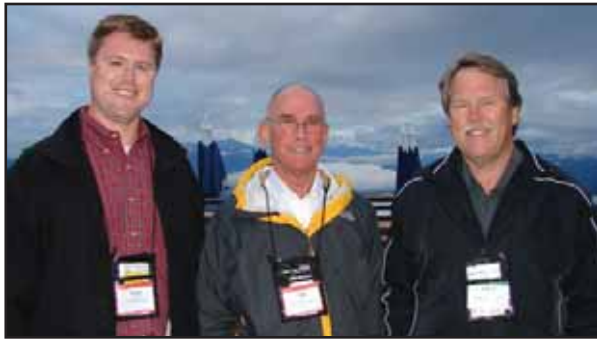
CANADIAN WOOD Photos— Continued from page 1



Stewart Clark, Tom Faris, Curtis Walker and Kirk Nagy, The Waldun Group, Maple Ridge, B.C., pictured in front of a 1942 fire truck at GBM promoting fire safety.



Tyler Burnard, Sunset Forest Products Inc., Portland, Ore.; Hans Plechinger and Wayne Gamborski, Golden Timber Frames Limited Partnership, Invermere, B.C.; and Max Leekwai, Sunset Forest Products Inc.



Doug Barton and Gib McIlvain, J. Gibson McIlvain Co., White Marsh, Md.; and Dave Jones, Howe Sound Forest Products Ltd., Campbell River, B.C.



Adam Robertson, BC Wood, Vancouver, B.C.; Allyson Clark, UBC/CAWP, Vancouver, B.C.; and Julian Wang, BC Wood



Peter Dickson, Fraser Wood Industries, Squamish, B.C.; Archie Rafter, Andersen Pacific Forest Products, Maple Ridge, B.C.; Tony McRea, Imperial Shake Co., Vancouver, B.C.; and David Pitcher, Mitsui Homes Canada, Langley, B.C.



Scott Boates, Teal-Jones Group, Surrey, B.C.; and Dal and Sat Brar, Silver Creek Premium Products Ltd., Mission, B.C.



Brian Hawrysh, BC Wood, Vancouver, B.C.; Dana Hayden, Deputy Minister of Forests and Range, Province of B.C.; Grant McKinnon, BC Wood; and David Conway, Old Country Wood Products Ltd., Victoria, B.C.



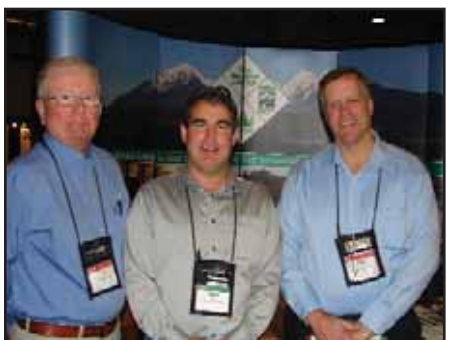
Dennis and Ian Wight, Pacific Western Wood Works Ltd., Delta, B.C.; Rick Harris, International Forest Products Inc., Maple Ridge, B.C.; and Bob Thompson, Western Forest Products, Vancouver, B.C.



Mary McInnes, SourceWood Partners, Bellingham, Wash.; Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Mike McInnes, SourceWood Partners; and Jeff Robinson, Mid Valley Lumber Specialties Ltd.



Jake Power and Dustin Eliot, Power Wood Corp., Surrey, B.C.; Tina Scheske and Alec Clark, The Waldun Group, Maple Ridge, B.C.



Bill McArthur, BlueLinx Corp., Atlanta, Ga.; Greg Bailey, The Waldun Group, Maple Ridge, B.C.; and Ken Stamm, BlueLinx Corp.



Brian Jenkins, Laura Salsman and Dave Jacobson, Isaak Forest Resources Ltd., Ucluelet, B.C.

AHEC-
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tional trade association for the U.S. hardwood industry, representing the committed exporters among U.S. hardwood companies and all major U.S. hardwood product trade associations. AHEC's member companies service the growing global demand for U.S. hardwood and represent the full range of hardwood products. AHEC maintains offices in Japan, Europe, Southeast Asia, China, Korea and Mexico, in addition to its Washington, D.C. headquarters, to serve the needs of the global community. For additional information please contact AHEC by phone at 703-435-2900 or consult our web site at www.ahec.org.

GBM-
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Close to 700 participants from 15 countries attended the 2010 GBM, which featured quality, value-added manufactured wood products from British Columbia and other parts of Canada.

The 7th annual event sold out for both exhibitors and buyers.

"The Global Buyers Mission again exceeded our expectations," said Brian Hawrysh, CEO of BC Wood, which hosts the event. "It's hard to believe there's a recession underway. For three years now, the Global Buyers Mission has sold out. People are eager to come here and sell their products to buyers from around the world and international buyers are responding positively."

250 representatives from Canadian manufacturers filled this year's trade floor to capacity. They did business with buyers from around the globe, with the largest contingents from the United States of America, China, Japan, Korea, Taiwan and Vietnam, plus a group from

Mexico. A broad cross-section of European countries participating in the GBM included the Netherlands, Ireland, Germany, the United Kingdom, Belgium and the Czech Republic.

Hawrysh noted the success of the 2010 Global Buyers Mission is at least partly due to his organization's partnership with the Western Red Cedar Export Association and the Cedar Shake and Shingle Bureau.

"By combining our efforts, we help create synergies to best market wood products," he said. "Manufacturers and buyers are reaping the benefits."

Each year, participants are surveyed on their sales transactions. Just over \$20 million in sales was generated at last year's event. Surveys indicate the most recent show will exceed that, although final tallies won't be available until after the sales surveys are audited.

The GBM is a three-day, invitation only networking/tradeshow event developed to bring together qualified international buyers of wood products from around the world, with Canadian manufacturers of products that included finished materials, building supplies and remanufacturing products.

For more information, go online to www.bcwood.com.

GLOBAL WOODMART-
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of organizing an international trade show. It was also the first time in Southeast Asia that a trade show had been held to provide an opportunity for all buyers and sellers of wood products from all global forest zones (temperate, boreal, and tropical) to meet and conduct business under one roof.

According to the Council's CEO Cheah Kam Huan, "The time was right for a show like the MGW to be launched in Southeast Asia. Our goal is to get the world to use more wood, and this event is a step in that direction—to get wood

producers, traders and users together to unite in their common love for timber, and to forge closer collaboration for the generic promotion of wood between MTC and all major timber-based associations."

The trade expo featured 108 exhibitors including companies from Malaysia, Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, New Zealand, Singapore, South Korea, Thailand, UAE, UK, Uruguay and USA. In addition to the Malaysian hosts, various international wood organizations were also represented on the show floor, including: the American Hardwood Export Council, French Timber, the Ghana Forestry Commission, New Zealand Trade and Enterprise, Office of Commercial Affairs, Royal Thai Embassy, Sarawak Timber Industry Development Corporation, The Thai Parawood Association, the UK Timber Trade Federation, the U.S. Hardwood Plywood and Veneer Association (HPVA) and the U.S. National Hardwood Lumber Association (NHLA).

There was a strong U.S. presence at the show with AHEC holding down the left flank of the exhibit hall. In attendance were Baillie Lumber Company, Bridgewell Resources, Erath Veneer Corporation, Graf Brothers Lumber & Flooring, Kretz Lumber Co. Inc., Northland Corporation, Robinson Lumber Company, and Sonoking Corporation.

According to John Chan, Regional Director for Southeast Asia & Greater China for AHEC, "[We were] proud to be associated with MTC in the inaugural Global WoodMart. Our members were very happy with the quality of trade inquiries received and look forward to participating in the next show. I believe this debut show is a huge success and my thanks and congratulations to MTC, its staff and associates who have worked hard to put together an excellent, highly-focused show in nine short months."

According to both exhibitors and participants, the show was an overwhelming

success. The event drew a total of 2,046 visitors over the two-day period, with buyers originating from 50 countries, including representatives from Australia, China, India, Indonesia, Japan, the Netherlands, Singapore, Thailand, and the UAE. Given the overall look of the show, it worked like a well-polished machine rather than a first-time effort. From the perspective of the installations on the floor, it was evident that much thought and care had been put into the design and layout of booths, and traffic flowed smoothly throughout the hall. Additionally, observing the buzz of activity taking place all over the floor, it was apparent that there was some serious business being conducted as well.

Although Malaysia is a major producer of timber, it sees an enormous opportunity in pooling together resources to meet the growing demand for timber products in a highly globalized and environmentally conscious world market; and this was a key impetus for the MTC to organize the show. Malaysia herself is a big importer of wood products, and in 2009 imported US\$640 million worth of value-added timber products from the U.S., Brazil, Indonesia, Australia, New Zealand, Ghana and other countries. According to the MTC, the sourcing and utilizing of imported wood complements Malaysian domestic supplies from plantations and sustainably managed native forests. Imported non-tropical wood species also add diversity and value to Malaysia's timber products and is expected to contribute towards the Government's goal of RM53 billion (USD\$17 billion) of timber exports by the year 2020. This goal was established in 2009 under the country's National Timber Industry Policy (NATIP).

The other aim of the Global WoodMart was to bring industry members in the Asian region - particularly from China, India, Indonesia, Thailand and Singapore - closer together in order to facilitate cooperation on resources. In this regard, at the MGW event, an MOU (memorandum of understanding) was signed between Malaysia (represented

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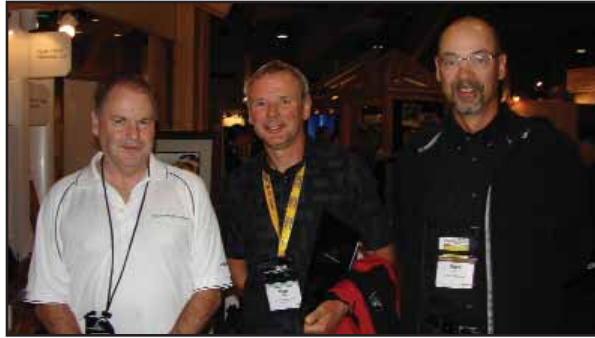
John Gardner, Teal-Jones Group, Surrey, B.C.; Xiangfeng Chen and Xiaomei Ji, Youyi Wooden Industry Co., China; Jeff Li, BC Wood, Vancouver, B.C.; and Tom Jones, Teal-Jones Group



David Jeffers, PPG Machine Applied Coatings, Raleigh, N.C.; Craig Combs, PPG Machine Applied Coatings, Medford, Ore.; and Chun Ming Lee, Haring Gilum Wood Products Ltd., Hong Kong, China



Jin Ying Luo, Shanghai, China; Meijuan Sun, Shanghai Jie Li Construction and Decoration Co. Ltd., Shanghai, China; and Ally Huang, Glandell Enterprises Inc., Vancouver, B.C.



Dick Jones, Teal-Jones Group, Surrey, B.C.; Ziggy Stewart, Counselor for Campbell River, B.C.; and Steve Power, Power Wood Corp., Surrey, B.C.



Oscar Faoro, Canadian Wood Council/Woodworks BC, Kelowna, B.C.; Mary Tracey, WEC/Woodworks BC, West Kelowna, B.C.; and Jack Heavenor, Downie Timber/Selkirk Cedar, Revelstoke, B.C.



Stewart Clark, The Waldun Group, Maple Ridge, B.C.; Simon Hutton, Silva Timber Products Ltd., London, England; and Curtis Walker, The Waldun Group



Steve Myrick, Capital Lumber Co., Denver, Colo.; Mike Pidlisecky and Mike Booth, WOODTONE, Chilliwack, B.C.; Greg Bailey, The Waldun Group, Maple Ridge, B.C.; and Mark Woofinden, WOODTONE



Tracey Gorski and Brenda Worms, Norsask Forest Products, Meadow Lake, Sask.; and Mike Friesen, Independent Consultant Wood Products, Richmond, B.C.



Randi Walker, BC Wood, Langley, B.C.; Kris Hayman, Edgewood Forest Products/C&C Wood Products, Quesnel, B.C.; Stacey Sauer, Saskatchewan Trade & Export Partnership, Saskatoon, Sask.; and Ron Dunn, Edgewood Forest Products/C&C Wood Products



Cameron Cook and Doug Tracey, Gorman Bros., Westbank, B.C.

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Craig Fleischhacker, North Enderby Timber Ltd., Enderby, B.C.; Craig Trunkfield, Old Country Wood Products Ltd., Pitt Meadows, B.C.; and Dan Griffiths, Gary Gill and Brian Leung, Fraserview Cedar Products, Surrey, B.C.



Phil LeBlanc, Lumber Resources, Inc., Quebec City, Que.; Craig Brouette, Pike Lumber Co., Akron, Ind.; Al Spencer, Upper Canada Forest Products, Calgary, Alberta; Norm Murray, U-C Coatings Corp., Buffalo, N.Y.; and Andrew Schafer, Cut-Rite Lumber Ltd., Toronto, Ont.



Benoit Martin, JV Lumber, Quebec City, Que.; Dennis Cuffley, J.D. Irving Ltd., Clair, N.B.; and Mario Brunet, Nationwood Inc., St-Andre-Avellin, Que.



Mario Brunet, Nationwood Inc., St-Andre-Avellin, Que.; Greg Patenaude, Peladeau Lumber Inc., Laval, Que.; Peter Duerden, U-C Coatings Corp., Buffalo, N.Y.; and Jeff Lockey, Cascade Hardwood LLC, Chehalis, Wash.

SHAKE AND SHINGLE Photos— Continued from page 13



Alain Poirier, Boa-Franc Inc., St-Georges, Que.; Nico Poulos, Weston Premium Woods, Brampton, Ont.; and Dave Williams, Champlain Hardwoods, Essex Junction, Vt.



Denis and Liane Bruneau, Oberti Architecture & Urban Design Inc., Vancouver, B.C.; and Aaron Moore, Brian Moore Log Homes Ltd., Abbotsford, B.C.



Aaron Bayntun and Denise and Brent Callaghan, Interpro Forest Products, Burnaby, B.C.



Jeff Robinson, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Regula Vickery, Panalpina Inc., Vancouver, B.C.; and Al Fortune, Mid Valley Lumber Specialties Ltd.



Jeff Wolgemuth, Haiya Yu and Glenn Mattice, Welco Lumber Corp., Vancouver, B.C.



Scott Anderson, Brian Hawrysh and Randi Walker, BC Wood, Vancouver, B.C.; and Jim Ivanoff, BC Wood, Japan



Jody and Scott Boates, Teal-Jones Group, Surrey, B.C.



Helena Jonkin and Randi Walker, BC Wood, Vancouver, B.C.; and Kelly Vaille, Cedar Shake & Shingle Bureau, Mission, B.C.

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by Malaysian Timber Industry Board, Malaysian Timber Council and Malaysian Furniture Promotion Council) and Thailand (represented by Thai Parawood Association and Wood Processing Club, Federation of Thai Industries) to establish a Joint Committee to explore the development of rubberwood-based industries in both countries.

The next MTC Global WoodMart is scheduled to be held in October 2012, and given the general consensus from this year's the participants, the mood is extremely positive for the follow-on event. All of the exhibitors interviewed stated that they would definitely participate in the next show with many considering an expanded presence through a larger booth. They commented that the MTC was to be commended for producing such a highly-focused fair in a relatively limited amount of time, and for attracting such a high quality of visitor. For more information about the next MGW, please watch their website for dates and other information: www.globalwoodmart.my.

The Malaysian Timber Council (MTC) was established in January 1992 to promote the development and growth of the Malaysian timber industry. MTC was formed on the initiative of the timber industry. It is governed by a Board of Trustees, whose members are appointed by the Minister of Plantation Industries & Commodities. MTC's main objectives are to promote the Malaysian timber trade and develop the market for timber products globally, to promote the development of the industry by upgrading the industry's manufacturing technology base, to augment the supply of raw materials, to provide information services and to protect and improve the Malaysian timber industry's global image.

Further information on the Council's

activities can be obtained from www.mtc.com.my or contact: Ms. Suria Zainal, Phone: (+603) 9281 1999; Fax: (+603) 9282 8999; Email: suria@mtc.com.my.

(Editor's Note: Elizabeth Baldwin has more than 20 years of international wood sourcing experience. Japanese trained, she is a well-recognized consultant in many aspects of international trade, including quality control systems and wood production management. She is co-author of "Complying with the Lacey Act: A Real World Guide," (www.laceyactresources.com) and has lectured internationally on the Lacey Act. She also sits on the Board of Directors for the U.S.-based International Wood Products Association and also serves on various committees for the U.S. National Wood Flooring Association and the U.S. National Lumber Association. She can be contacted at question@laceyactresources.com.

Leonard Krause has consulted for more than 20 years to private industry and international wood products associations focusing on the markets and regulatory environment for wood products. He is co-author with Elizabeth Baldwin of "Complying with the Lacey Act: A Real-World Guide" (www.laceyactresources.com). He can be contacted at question@laceyactresources.com.

FMC 2010 -

Continued from page 1

the four-day exhibition, many well-known exhibitors and buyers gathered in Shanghai New International Expo Center.

FMC 2010 has set a new record in terms of the exhibition area and the exhibitors' numbers. While Furniture China 2010 attracted more than 2,000 exhibitors from 27 countries all over the world, including 130 overseas companies, with a total area of 400,000 square meters. During the exhibition period,

domestic and international professional visitor figures reached a total of 59,131 (including 19,956 overseas buyers).

The total exhibition area of FMC increased 13 percent and the number of FMC exhibitors topped 650. Hall E5 is still FMC Premium Area; Hall E6 is for Woodworking Machinery.

According to site statistics, FMC attracted a total of 25,300 professional buyers from 31 provinces and 4,041 overseas buyers. Australia, Korea, Japan, Hong Kong, Taiwan and United States are the six major sources of overseas visitors.

Many well-known manufacturers gathered in the exhibition. Woodworking Machinery Exhibition Area covers Homag, Shanghai Chaolun, Biesse, Nanxing, SCM, etc.; outdoor material area covers Huarun, Changrunfa, Gukangli, Taiqiagn Chemicals; FMC Premium Area covers Jiang Su Yuhui, French Timber Association, JOWAT AG, Henkel, Hardwood States Export Group (HSEG), Canada Wood, Kingdecor, Robby Hardware Products and Dehua Tubao.

Speakers this year included: Shanghai Timber Association, China Wood International, Inc., Homag, Henkel, Dongguan Five Stone, Shanghai Konsh, Shanghai Gwisdom, Jiaying Rest Furniture & Appliance, French Timber, Hardwood States Export Group, Guangdong Huarun and other famous enterprises.

The theme lectures this year were "Timber Market Situation in China and Development Trend of Softwood" and "Chemical Modification of Wood Acetylation", held by Shanghai Timber Association, and "Gabon - Africa Timber Investment Opportunity" by China Wood International.

FMC-B2B website www.fmcchina.com.cn has been separated from the "furniture in China" before the exhibition, and designed to create professional B2B Trade Platform for woodworking machinery and furniture raw materials.

The second FMC buyer sourcing event attracted more than 20 companies, 50 suppliers, BLW LEATHERETTE, Kingdecor, Asian Exports Development

Ltd, and Dongguan Five Stone are actively involved in.

Next year, "The 17th Furniture Manufacturing & Supply China 2011 (FMC 2011)" and "FMC Premium 2011" will be held on Sept. 14-17, and has been moved to Shanghai World Expo Theme Pavilion.

For more information, please visit the official website: www.fmcchina.com.cn.

WHO'S WHO - Keep

Continued from page 2

Fiberboard Enviro-Green Underlayment Panels.

According to Keep, Florcore Extreme OFB Underlayment Panels are specifically engineered and designed to meet the stringent specifications of an ever-changing floor covering market. "They are an addition to our structural floor combination system. They are the new and advanced generation of OFB panels and are totally compatible with OSB subfloor products and the best marriage: OFB & OSB together, "the best sub floor."

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The company has adapted to the economic downturn by working hands-on in the field with its distributor representatives, retail flooring companies and installers.

Argo Fine Imports is a member of the International Wood Products Association and the World Flooring Association.

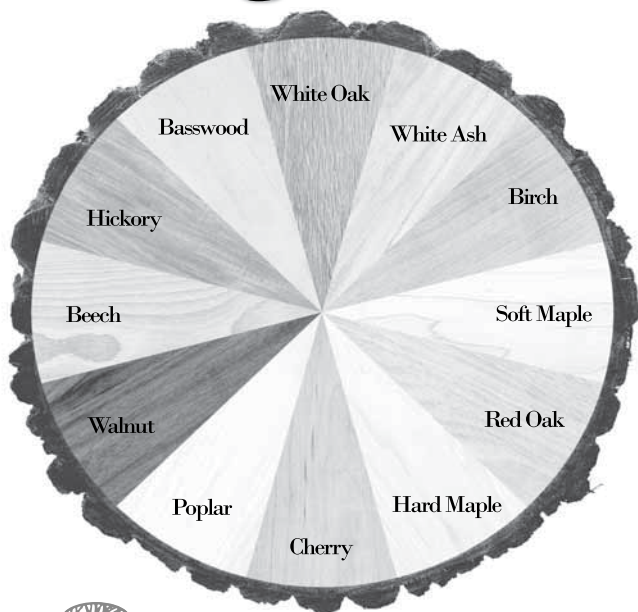
Bob Keep has worked for Argo Fine Imports for approximately three years in his present position. His first job in the industry was in 1974 in wholesale wood distribution.

A graduate of Niagara High School, Niagra Falls Ontario, Canada, Bob went on to earn a Degree from Niagara

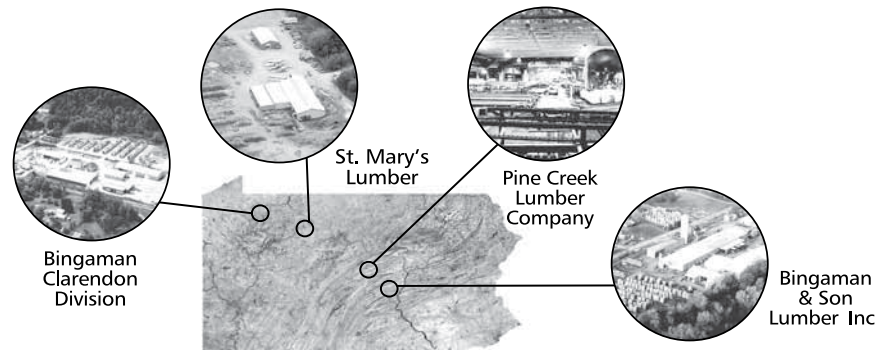
Continued on page 22

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5 T/L 4/4 S&B Hickory	4 T/L 4/4 #2 Com Walnut
4 T/L 4/4 #1 Com Hickory	1 T/L 5/4 S&B Walnut
5 T/L 4/4 #2 Com Hickory	2 T/L 6/4 S&B Walnut
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 8/4 Comsel 14M'
Elm (Red) - Orme Rouge
 5/4 Comsel 12M'
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White Oak - Chene Blanc
 4/4 Fas/F1F 25M'
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 5/4 Fas/F1F White 40M'
 4/4 Fas/1F Uns. 30M'
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WHO'S WHO - Keep

Continued from page 19

College.

Keep and his wife of 38 years, Lizz, have a son and daughter and one grandson.

WHO'S WHO - Moore

Continued from page 2

Lumber is FSC-certified. Export loads can be export-prepped and phyto-certified. The company also offers sorted-to-width material in White and Red Oak.

The company's niche is quartered and rift lumber.

Frank Miller Lumber is a member of the Indiana Hardwood Lumbermen's Association, National Hardwood Lumber Association, American Export Council, Hardwood Manufacturer's Association, Wood Products Manufacturer's Association and National Wood Flooring Association.

In 2003, Frank Miller Lumber received the Indiana Hardwood Lumbermen's Spirit of Excellence Award to celebrate its 100th anniversary.

Moore has worked for Frank Miller Lumber for approximately 10 years, the last three years in his present position.

A graduate of Union City (Ind.) Community High School, Moore went on to earn a bachelor's of science degree in business administration from Berea College in Berea, Ky.

Moore is president of the Indiana Hardwood Lumbermen's Association and a board member of the Wood Products Manufacturers Association.

Moore and his wife of 16 years, Kathy Moore, have two sons.

In his free time, Moore enjoys fishing, golf, gardening and spending time with his family.

WHO'S WHO - Von der Goltz

Continued from page 2

transferred to the U.S. branch of the Brazilian company, located in Mobile, Ala. He has been in the lumber industry ever since.

He has worked in all aspects of the imported hardwood business and has developed the export division for Downes & Reader, shipping American hardwoods to Europe and Asia and Pine to the Caribbean and Mexico. Because of his extensive knowledge of the Brazilian domestic lumber market, he started this year the first shipments of American wood products to that country. von der Goltz has been instrumental in the development of the "Iron Stick" program of imported durable kiln sticks.

Downes & Reader has concentration yards in Stoughton, Mass., and Blakeslee, Pa., and a location for imported hardwoods in Mobile, Ala.

The division's product list includes: Spanish and Royal Cedar, Santos Mahogany, Jatoba, Cumala, Purpleheart and other imported hardwoods from South America and Africa. It also exports Walnut, White and Red Oak, Poplar and Southern Yellow Pine.

von der Goltz graduated from the Pontificia Universidade Catolica in Porto Alegre, Brazil, with a bachelor's degree in economics. He speaks four languages: English, Portuguese, Spanish and French, and is a musician in a Brazilian jazz band in Greensboro. He and his wife, Lois, have two children, Chiara and Talish.

McCLENDON-

Continued from page 3

licated equipment than in decades past. The volume of U.S. manufacturing output was 50 percent higher in 2008 than when Congress passed NAFTA in 1993. America's big trade deficit is not a scorecard for U.S. trade policy. It reflects a steady inflow of foreign investment and continued domestic demand for goods and services, whether made at home or abroad. Since 1982, America's unemployment rate invariably rises when the trade deficit shrinks and falls when the trade deficit grows.

And, finally my most favorite point:

American companies that invest abroad are not "shipping jobs overseas"; they are reaching new customers for U.S.-branded goods.

This last statement also needs to be impressed upon IWPA's affiliated domestic trade associations who wish to grow the export market for their domestic wood and wood products. Trade is a two way street. U.S. sawmillers and wood manufacturers cannot expect the growth economies of China, India and Brazil to hang out a welcome mat when their goods are subject to non-tariff barriers and PR campaigns.

My hope is that before Members of Congress are sworn in they will dial down the noise and move forward with an economic policy that reflects the reality of our global connection. After all, they should recognize that most of their campaign ads were likely watched on TVs that their constituents were able to purchase because they were made from parts and talents from a global supply chain.

FORECASTS 2011- Murray

Continued from page 4

continually improving recovery for the next 12-18 months.

At the risk of sounding like a broken record: be flexible with your production so you can meet the fluctuating order levels - too much unsold inventory is an anchor around your neck.

FORECASTS 2011- Bach

Continued from page 4

improve our market share for imported hardwoods. Currency exchange is another challenge, further weakening of the dollar and higher prices overseas could lead to substantial price increases next year, hopefully none of these will be too dramatic.

2010 was a year to improve and become more efficient in every department of our company, that and also various upgrades at our yard facilities to meet demand or create new demand for product is leading our recovery.

FORECASTS 2011- Dean

Continued from page 4

goods for sale to an increasing number of purchasers free of the fear of socialism and once again opening their pocketbooks.

We created a world class facility three years ago, just in time for the socialist economic tsunami; so what we have in place now is more than sufficient to continue making America's best manufactured hardwood flooring and precision architectural moldings - with the world's finest hardwoods, with Dean Hardwoods' new President Matt Dean

(pictured), and our dedicated staff of professionals. Who says so? Our Customers!!!

Have a Great 2011, America!!!

FORECASTS 2011- Cramer

Continued from page 4

they need the product and are not looking at future needs as they feel the lumber will be there when they need it.

Unless there is a harsh winter in the U.S. that will keep the sawmills from their maximum production, customers will continue waiting until the last moment to fill their immediate needs. This will keep prices low except for the possible item or two that are limited by log availability or increased demand. Overall, suppliers will be scrambling to move their inventories at price levels that will allow any kind of decent profit margins.

Freight will again be important next year as steamship lines adjust their schedules as they also try to make a profit while serving their customers. These customers are not only keeping pressure down on freight increases, but are demanding faster and more direct calls.

W. M. Cramer International will continue supplying their customers with the best quality hardwood lumber at the most competitive prices possible. With several geographic locations from which to ship, freight costs will be minimized and the speed of transit will be paramount. 2011 will be another competitive year with the best companies rising to the top and others falling behind.

FORECASTS 2011- Clay

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back up - so from a lumber manufacture point of view we could be in for a tough winter of over supply and cheap pricing. The major challenge will be maintaining a proper log and lumber inventory. You would want to maintain enough logs and lumber in process to react to any positive movement in the market, but at the same time not have so much that a few bad ship weeks will shut your mill down. This goes without mentioning financing issues and or having to much money in your logs/lumber. The next 4-5 months may be challenging, but should pick back up for the balance of the year.

No major upgrades are planned for our facility but will be looking to tweak things everyday to improve efficiencies. Service will be first and foremost as most salesmen have learned over the past couple years there are very few second chances, so staying on top of customer needs are imperative.

FORECASTS 2011- Bezerra

Continued from page 4

improving, investments in capital goods are higher, retailing is experiencing better days, even the U.S. Dollar is showing some strength.

Unemployment is still on the high side, which reflects the general mood of cautious optimism across the board. In other words, all the right ingredients are still in place, but the economy has not really taken off, for one reason or another. It is probably just a matter of time, once we see positive adjustments in the international exchange rates, which are clearly creating serious trade imbalances, and the emerging markets continue to exert a major role towards a faster recovery worldwide. So, all I can say now is that next Spring may finally bring on the good news.

Besides the challenge of trying to stay afloat in these market conditions, especially making sure that adequate financ-

ing is available, I believe that adapting and adjusting for an ever-changing world will continue to be extremely important for all companies anywhere. We are certainly trying to re-invent ourselves and be prepared for the constant and inevitable changes that lie ahead. We strongly believe that innovation and more efficient use of the internet are essential to improved performance.

We are working hard to find new ways to better serve our customers and develop even stronger relationships with our suppliers across the world, with a focus on reliability and sustainable practices. Our new hardwood decking line continues to attract many good customers and we are making a serious move into hardwood flooring for residential and commercial markets.

FORECASTS 2011- McClendon

Continued from page 4

U.S. dollar.

The business cycle forecast appears similar to what we saw in 2010, importers predict their customers will again push for a steep reduction in inventories before the end of the year, followed by quick restocking of the pipeline in the first quarter. Then the uncertainty grows... will it be like 2010 when business slowed significantly through the summer months, or will there be a more moderate and predictable growth rate through end of 2011 leading into a more healthy business environment in 2012?

Challenging global supply conditions cause importers to spend more time searching and vetting new sources of supply. This "boots on the ground" model improves their value as suppliers to U.S. industries. When difficulties arise in S. America, importers now must source from Africa, Europe or SE Asia. The positive ramification of this situation is fewer and fewer distributors and U.S. manufacturers are seeking to import directly, instead relying on the traditional import business to perform this task. We have seen the import profession move from being perceived as a commodity broker to more of a custom solution provider. IWPA believes this trend will continue as new regulations, most notably the Lacey Act and the national formaldehyde regulation get further developed.

However, increased global competition is affecting U.S. importers as consumers in many developing markets are consuming an increasing share of tropical forest products. This increased global competition, combined with a weak currency, causes importers to position and market their products in new ways.

Associations are at the confluence of individual business objectives and industry vision and goals. These somewhat conflicting values assure that we make our programs and services tangible and relevant for short-term member benefits, yet at the same time put in place programs that lead to long-term industry growth. For associations to be effective in 2011 and beyond we must deliver a strong and clear ROI.

Active volunteer leadership assures that membership dues dollars are reinvested in effective projects that benefit everyone. A clear example for IWPA is our *International Wood* publication. This annual buyers guide now goes to more than 20,000 architects, designers, woodworkers, distributors, contractors and retailers. It is a core part of our strategy to make sure we answer marketplace questions about imported products, while at the same time provide examples for how companies can benefit in difficult times through their specification and use of these products. The publication has been a fantastic success for the association, leading to membership and revenue growth.

We asked this question of several of our members and one response hit us as the clearest reflection of current import industry thinking on this issue... "New Products, New Markets, or No Future."

It is quite obvious that business as

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FORECASTS 2011- McClendon

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usual no longer exists. Innovation is leading the way for new product solutions, new species in new applications, changes in supply chain management and distribution, and financial management. It is an exciting, sometimes depressing, sometimes uplifting environment to be associated with and we're proud to have the opportunity to work closely with the importing industry to add value to U.S. manufacturers, distributors and consumers.

PJ LUMBER-

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the lumber processing portion of their operation and focus solely on flooring production. To accommodate their need we purchased several European frame saws and began production of sawn top layer for their flooring production. As a result of responding to this client we have also been able to develop business with other engineered flooring producers who use similar materials.

PJ Lumber products are shipped throughout Northern Europe, the United Kingdom, Scandinavia, the Mediterranean areas of Spain, Italy and Portugal, Australia, New Zealand, South Africa as well as Far Eastern markets of China, Vietnam, Korea and Japan. Our current marketing mix averages about 75 percent into various export markets and about 25 percent to domestic clients.

PJ Lumber employs approximately 120 workers, 11 of which are qualified lumber inspectors. The firm maintains a kiln-dried inventory of about 4,000,000 board feet and markets 35,000,000 board feet annually. When asked for the key factors in the company's successful history, Wilson said, "There are several factors involved. First and foremost we have been fortunate to have a good, loyal customer base that we have worked with for many years. We greatly appreciate these long-term relationships. Another key factor is the hard work of all our employees. We have been very blessed to have a group of quality men and ladies work for us over the years and we certainly could not have grown without their contribution. Finally we have been fortunate to have a number of long term supplying mills that have worked with us over the years as our business has developed. These three components are critical factors in our business.

When asked about the future Kelly said, "We have seen a tremendous amount of change over the past 2 years both on the supply side here as well as changes within our customer base. Everyone is working hard to survive under the current worldwide economic conditions but we are confident that we will prevail. We are very fortunate to have several young men in key positions here that represent the next generation for PJ. My two sons Jeff and Jon and my nephew Russell began working here during their high school years and now that they have finished school are here full time learning the operation of the business. They are assisted by Tony Green and Mark Johnson as inspector supervisors, Brian Hardy who manages our ripping lines, Mike Langlitz who handles all of our administration and logistics and Randy Patterson who is responsible for all shipping. They are assisted by Louise Bacon, accounting manager and Joy Steiner who manages all documentation. As owners Fred and I greatly appreciate the efforts of all members of the PJ team as well as the support of each and every customer.

PJ maintains a European sales office operated by Ignacio Olavide. Based in Holland Olavide covers all of Europe and the Mediterranean and has been with the company over 15 years. "We are fortunate to have someone of Ignacio's knowledge and experience in the trade and greatly appreciate this dedication," stated Wilson. Kelly concluded, "With all of us working together, focused on providing a consistent quality product coupled with our valued relationships with customers who have supported us over the past 33 years we look forward to the future."

PJ Lumber Co. is a member of the National Hardwood Lumber Association, Appalachian Hardwood Manufacturers Inc., and the Southwest Lumbermen's Club.

GRANITE-

Continued from page 8

being exported to customers throughout Asia," he remarked. McCreary also pointed out that most of the lumber for export goes through the port of Charleston, South Carolina. "Most of our export bound lumber is shipped to overseas agents; however, we do ship some hardwood lumber directly to overseas hardwood distribution/concentration lumber yards and end users."

"We have seven dry kilns with 500,000 board feet per charge of dry kiln capacity," green lumber buyer and salesman Rick McCreary said. Granite Hardwoods receives lumber from sawmills located mostly in the Appalachian region, and as far North as Maine. McCreary also purchases some lumber from the Midwest as well. "When the green lumber is delivered we unload it by one of our Hyster® forklifts, inspect and grade it. Next we stack it on one of two stackers and the lumber is put on sticks under one of our four T-sheds. We air-dry the lumber for efficiency purposes before it goes through one of our kilns. After the lumber is kiln-dried it is graded a second time, sorted, tallied and put on a truck for shipment. Purchasing agents like our lumber because it is clean, bright and flat."

Granite's four T-sheds are each 400-feet long by 30-feet wide. The company has additional fan capacity in each of their dry kilns in order to increase the air velocity for species that require more rapid airflow. Equipment owned and operated at Granite Hardwoods and its sister company, called The Hardwood Company, include: approximately ten Hyster® forklifts; four company owned trucks for prompt delivery of products; seven Irvington Moore dry kilns with S11 controls; a Newman S382 planer; a straight-line rip saw and a wood waste boiler system. The Hardwood Company, has an office and large warehouse on the same tract of land where Granite Hardwoods is located, as well as having several offices in other North Carolina towns so they can more easily distribute their wood products to their various customers.

"Our Hyster® forklifts are used for a multitude of applications including: unloading trucks of lumber bought from various suppliers; moving and storing products like hardwood lumber, hardwood flooring, mouldings; doors or windows on the premises; and loading lumber, or other products on trucks for delivering to customers. We find Hyster® forklifts are durable and easy to maintain," McCreary added.

With approximately 40 employees key personnel include: Woody Buchanan, president and general manager; Doug Saunders, shipping manager; Tim Pope, quality control and yard management; Laura Buchanan, accounts receivables; Tammy Robbins, logistics and inventory administration; and Ridge DeWitt, Ed Herron and McCreary are the sales representatives. "The length of service of our key employees averages 23 years," McCreary said. "These 16 employees have a combined service of 370 years total."

Although Granite Hardwoods has been operating autonomously for approximately 15 years, they attribute a lot of their success to sister company, Buchanan Hardwoods. "Granite was born out of the legacy of Buchanan Hardwoods and Woody Buchanan's grandfather, who was known as 'Mr. Buck' by everyone," explained Ridge DeWitt.

As for remaining competitive in today's challenging markets, McCreary said diversity and innovation is key. "What we have seen and experienced over the last 10 years is more specialization, and obviously, we know that we'll have to continue to be specialized to meet market demands. We know that specialization doesn't always mean getting bigger, sometimes being more specialized means getting smaller. We have increased both our efficiencies and ability to do special things with our lumber like width and color sorts as well as other things. We've really become much more specialized in that process, although a bit smaller in terms of our overall volume. We've been fortunate in that we've been able to operate within the parameters of our own capital resource, without having to borrow from banks," he explained.

McCreary said an advantage that Granite Hardwoods has is their flexibility. "We're going to do everything we can to ensure that we meet our customers' needs. One of our strengths is that when we make a promise—we deliver," he pointed out. "Our deliveries are always on time and we com-

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GRANITE-

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municate very effectively all along the line with our customers. We're large enough to take care of most any order and small enough to pay attention to detail, which ultimately gives us the flexibility to be involved hands-on. We take the time to help a customer make a good decision. We'll send digital photographs of our lumber, tallies by e-mail, or do whatever the customer needs to help that person make a good and informed decision about their lumber purchases. We pride ourselves on our promises. We guarantee we'll deliver on our promises."

With four National Hardwood Lumber Association (NHLA) lumber inspectors on-board, the firm utilizes portable hand held tallies. "We use the portable tallies both on our dry end and on one of our lumber stackers," McCreary said. "On the green end we have a computerized fixed tally system that automatically generates a lumber pack ticket for each pack of lumber with the number of pieces, grades, board footage and any other details about the lumber."

Employees at Granite Hardwoods have many years of experience and most are cross-trained. "We have inspectors who can also do window installations for The Hardwood Company," McCreary said. "One of our salespeople, Ed Herron, is also a certified lumber inspector. In fact, Ed oversees our lumber inspectors here, and he is involved in training them, as well as being a lumber salesperson too. Our shipping manager, Doug Saunders, can also fill in other areas. Most of our people are qualified to perform three or four different jobs."

The employees of Granite Hardwoods Inc. like the words that are used in some of the firm's advertising that says, "No one in the hardwood business has a name more solid than Granite." Granite Hardwoods Inc. is a member of the National Hardwood Lumber Association (NHLA), Hardwood Manufacturers Association (HMA), Appalachian Hardwood Manufacturers Association, Southern Appalachian Multiple Use Council, and the Ruffed Grouse Society. For more information visit www.granitehardwoods.com or call 800-841-0740.

of international wood sourcing experience. Japanese trained, she is a well-recognized consultant in many aspects of international trade, including quality control systems and wood production management. She is co-author of "Complying with the Lacey Act: A Real-World Guide," (www.laceyactresources.com) and has lectured internationally on the Lacey Act. She also sits on the Board of Directors for the U.S.-based International Wood Products Association and also serves on various committees for the U.S. National Wood Flooring Association and the U.S. National Lumber Association. She can be contacted at question@laceyactresources.com. Leonard Krause has consulted for more than twenty years to private industry and international wood products associations focusing on the markets and regulatory environment for wood products. He is co-author with Elizabeth Baldwin of "Complying with the Lacey Act: A Real-World Guide" (www.laceyactresources.com). He can be contacted at question@laceyactresources.com.

CHB-

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new members to join.

The CHB is a national trade association representing manufacturers and wholesalers of hardwood lumber and Hardwood flooring, as well as their suppliers.

- Among the goals of the CHB are:
- To provide networking opportunities for those engaged in the buying and selling of Hardwood lumber and other related forest products;
 - To provide rules, order and structure for unfinished Hardwood flooring;
 - To have a unified industry voice to address industry issues as required;
 - To promote industry issues that a strong majority feels are worthy;
 - To promote industry-related research;
 - And to promote the Hardwood lumber industry through education and awareness activities.

CHB's offices are located in Ottawa, Canada. They can be contacted by calling 613-567-9171.

TIMBER LEGALITY-

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well as verifying the legality of wood supply and sources. Their website is www.rainforest-alliance.org/forestry.

Also, Chew Lye Teng spoke on the developments in certification and verification in Malaysia. He stated that the implementation of timber certification in Malaysia has been driven both by internal forces and by the external market. On one hand Malaysia has an interest and recognizes the importance of ensuring that its rich forest resources are sustainably managed to meet the needs of present and future generations. On the other hand, the Malaysian timber industry depends on its export markets; and there is a growing demand from environmentally- and socially-sensitive markets (the EU and U.S.) for certified timber products.

Chew outlined the history of timber certification in Malaysia starting in 1994 to the present day and detailed their practice of establishing "Certified Forest Management Units" (FMUs) and "Chain-Of-Custody (CoC) Certifications." As of September 2010, valid Certificates for Forest Management had been issued to nine FMUs under the MTCS program, covering over 4.83 million ha of natural forests. Of those nine, seven were PEFC-certified FMUs (covering 3,968,848 ha), and two were MTCS-certified FMUs (covering 865,417 ha). During the same period, a total of 160 Certificates for Chain-of-Custody had been issued under MTCS, of which 151 timber companies had been issued PEFC CoC Certificates (accredited certificates). The Dialog concluded with a panel discussion and Q&A period with additional experts.

In sum, the Dialog represented an important forum for all parties to learn from each other about the current trends in legislation, legality verification programs, and the Malaysian timber industry's commitment to legal, verifiable, and sustainable wood products.

Elizabeth Baldwin has more than 20 years

BUSINESS TRENDS (ABROAD)

Japan

According to analysts, Japan's imports of wood composite flooring amounted to 6,785,900 tsubo (22,393,470 square metres) for 2010, up 7.6 percent from 2009. The output of Type 1 flooring, which uses hardwood plywood totaled 4,751,700 tsubo while imports totaled 4,714,900 tsubo. Type 3 wood composite flooring uses domestic softwood, plantation plywood and fiberboard. Production registered at 2,152,300 tsubo and imports at 2,071,000 tsubo in the first half of the year, up 9.4 percent and 3.6 percent respectively compared to the same time period a year earlier.

Higher wood composite flooring prices are forecast for 2011 as tropical hardwood plywood prices are anticipated to rise. The share of domestic softwood in wood composite flooring is increasing and a new product using domestic softwood plywood and MDF has already been introduced.

In other news, the law promoting wood use in public buildings is now in effect according to the Japan Lumber Reports (JLR). Aimed to increase the degree of self-sufficiency in industrial wood consumption and to tackle climate change by intensifying the use of wood, the law requires the use of locally grown wood for public buildings. This initiative in the public sector is expected to have an effect on the private sector leading to a greater use of wood in buildings.

The forestry sector and wood building material manufacturers in Japan expect the new regulations to improve timber demand, which has been sluggish due to low housing starts. A challenge reported by building material manufacturers is developing new wood products from large buildings. Larger size squares like 135 mm; 150 mm and 180 mm will be needed instead of standard housing size squares of 105 mm and 120 mm. The JLR also noted that new

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