

The Import/Export Wood Purchasing News
P.O. Box 34908
Memphis, TN 38184-0908

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IMPORT/EXPORT WOOD purchasing news

Vol. 38 No. 1

Serving Forest Products Buyers Worldwide

August/September 2011

U.S. Hardwoods: Substance and Style At AHEC 16th Southeast Asia/Greater China Convention

By Di Nguyen

Nanjing, China—More than 500 timber traders, users and designers gathered in Nanjing, Jiangsu Province, China for the American Hardwood Export Council's (AHEC) 16th Southeast Asia and Greater China Convention. The convention contin-

ues to serve as a platform for timber traders, specifiers and wood related industry professionals to meet U.S. hardwood exporters, as well as participate in educational sessions given by a panel of seven renowned experts from the U.S. and Asia to

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Dave Hunter, Hunter Brothers International, Tully, N.Y.; Joe Pryor, Oaks Unlimited, Waynesville, N.C.; and Belinda Cobden Ramsey, AHEC, United Kingdom



Dana Spessert, National Hardwood Lumber Association, headquartered in Memphis, Tenn.; Tim Kassis, Kretz Lumber Co., Antigo, Wis.; and Scott Bowe, University of Wisconsin, Madison, Wis.

Future of China Export Market Explored By Industry Experts

By Sue Putnam

Rolling Meadows, Ill.—Cultivating a successful export relationship with China was the primary topic of a webinar recently presented by the North American Wholesale Lumber Association, headquartered here. Predicted future growth in China clears the path for increased wood exports both for the U.S. and Canada, and the webinar offered insight as to how to navigate this path while China manages its vast growth as a nation.



MIKE JONES

In "An Overview of Trading Lumber in China," Mike Jones of Welco Lumber Corp. served as moderator to a panel that consisted of John Bae, corporate development manager of LJ Resources Co. Ltd., and Nathan Hall, president of Navcor Transportation. The panelists also made recommendations on transportation and logistics when exporting to China.

Bae noted that China's GDP for the next 2-3 years is forecast to be 8.7 to 9 percent. This means that by 2026, China's GDP will likely exceed the USA's. Additionally, urbanization in China from 2009 to 2025 may lead to the construction of 40 billion m² in floor space in 5 million buildings, of which 50,000 are skyscrapers. China is anticipated to have 221 cities with more than 1 million in population in that same timeframe. Europe currently has 35 such cities.

From 2005 to 2025, the McKinsey Global Institute estimates that China's urban population will increase by 350 million people, larger than the entire U.S. population today. Also, China's middle class is expected to double in size in 10 years, or grow by 350 million people, creating a vast housing need.

Bae said that LJ Resources believes this "urbanization," combined with 8 to 10 percent annual GDP growth, and 20 percent GDP per capita growth, will fuel demand for all types of wood products.

Bae also noted that China's wood deficit in 2015 is forecast to be approximately 150 million cbm RWE. This deficit equals 835,000 truck loads of lumber that would stretch 20,000 kilometers, or 1/2-way around the Earth's equator.

LJ Resources shared predictions of how each sector of the lumber market will be in demand over the next 10 years. Housing and construction needs in China will lead the way, followed by panels, paper/paperboard, wood chips and furniture. Bae also said that LJ Resources believes North American and Russian fiber are the best fit for this construction sector since northern, old growth softwood fiber is typically denser and thus stronger than Southern grown softwood fiber.



JOHN BAE

Additional photo on page 11

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U.S. Hardwood Manufacturers Update Export Market Status

By Michelle Keller

(Editor's note: Import/Export Wood Purchasing News recently caught up with many of North America's forest product exporters for the logging, lumber, furniture and woodworking industries worldwide, to find out what trends are taking place in their respective markets. Their responses follow.)

Coastal Lumber Company's Vice-President of Sales Bo Hammond said the export market is flat. "I think there is a lot of speculation on both sides of the oceans as to the amount of overproduction that may or may not occur and whether it will or will not occur," he explained. "I think we're at that time of year where people's expectations are that there will be extra production and you have to contend with statements and assumptions that there won't be either. Prices have to go up. We can't continue to be berated by price decreases based on the price of what it takes to manufacture the raw material. I think there is probably a bigger line in the sand that people are unwilling to go below from a manufacturing standpoint, which is creating some contention between buyers and sellers.



BO HAMMOND

"I also think there are some government issues in China right now that are controlling and constricting the flow of money which

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Malaysian Timber Council Launches Global WoodMart 2012

By Michael Buckley

Kuala Lumpur, Malaysia—Following a highly successful debut last year, the Malaysian Timber Council (MTC) Global WoodMart (MGW) will once again take centre-stage at the Kuala Lumpur Convention Centre from October 4 through 6, 2012.

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S. K. Than, Malaysian Timber Council, Kuala Lumpur, Malaysia; Michael Snow, Executive Director, AHEC, Reston, Virginia; Dr. Eric NG, Malaysian Timber Council; and John Chan, Director of Southeast Asia and Greater China Office, AHEC.

Who's Who in Import/Exports



SHANE COOK

Shane Cook is Vice President of Purchasing and Product Development with **Midwest Walnut Co.** His office is located in Willow Springs, Mo. Established more than 70 years ago, Midwest Walnut produces millions of board feet of Walnut and other hardwoods annually. The company has a well-established transportation network to provide containers for the export market and flatbeds through-

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JEFF MANGES

Jeff Manges is sales representative for **Cole Hardwood Inc.** located in Logansport, Ind. Cole Hardwood offers kiln-dried Hardwood lumber in all domestic species. From its 32-acre facility Cole Hardwood has one of the largest one-site inventories in the Midwest. Value-added services include S2S, and SLR1E. The company delivers by rail spur and container shipping as well as company-owned trucks.

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ALAN MCILVAIN, JR.

Alan McIlvain, Jr. of **Alan McIlvain Co.**, which was established in 1798, is president of the company, as well as the import/export manager. The firm is located in Marcus Hook, Pennsylvania, near Philadelphia. Alan, and his brother Gordon, represent the sixth generation of the McIlvain family to lead the operation, which is 213 years old. A seventh generation of nephews, Lan, Weld and Jordan McIlvain

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JACKSON STAACK

Jackson Staack is CEO/owner of **Brazfloor, LLC**, a manufacturer of decking and flooring, both solid and engineered. Brazfloor purchases 1 million board feet annually of Ipe, Jatoba, Cumaru, Tigerwood, Amendoim and Sucupira in F & S, Select/Common - 4/4, kiln-dried 6-8 percent, T & G and rough lumber. The company's niche is unfinished Brazilian Cherry, solid, 3/4

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AWC Statement on Request for EPA to Stay Non-Hazardous Rule

The American Wood Council, based in Washington, issued the following statement regarding the request of industry coalition for the Environmental Protection Agency (EPA) to stay the Non-Hazardous Secondary Materials rule.

"The Non-Hazardous Secondary Materials (NHSM) rule is what determines whether a source is regulated under Boiler MACT as a fuel or under the Commercial and Industrial Solid Waste Incinerator (CISWI) rule as a solid waste. Having just stayed those two rules, we believe it is prudent to stay the NHSM rule as well.

"The Non-Hazardous Secondary Materials rule has issues that must be addressed in tandem with the other two rules, as it currently would classify many biomass residuals such as resonated wood as solid waste under CISWI. This creates huge costs as businesses shift to less-environmentally friendly fuel options, and has environmental impacts resulting from land filling these biomass materials.

"This NHSM rule should be stayed as well, as it intertwined with the Boiler MACT and CISWI rules that have now been stayed—it defines under which of these a given source would be regulated. We will continue working with EPA on these matters."

USDA Deputy Unveils Agroforestry Plan

USDA Deputy Secretary Kathleen

THE WASHINGTON SCENE

Merrigan recently unveiled a plan that will help woodland owners, farmers, and ranchers enhance productivity, profitability and environmental stewardship by using the practice of agroforestry. Agroforestry intentionally combines agriculture and forestry to create integrated and sustainable land-use systems that take advantage of the interactive benefits from combining trees and shrubs with crops and/or livestock.

Merrigan unveiled the USDA Agroforestry Strategic Framework during the North American Agroforestry Conference, in Athens, Ga. The framework is the USDA guide to advance agroforestry knowledge, practices and assistance that lays the roadmap to influence the long-term health and sustainability of all lands for future generations.

"Agroforestry does not sacrifice farmland for forests or forests for farmland," Merrigan said. "Rather, agroforestry is the marriage of disciplines that, in the end, will protect our natural resources, benefit our communities and allow for the development of other sources of income for farmers, ranchers and woodland owners. Agroforestry can enhance values for any landowner."

An example of agrosforestry, managed forest canopies in a woodland area can protect a range of crops grown for food, landscaping, and medicinal use — plants such as shiitake mushrooms, ramps, ginseng, goldenseal, curly willow and Galax. Likewise, farmers and ranchers who plant Pine trees on land used for livestock and forage production can add to their profits by selling Pine straw and high-value saw logs.

"The foundation of agroforestry is putting trees to work in conservation and

Continued on page 13

American Red Oak Project To Be Featured In Front of Victoria & Albert Museum As Part Of London Design Festival

For more information on AHEC and the export promotion programs, call (703)435-2900, fax (703)435-2537, or visit the website, www.ahec.org.

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

For the 2011 London Design Festival, landmark design installations by renowned British architects and designers will be seen across the city, and the American Hardwood Export Council (AHEC) has commissioned award-winning architects Amanda Leveté Architects (AL_A) to design one of the most public.

Now in its ninth year, the London Design Festival will be the largest and most significant yet, with an expected 180 partners and more than 250 events celebrating the world's creative capital. For the third consecutive year, the London Design Festival will run a broad ranging programme of activity in residence at the Victoria & Albert (V&A) Museum in west London, and together with Arup, AL_A has designed an installation around the V&A's Grand Entrance. Entitled Timber Wave, the majestic three dimensional latticework spiral

onto the street, and exuberantly celebrates the London Design Festival's residency at the V&A. Repetition of motif is part of the didactic heritage of the V&A and this structure is born from that tradition. It creates its own balance and reflects the contemporary preoccupation with interconnectivity between disciplines. European Director of AHEC, David Venables praised the London Design Festival for challenging the thinking on design and use of materials.



He said, "This year's collaboration with Amanda Leveté, Arup and Cowley Timber is our most exciting and ambitious to date. The use of Red Oak as the main material is a great choice because it is the most abundant species of the American hardwood forest resource, but one that is not particularly well-known in Europe. Red Oak has significant potential, and Timber Wave will demonstrate its strength, machinability and wonderful colour. I cannot wait to see the project take shape!"

Timber Wave builds on a collection of installations supported and driven by the American Hardwood Export Council, which demonstrate the performance, aesthetic and enduring qualities of American hardwood. For 2011, the Red Oak structure will completely transform the Museum's Grand Entrance and is set to be a standout installation of the LDF program.

The London Design Festival takes place from Sept. 17th-25th across London.

AHEC would sincerely like to thank Bingaman and Son Lumber, Inc., Matson Lumber Company, Coulee Region Hardwoods, Hermitage Hardwood Lumber Sales, Inc., Fitzpatrick & Weller, Inc., Northland Forest Products, Inc., Pike Lumber Company and Frank Miller Lumber Company, Inc. for their kind donations of Red Oak lumber for this project.



A display of Timber Wave in North American Red Oak in front of the Victoria & Albert Museum.

made from American Red Oak will span the height of the Museum doors. Opening up long views along Cromwell Road, the installation takes the V&A out

FSC Strengthens Controlled Wood System

The Forest Stewardship Council General Assembly in Malaysia passed a motion unanimously to strengthen FSC's Controlled Wood System.

The move recognizes that the FSC membership had identified a range of serious deficiencies in guaranteeing that controlled wood was actually controlled.

The changes include FSC national offices taking over the responsibility of risk assessments and company developed risk assessments being phased out, with no company assessments being approved after December 31, 2012.

Where there is no FSC national office in a country, FSC International will assume the responsibility.

FSC will evaluate the adequacy of all existing company-based risk assessments by July 1, 2012.

The evaluation will include issues related to particular regions, product sectors, and certification body performance. FSC

will assess, correct, or cancel risk assessments that do not meet requirements. The information collected will also help inform the future development of FSC risk assessments.

"The purpose of the motion ultimately boiled down to assuring that Controlled Wood is in fact controlled," said Robert Hughes, motion proposer.

FSC will convene a technical committee by September next year which will look at stakeholder consultation and consent, requirements related to field verification audits, incentivisation policies.

The FSC Board of Directors is to approve agreed changes to the Controlled Wood system by December 30, 2012.

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The Importance of Free Trade

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



The old adage of "politics makes for strange bedfellows" was apparent when IWPA staff worked the Hill this year in support of three free trade agreements with Korea, Panama and Colombia. Among the coalition promoting trade were American farmers and ranchers.

There isn't a more iconic American figure than a cowboy. They were there -- walking the halls of Congress and talking international markets and trade. Why? Because it gives U.S. producers the ability to compete against Argentinean and Brazilian beef in Colombia and opens new markets in countries like Panama and Korea.

IWPA members do not have significant trade with these countries, but in the ways of Washington, all three agreements may save or doom a different trade bill that some members do care deeply about - the Generalized System of Preferences (GSP). GSP is a trade-for-aid program that allows duty-free entrance for specific products from certain developing countries. Since the expiration of GSP in December, 2010, U.S. businesses have been coping with higher costs and an uncertain future. From RV manufacturers in Indiana to sellers of Campbell Soup products nationwide, GSP impacts pricing and availability of raw materials.

Supporters of the free trade agreements, like our cowboys, understand that there is an implied give and take in every agreement. If we wish to export American goods and services into a country, we must welcome their products in an equivalent arrangement. Strict anti-import sentiments are short-sighted and are harmful to U.S. manufacturers and consumers. Consider the effects that one small business reported to the Renew GSP Today coalition. "GSP expiration has cost more than \$275,000 in new tariffs on imports of plastic resin. Without these imports, we would be unable to keep our manufacturing at a level that will help the company be profitable and continue to employ our 55 workers. We are unable to source enough of this material domestically to keep our plant at full capacity."



Both the Free Trade Agreements and GSP scenarios provide two-way benefits here and abroad. According to a U.S. Chamber of Commerce report, the three-decade-old GSP program keeps U.S. manufacturers and their suppliers competitive. Approximately three-quar-

ters of U.S. imports using GSP are raw materials, parts and components, or machinery and equipment used to manufacture goods in the United States.

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IMPORT/EXPORT WOOD purchasing news

A Bi-Monthly newspaper serving the International wood trade.

Published by
International Wood Trade Publications, Inc.
 P. O. Box 34908
 Memphis, TN 38134
 Tel. (901) 372-8280 FAX (901) 373-6180
 Web Site: <http://www.woodpurchasingnews.com>

E-Mail Addresses:
 Advertising: stokes@woodpurchasingnews.com
 Editorial: editor@millerpublishing.com
 Subscriptions: circ@millerpublishing.com

Publisher: Paul J. Miller - 1963-2010
Gary Miller - President
Wayne Miller - Vice President/Executive Editor
Paul Miller, Jr. - Vice President/Editor
Terry Miller - Vice President/Associate Editor
 - Secretary/Treasurer
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 U.S. Correspondents: Chicago, Ill., Grand Rapids, Mich., High Point, N.C., Los Angeles, Portland, Ore., Memphis, TN
 Canadian Correspondents: Toronto
 Foreign Correspondents: Brazil, Philippines, Malaysia, Chile, Bangkok, Thailand, Singapore, New Zealand.

The **Import/Export Wood Purchasing News** is the product of a company and its affiliates that have been in the publishing business for over 85 years.

Other publications edited for specialized markets and distributed worldwide include:
 Forest Products Export Directory • Hardwood Purchasing Handbook • National Hardwood Magazine • Dimension & Wood Components Buyer's Guide • Imported Wood Purchasing Guide • Green Book's Hardwood Marketing Directory • Green Book's Softwood Marketing Directory • The Softwood Forest Products Buyer

Annual subscription rates - 6 bi-monthly issues
 U.S. \$75 - 1 year; \$90 - 2 years; \$100 - 3 years;
 CANADIAN & FOREIGN ORDERS MUST BE PAID BY CHECK DRAWN ON U.S. BANK, CREDIT CARD, OR BY WIRE TRANSFER Canada \$90 (U.S. dollars) - 1 year; \$105 - 2 years; \$130 - 3 years; Foreign (airmail) \$140 - 1 year; \$224 - 2 years (U.S. dollars)

Send address changes to:
 Import/Export Wood Purchasing News
 P.O. Box 34908, Memphis, TN 38184-0908.

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Weng Meng Director Says: 'The Strength Of Our Factory Is American Species'

By Michael Buckley



Sandor Doors in Malaysia displays a door made of White Oak, a favorite of this company, which is a division of Weng Meng Industries.



Weng Meng Industries was FSC certified as far back as 2004 and valid until 2014. The company is now run by two generations of the Yap family.



The Sandor staff pauses for a photo in the midst of a busy day manufacturing furniture in which American hardwoods are preferred.



A Sandor Door product on display made of American Hard Maple (left) compares with a Teak door on the right.



This is FAS American Black Walnut to be used in production of Sandor Doors.

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The Malaysian government's aspirations under its New Economic Model to turn Malaysia into an advanced economy by 2020, requires all of these attributes, which includes importing the most appropriate raw materials, when necessary. Malaysian organizations have long accepted the need to import timber for its expanding furniture industry, which "has national export targets beyond its capacity to grow enough timber, let alone the preferred timber species for some export markets. This is also true for flooring, joinery and door manufacturers," said Weng Meng Director Yap Huileng. She added, "The strength of our factory is American species."

It's easy to see what she means, but clearly the real strength is in the high-tech doors, many of which are now displayed in a new showroom on site at the company's manufacturing Headquarters - not too far from Kuala Lumpur's international airport, KLIA.

Despite the emphasis on export there are now an increasing number of high-end residential development projects in and around the capital, where Sandor®

Continued on page 13

One-inch kiln-dried No. 1 Common American Tulipwood ready for production at Sandor Doors.



Trinity Yachts Takes Luxury Motor Yacht Industry by Storm

By Bridget McCrae



Trinity's vessels, which are constructed at the company's New Orleans and Gulfport shipyards, sell for an average of \$30 million.



The high-end boats' crew quarters, captains' cabins and pilothouses are constructed primarily from Beech in Trinity Yacht's own cabinet shop.



The final product is a luxury interior comprising 5,000 to 7,000 square feet of air-conditioned space. Every boat is customized to its owner's preferences, with the Beech crew quarters being the only constant across all of the finished yachts.



Today, Trinity Yachts builds both luxury motor yachts and commercial vessels. The latter are typically handled by the firm's Gulfport location, while both shipyards build the motor yachts.



Trinity's Gulfport shipyard.



The company purchases more than 120,000 board feet of hardwood and veneer combined annually, with a focus on exotic hardwoods like Mahogany, Sapele and Wenge.

Fort Lauderdale, Florida—Sitting in the cockpit of a 196-foot yacht docked in here, Jim Berulis was fine-tuning the boat and overseeing the in-water tweaks that had to be completed before the boat's new owner took possession of it. This was a typical day in the life of Berulis, vice president of Gulfport, Miss.-based Trinity Yachts, a manufacturer of high-end, custom luxury yachts for affluent customers.

"I'm down here making sure everything is shipshape and in order," said Berulis, whose 800-employee firm makes 140- to 250-foot custom motor yachts. The vessels, which are constructed at the company's New Orleans and Gulfport shipyards, sell for an average of \$30 million. Key management personnel include John Dane III, president and CEO; William S. Smith III, vice president; and Wayne Bourgeois, operations manager.

The high-end boats' crew quarters, captains' cabins and pilothouses are constructed primarily from Beech in Trinity Yacht's own cabinet shop. The company purchases more than 120,000 board feet of hardwood and veneer combined annually, with a focus on exotic hardwoods like Mahogany, Sapele and Wenge.

To build its high-end products, the yacht maker subcontracts the manufacture and installation of the boat interiors to about a half dozen companies worldwide, said Berulis. "We come up with a floor plan or 'general arrangement,' and the owner typically will engage an interior designer who designs the luxury interior," explained Berulis. "We then go out to bid with firms in Germany, New Zealand, Dubai and the United States," Berulis continued. The 196-foot boat that

Continued on page 14

As the largest builder of custom motor yachts in the U.S., Trinity Yachts starts every new project from scratch, taking into account the owner's wants, needs and specifications. Its 160-foot model is the most popular, and takes about two years to complete. When finished, the 5,000-square-foot luxury "home on the water" is self-sufficient, produces its own fresh water, is fully air-conditioned, and capable of motoring along at about 25 miles per hour.



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OREGON-CANADIAN—Producing Innovative Products Since 1977

By Wayne Miller



An image of Oregon-Canadian's kiln with a charge of Clear lumber.



An aerial view of Oregon-Canadian's facilities.



Large Douglas Fir timbers staged for a kiln.



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Clear Western Red Cedar on Oregon-Canadian's Resaw chain.

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North Plains, Ore.—Established in 1977 by Wayne Holm, Oregon-Canadian Forest Products Inc., produces approximately 2.5 million board feet per month of tropical hardwoods, Douglas Fir, Hemlock, and Western Red Cedar Clears. The firm exports approximately 25 percent of their high grade Douglas Fir, Western Red Cedar and Hemlock.

Before opening his own operation Holm worked for a major corporation in the forest products industry. It was during this time of his life that he began planning his future. "Over the course of my time at two different companies in the industry, I decided on what I wanted to do and what I didn't want to do," he said.

In the beginning, some of their processes were done by other companies. By 1980 Holm said they decided to lease more property and perform those services in-house. "We were having certain things done in a millwork operation. But we wanted to have control of how those processes were done, so they'd meet our own standards. We knew what we wanted to apply to the production and quality of the material, and we made it work."

And 'work' it did—fast forward 30 years—the business continued to grow and Oregon-Canadian not only owns the property they were leasing in 1980, today the firm produces up to 40 million board feet per year. "Our operations now employ over 140 people and include our 25-acre facility in North Plains, Oregon, a plant in Newberry, South Carolina, as well as Oregon-Canadian Europe Limited based in Manchester, England. Obviously we grew and expanded and were able to make a success at it," Holm

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Clear vertical grain Western Red Cedar being packaged for shipment.



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S.E. ASIA/AHEC -

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exchange information and opinions on design, manufacturing and trade issues related to the applications of sustainable U.S. hardwoods.

This year's convention theme "US Hardwoods: Substance and Style," gave focus to the essence of environmental credentials of U.S. hardwoods.

"I'm glad to see the convention receiving overwhelming responses. As the provincial capital of Jiangsu and the most dynamic environment and economic development zone in the Yangtze River Delta Area, Nanjing has been known as the cradle for incubating thousands of outstanding designers and landscape architects in China who help drive the booming property development and modernization of China, especially in the Yangtze River Delta. Nanjing is the ideal city to host this year's convention," said John Chan, Regional Director, American Hardwood Export Council Southeast Asia and Greater China.

Since 2009, the domestic consumption of China has led the recovery from the global economic meltdown and since 2006 China has been ranked number one for importing U.S. hardwoods. According to the U.S. Census Bureau, the U.S. hardwood lumber exports by value to Greater China and South East

Asia in 2010 have reached nearly US\$400 million and US\$150 million respectively, representing 67.5% and 58.6% increase year-on-year. It is expected that China's domestic market for U.S. hardwood will continue to grow in 2011. For the first four months of 2011, Greater China import of U.S. hardwoods had already jumped nearly 50% year-on-year to US\$190.7 million, from US\$128 million. Southeast Asia's import, however, dropped considerably for the corresponding period by 18% to US\$40.8 million, from US\$49.8 million.

In comparing the exports figures between 2009 and 2010, there is positive growth of U.S. hardwood lumber exports across all the key South East Asian markets such as Vietnam, Indonesia, Thailand, Malaysia, Singapore and the Philippines. The demand in Vietnam actually grew 70 percent from US\$59.7 million to US\$101.5 million.

"Growing foreign demand is vital to the long term health of our industry and our forests," said Michael Snow, Executive Director of AHEC, "as Asian and other global economies continue to increase their appetite for environmentally-friendly materials, the U.S. hardwood industry has the potential to ramp up production to satisfy this demand without straining our forest resource. That is certainly a 'win-win' proposition for all involved."

"At a time when global demand for commodities is rising sharply – led by an

exploding middle class in Asia – and when there is a critical need to shift the emphasis to sustainable carbon-neutral materials, it seems the diversity, sustainability, versatility and aesthetic appeal of U.S. hardwoods are a perfect match to the growing Asian demand for environmentally friendly architectural and interior design," said Scott Bowe, Professor and Wood Products Specialist, Department of Forest and Wildlife Ecology, University of Wisconsin.

The full-day convention featured a strong panel of seven keynote speakers including forestry experts from Virginia and Wisconsin, furniture designer, interior designers and architects from the U.S. and Hong Kong. Michael Snow kicked off the convention with the latest updates about globalization and the U.S. hardwoods industry. Scott Bowe shared his insights in the environmental credentials for sustainable hardwoods. John Marsh of Tony Chi & Associates in Manhattan poetically expressed the importance of U.S. hardwoods through the thought processes of their designs. He gave an exhilarating presentation full of visuals that captured the full audience's attention. Brian Court of Miller Hull in Seattle continued the theme with his presentation of Northwest architecture with a heavy focus on materials and certification schemes and what this means for manufacturers. Furniture design master John Kelly spoke of his experience about the massive changes

encountered by contemporary furniture designers. Two leading and passionate Hong Kong-based architect and interior designer J Lee Rofkind and Steve Leung concluded the convention with vivid case studies of inspirational interior designs that enriched human lives. Quoted by the local timber trade and design community "this convention has been the best in terms of keynote presentation and theme." A breakout session concluded the day with representatives from Thailand, Vietnam, Korea, Malaysia and Singapore speaking on U.S. hardwoods in their respective markets.

CHINA MARKET -

Continued from page 1

LJ Resources listed the Russian Federation as the current top lumber importer into China with 29 percent of all imports, followed by Canada at 27 percent and the U.S. at 9.5 percent. Russia also is the top log importer with 41 percent of all importers into China, followed by New Zealand at 17 percent and the U.S. at 7.8 percent.

Bae listed the following eight trends to watch in China.

- Definite cooling in residential real estate in Top Tier cities (luxury residential hardest hit). Last year, residential housing prices in China rose about 50 percent with government trying to limit housing appreciation to 8 to 10 percent.
- First tier city commercial sector is less affected by cooling measures.
- Central Chinese government is promoting affordable housing policy. (36 million apartment units planned by 2015 plus renovations). 10 million are to be built this year and financed by the government and companies who will contribute.
- Canadian lumber will probably gain market share in second tier cities.
- Larger, well-financed customers, including SOE's are entering the wood trading game.
- Higher grades of SPF are being used. 2x4 No. 2 and Better for high-end forming. 2x6/2x8 No. 2 is being used more for furniture, landscaping, panelling, and handicrafts.
- Hybrid housing and wooden wall/panel truss systems are the most promising opportunities for dimension products.
- The Green movement: China banned logging in its largest forest reserve in early 2011. The main reason for this is to offset CO2 emissions.

The webinar logistics perspective of trading lumber in China was presented by Nathan Hall, president of Navcor Transportation.

He defined the three most important steps for successfully exporting to China as:

1. Define your company's logistics strategy by determining whether to use breakbulk, containerization or chartering;
2. Ensure compliance with regulations;
3. Understand payment/transfer of ownership.

Hall noted that shipping to China is a complex process and can be confusing. He said, "A successful export strategy requires knowledge of shipping procedures, regulations and understanding of business practices."

He reminded attendees to select the best distribution model for their needs and consider factors such as: end-to-end multimodal network; breakbulk or container shipping; total cost of shipping; costs vs. timeliness; freight flow vs. cash flow; and availability of equipment.

He further defined the complexities of trading with China as the following:

1. Business practices and cultural barriers
2. Issues surrounding grading and dimensions
3. Errors or emissions in trade documentation
4. Financial risks
5. Requirements and restrictions of wood products.

Determining the best distribution

Continued on page 11

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TROPICAL HARDWOOD

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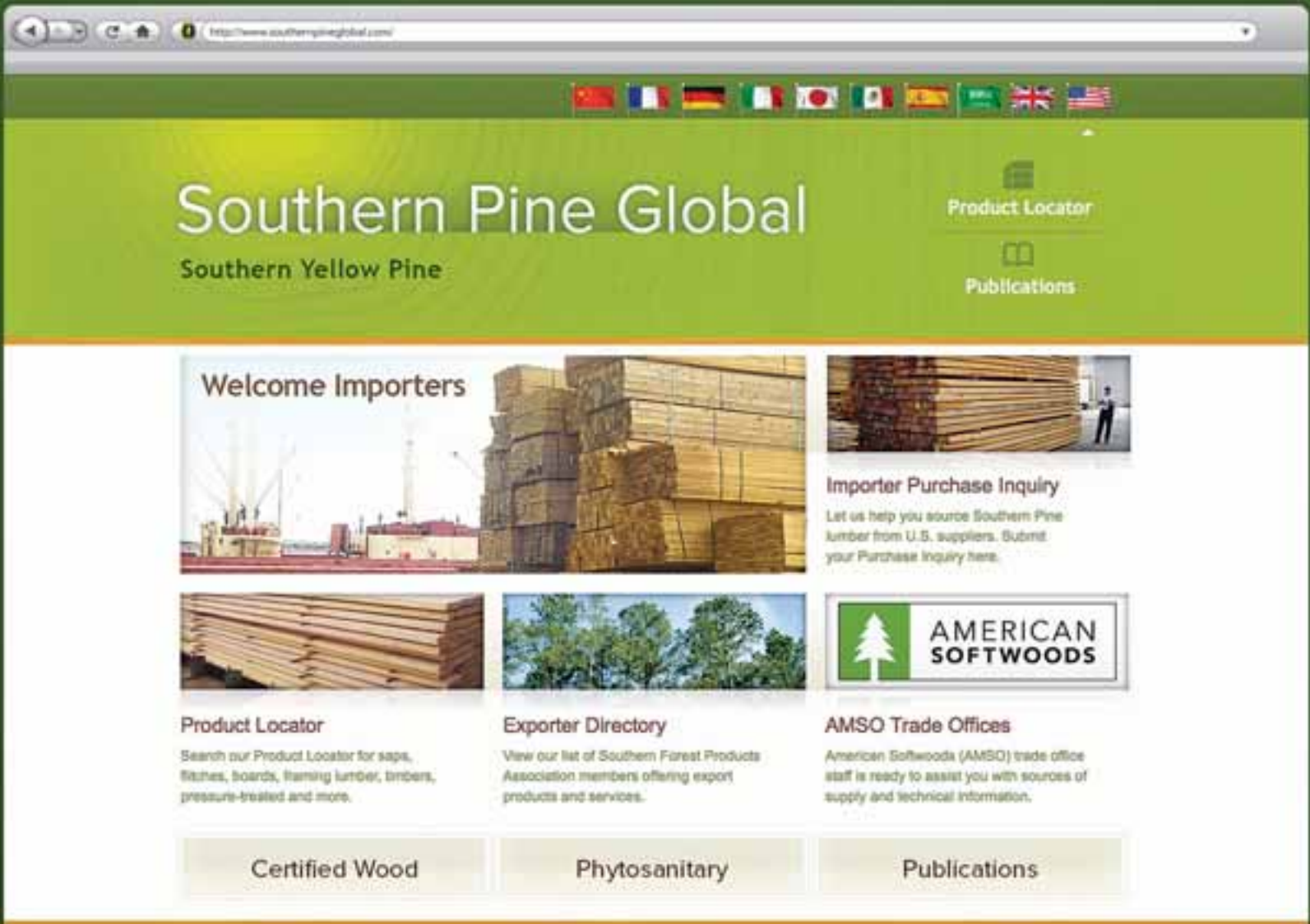


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BCH Trading Company
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Blue Water Lumber
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Fortress Wood Products
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gapac.com

Gulf South Forest Products, Inc.
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Potomac Supply Corporation
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S.E. ASIA/AHEC PHOTOS - Continued from page 1



Mike Caruson, Matson Lumber Co., Brookville, Pa.; and Dana Spessert, NHLA, Memphis, Tenn.



John Chan, AHEC China; and J Lee Rofkind, American Institute of Architects (AIA), Hong Kong



Jirawat Tangkijngamwong, Thai Furniture Industry Association, Taladbangkuan, Laksi, Bangkok



John Chan, and Michael Snow, AHEC, Reston, Va.; and Scott Bowe, University of Wisconsin, Madison, Wis.

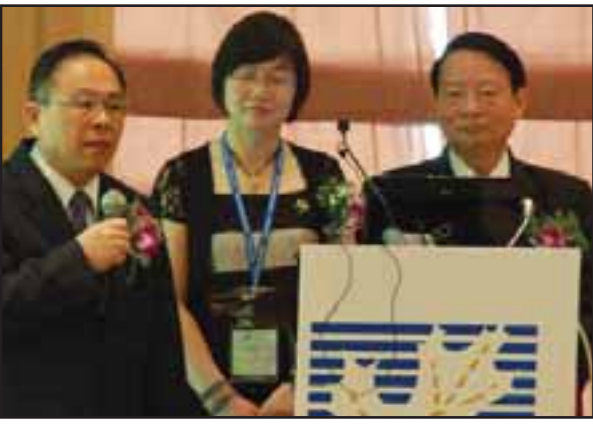


Brian Court, Miller Hull, San Diego, Calif.



J Lee Rofkind, AIA, Hong Kong; and Johny Marsh, Tony Chi, New York City, N.Y.

MALAYSIAN TIMBER PHOTOS - Continued from page 1



Tony Lin, President, Eurosa Furniture Pte. Ltd. and Founding President of Singapore Industries Council; Dr. Zhang Qing Ping, Associate Dean, School of Landscape Architecture, Nanjing Forestry University; and Lai Zeng Xiang, Professor of School of Architecture and Urban Planning. These are the three Chairpersons of the Nanjing Convention.



Datuk Aaron Dagang launches Global WoodMart.



Michael Snow, AHEC, Reston, Virginia; and Michael Hermens, APP Timbers, Selangor Darul Ehsan, Malaysia



Ho May Yin, New Zealand; Nina Cinkole, EU delegation to Malaysia; and Alexis Chang, Malaysian Timber Council, Kuala Lumpur



John Chan, AHEC, Southeast Asia; and Ilya Shirmanov, Trade Representative of the Russian Federation, Russia.



Back row from left to right: Presannan Anadan, Professional Surfaces Sdn Bhd, Selangor, Malaysia; Chan Kok Chin, Vin-Forest Industries Sdn Bhd, Port Klang, Malaysia; Loh Shyong Wei, Java Bhd, Kuala Lumpur, Malaysia; Thibault Chavin, French Timber, Paris, France; Michael Snow, AHEC, Reston, Virginia; Michael Hermens, APP Timber Sdn Bhd, Selangor Darul Ehsan, Malaysia; Marco Poot, Lionex Sdn Bhd, Kuala Lumpur; and Goh Chee Yew, Malaysian Wood Industries Association, Kuala Lumpur, Malaysia.
Front row from left to right: Lee Kok Gan, Kronoloc Industries Sdn Bhd, Selangor, Malaysia; Puan Dayang Nena Abang Bruce, Sarawak Timber Industry Development Corporation, Sarawak, Malaysia; Cheah Kam Huan, MTC, Kuala Lumpur, Malaysia; Y Bhg Datin Paducka Puan Nurmala, Malaysia Property Inc. (MPIC), Selangor Darul Ehsan, Malaysia; YB Datuk Aaron Ago Dagang, MTC, Kuala Lumpur, Malaysia; Ricky Yap, Victory Enterprise Sdn Bhd, Selangor, Malaysia; Y Bhg Dato' Low Kian Chuan, Low Fatt Wood Industries Sdn Bhd, Terengganu, Malaysia; and Evelyn Ong, Ah Hai Industries Sdn Bhd, Selangor, Malaysia.

CHINA MARKET -

Continued from page 8

method and securing proper compliance and documentation for your company is crucial to successful export business with China, Hall added.

He summed up by defining the following six steps to ensure a thriving export plan.

1. Research and develop your distribution plan
2. Define terms under which you sell
3. Select the right partners
4. Define your vendors' responsibilities (insurance, documentation, schedule)
5. Assign ownership for the documentation process
6. Continually revisit your supply chain processes.



NATHAN HALL

U.S. HARDWOOD -

Continued from page 1

obviously has slowed the hardwood export market down from what we expect it to be," he continued.

As for transportation costs he said ocean freight rates are stable. "About six months ago ocean rates looked like they were going to go up, but in reality they went down a bit. The inland rates have stabilized too. We really haven't seen much increase in the past few months for transportation costs overall," he mentioned.

When asked about the hot item in demand for export, the contact said, "It's ironic how sometimes things mirror each other. Maples are in good demand right now and that's both for the export market and domestically. Whenever something shows up as tightened supply, it tends to get exasperated across the world now as opposed to one market or the other. Hard and Soft Maples are doing well; they seem to have pressure on them. No. 1 Common Red Oak for Coastal Lumber in particular is probably the largest export item that we do and it's also a volume item that we produce."

Taking a look ahead at the remainder of 2011, Hammond said, "Our prices are stable but I tend to think we're going to see some realization that the production capacity here in the U.S. is limited. Over the next 60 to 90 days we'll probably see this stalemate over pricing, etc., being resolved and what we're going to find is that there is less lumber being manufactured to continue to feed the demand and I do think that we will continue to see incremental economic improvements also. So I think we'll eventually reach a point where the export market will re-engage in a more aggressive manner when we get past the summer holiday and get into the fall buying season. I think we'll be back to a fairly active export market at stable to potentially increased prices. I don't expect anything massive but I do think we can regain some of what we've lost."

Coastal Lumber Company offers consistent availability of kiln-dried and green lumber. Now under the third generation of continuous family ownership, Coastal Lumber Company maintains its commitment to excellence with sawmills and concentration yards in three states. The company has access to more than 300,000 acres of family-owned timberland.

Doug Newman with Newman Lumber Co. in Mississippi said export market conditions are better but still soft. I think the overall world economy is improving. The other factor is that supply and demand is finally finding equilibrium. He said the majority of buyers are shop-

ping for price. As soon as you think you know what everybody wants, then it moves to another species. A lot of them seem to be looking for pricing and they are willing to switch.

Transportation issues while constant are trending down for Newman currently. Freight rates are only good for three days and that's generally the way it goes. But lately rates have been trending down in the last few weeks, he explained.

If the price of fuel continues the downward trend I think we'll come out of the recession and six months from now we'll look back and be glad we finally saw the light at the end of the tunnel. If fuel rates go up and continue to escalate, it will be worse than the last four years.

Newman Lumber Co. manufactures Genuine Mahogany, Spanish Cedar, Cerejeira, Sapele, Jatoba, African Mahogany, Santos Mahogany and Peruvian Walnut. The family-owned operation now in its fourth generation was established by Roy Newman in 1947.



DOUG NEWMAN

In Parkersburg, W. Va., Gene Walters of Rolling Ridge Wood Products

commented, "Given the season slow down, we're still pretty bullish on things. We feel it's going to be a good fall.

Red Oak veneer logs for flat slicing seems off in the Asian market, but for the most part everything else looks like it's in pretty high demand. I think that there was an oversupply in Red Oak last year. It seems more of what we're sending over to Asia is being consumed in the Asian market instead of being manufactured and coming back over here, he continued.

He said his prices are stable and freight rates have gone up slightly. Freight rates have gone up a little bit but we haven't had anything like we had around the Chinese New Year in 2010. Prices seem to be pretty stable. Availability of containers seems to be okay. As for logs and lumber, we've had so much rain in the Northern Appalachian region, supply has been tough.

Taking a look at the bottom end of 2011 Walters said, "The weather seems to have straightened itself out a little bit so



GENE WALTERS

we look for log exports to be pretty decent for the remainder of 2011. As for lumber, again it just depends on whether or not mills can get caught up."

Rolling Ridge Woods, LLC, began operations in 2002. Located in the heart of the Appalachian hardwood region, in the northwestern part of West Virginia, the operation is in close proximity to a steady supply of hardwood logs as well as easy access to several large ports to transport logs internationally.

MTC -

Continued from page 1

Growing in popularity the MGW attracted many North American and International hardwood companies and associations in its first year. The following companies in North America were among show supporters last year: Baillie Lumber Co.; Bridgewell Resources LLC; Erath Veneer Corporation; Graf Brothers Lumber & Flooring; Hardwood Plywood and Veneer Association (HPVA); Kretz Lumber Co. Inc.; National Hardwood Lumber Association (NHLA); Northland Corporation; Robinson Lumber Company and Sonoking Corporation. Many of the firms have stated this show

Continued on page 12

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NEWMAN

MTC -

Continued from page 11

as a one-stop-selling, buying and networking platform for local and international suppliers and buyers. "The MTC Global WoodMart was highly beneficial for us," one company representative said. "We made several new contacts and we intend to make more at the next show."

The MGW was launched recently on behalf of Tan Sri Bernard Dompok, Minister of the Plantation Industries and Commodities in a ceremony attended by representatives from the industry and Malaysian government agencies. The Minister congratulated MTC for "organizing its Global WoodMart for the second time following the very successful inaugural event last year which lived up to its objective and expectation of being a one-stop selling, buying and networking trade fair for temperate, boreal and tropical timber under one roof." Buoyed by the success of the show, MTC has doubled the exhibition space for the next MGW to occupy two halls at the KLCC Convention Centre, and has extended the show duration from two to three days.

Representatives from 13 companies and organizations abroad confirmed their participation and signed Letters of Understanding during the launch wit-

nessed by Secretary General of the Ministry of Plantation Industries and Commodities, Datin Paduca Nourmala Abdul Rahim, MTC Chairman Datuk Aaron Ago Dagang and MTC CEO Mr. Cheah Kam Huan. They include: The American Hardwood Export Council (AHEC), French Timber, Ah Hai Industries Sdn Bhd, Victory Enterprise Sdn Bhd, Sarawak Timber Industry Development Corporation, Vin-Forest Industries Sdn Bhd, Professional Surfaces Sdn Bhd, Kronoloc Industries Sdn Bhd and the Malaysian Wood Industries Association.

Speaking at the launch, MTC's Chairman said, "MTC is confident that the Global based WoodMart 2012 will be another outstanding success. I am proud to say that based on exhibitors' and visitors' positive feedback, the Global WoodMart has already become a trade event that is looked forward to by the timber industry."

MGW features a wide selection of tropical and temperate hardwood and softwood products such as logs, sawn timber, plywood and panel products, wooden flooring, wooden decking, doors, and windows, mouldings and furniture components.

The inaugural Global WoodMart attracted 108 exhibitors from 19 countries last year and an overwhelming 2,046 visitors from 49 countries for the then two-day event. The American hardwood group, led by AHEC, was a key

exhibitor with a prominent stand, which incorporated six U.S. exporters. Prominent also among the individual companies was APP Timber, the specialist wood importer based in Kuala Lumpur but now operating throughout the region. A strong team of APP Timber specialist sales personnel was on hand to discuss the availability of an ever-increasing range of wood materials from suppliers, some of which were in attendance from New Zealand, Uruguay, Chile, USA, France and Indonesia under an imposing softwood glulam structure representing a new interest in wood structures. MTC is negotiating media coverage for the event with key business-to-business journals in Malaysia, Singapore, India, Australia and Europe to ensure extensive coverage of, and attendance at, the 2012 event. To create awareness of MGW 2012, MTC is also currently carrying out international promotional efforts through its offices in London, Shanghai and Dubai to bring prospective buyers from traditional markets in Europe, the USA, Japan and Australia, as well as emerging markets such as China, Russia and countries in Eastern Europe, the Middle East and Latin America to Malaysia. Official partners are AHEC and French Timber.

For MGW registration for exhibitors, contact fairsconnection@gmail.com or visit www.mtc.com.my or contact AHEC.

WHO'S WHO - Cook

Continued from page 2

out North America.

Headquartered in Council Bluffs, Iowa, the firm manufactures hardwood lumber in two state-of-the-art mills with a combined dry kiln capacity of more than 1,000,000 board feet.

Cook brings approximately 16 years of sales experience, and has recently been promoted to Vice President of Purchasing and Product Development. Cook's responsibilities include purchasing 400,000 board feet of Walnut per month to accommodate the mill production of the two locations. He will also be involved in and developing new opportunities in the overseas market.

A veteran of the United States Army, Cook served in the Persian Gulf War. He is a graduate of Willow Springs High School in Willow Springs, Mo.

Cook and his wife Jamie have five children. In his spare time he enjoys hunting, fishing, traveling and spending time with his family.

For more information visit www.midwestwalnut.com or contact 417-469-0640 or email shane@midwestwalnut.com.

WHO'S WHO - Manges

Continued from page 2

Manges has 10 years experience in the lumber industry, all of which came from Cole Hardwood.

A graduate of Manchester High School, located in North Manchester, Ind., he received his bachelor's of science degree from Purdue University in W. Lafayette, Ind.

Cole Hardwood is a member of the Indiana Hardwood Lumbermen's Association (IHLA), National Hardwood Lumber Association (NHLA), Lake States Lumber Assoc., and the Kentucky Forest Industries Association (KFIA). Manges is currently the President of the IHLA.

He and his wife, Angie, have one son named Drew. In his spare time Manges enjoys watching sports, playing softball, working out and spending time with his family.

WHO'S WHO - McIlvain

Continued from page 2

are firmly established to lead Alan McIlvain Company into the future. Alan McIlvain, Jr. began his lumber career 40 years ago when he served the company as a regional salesman in the Northeast.

Alan McIlvain Co. sells Northern Appalachian hardwoods and selected tropical hardwoods as lumber and mouldings. The company specializes in only upper grades of all species. Facilities include 500,000 board feet of dry kiln capacity, a 30-bin lumber sorting and stacking system, six moulders producing high quality custom and stock mouldings, and a fleet of trucks for prompt delivery throughout the Northeast and Mid-Atlantic.

The firm is a direct importer from lumber producers in Tropical America and West Africa. Major species are Sapele, Khaya (African Mahogany), Spanish Cedar, and Genuine Mahogany. Alan McIlvain Co. imports/exports via the nearby ports of Philadelphia, Newark and Baltimore.

McIlvain is a graduate of Ohio Wesleyan University, located in Delaware, Ohio. He is an active member of the National Hardwood Lumber Assoc. and the current President of the International Wood Products Assoc.

In his leisure time, McIlvain enjoys hunting and fishing.

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Lei Zhao
Shanghai Office
leizhao105@gmail.com
Phone 86-13917158857

WHO'S WHO - Staack
Continued from page 2

inches by 3-1/4 inches.
In response to the economic downturn, Brazffloor restructured its distribution centers, reducing overhead. The company also invested in inventory a few months into the recession. Company leadership felt that when inventory on hand at that time within the marketplace ran out, Brazffloor would have new inventory ready for its customers. Many competitors have, indeed, run out of inventory. Brazffloor introduced a new decking line that has the same quality as Ipe. With its quality and pricing, this decking has done well for Brazffloor. The company also brought in four basic colors of laminate flooring, due to requests by customers in Florida.
In addition Brazffloor introduced a Classified link on their website that links manufacturers with final buyers, giving customers worldwide connections to a larger variety of products. With an organic traffic of about 10,000 global monthly visitors the Classified Link not only is link to buy but also sell.
Brazffloor is giving its customers more buying options and customers seem to feel that these choices work well for these tough economic times.
Brazffloor and Staack are members of the National Wood Flooring Association, Better Business Bureau and Wood Floor Covering Association.
Staack began Brazffloor in 1996 in Brazil.
His first job in the industry came in 1989 when he was 15. He was the office boy for a company in Brazil that produces hardwood blocks for commercial brooms.
He also has worked as export manager for a company that produces rough lumber.
A graduate of Ruy Barbosa High School in Brazil, Staack went on to earn a degree in international business and law from UNESA, also in Brazil.

In his free time, Staack enjoys raising cattle and English bulldogs. He is an automobile aficionado and a tech enthusiast.

WASHINGTON SCENE -
Continued from page 2

production systems. Agroforestry begins with placing the right plant, in the right place, for the right purpose," said Andy Mason of the U.S. Forest Service and leader of the Interagency Agroforestry Team that developed the framework with input from diverse stakeholders. "This framework will help USDA focus its efforts on developing the highest priority science and tools while expanding its educational, training, and partnership activities so that America's farmers, ranchers and woodland owners have the greatest opportunity to consider agroforestry for their operation."
For more information visit www.usda.gov.

AFRC Meeting Recap

The American Forest Resource Council (AFRC) recently held its Annual Meeting. According to sources the timing for the meeting was good considering the key issues facing the forest products industry and the public forest management agencies.
Influential members of the Northwest Delegation highlighted the program: Doc Hastings (R-Wash.), Peter DeFazio (D-Ore.), Kurt Schrader (D-Ore.), and Jamie Herrera Beutler (R-Wash.).
Dr. Peter Goldmark, Washington Commissioner of Public Lands spoke at the Council's luncheon. His presentation addressed the program that he oversees which includes the management of over three million acres of forests, grazing and agriculture lands, and commercial real estate. Dr. Goldmark spoke on opportunities for his department such as the new plan for the Olympic

Experimental State Forest as well as challenges such as developing a new Marbled Murrelet management plan.

Russ Taylor with Wood Markets Group gave a presentation on global log and lumber markets. An authority on the global wood market, he focused on the impacts that Russia and China are having on local log and lumber supply. According to AFRC, with over 1 billion board feet of logs exported from Northwest ports in 2010 and more are expected in 2011. Taylor presented an outline of existing and future impacts to the industry.

A legal panel of attorneys who represent AFRC and the industry closed out the meeting. Mark Rutzick who spoke about ESA issues impacting the management of public forests; Elaine Spencer, Graham and Dunn, made a presentation regarding the DNR trust beneficiary duties and how that impacts the timber sale program in Washington State currently and in the future; and Scott Horngren, AFRC staff attorney, who discussed some of the recent cases he's been involved with on behalf of AFRC.

For more information visit www.amfor-est.org.

McCLENDON -
Continued from page 3

Just the transportation component alone is responsible for approximately 80,000 U.S. jobs.

The combined three trade promotion bills would account for an estimated 250,000 new jobs and increased exports to Korea alone is projected at \$10 billion! Those are some mouthwatering numbers as we continue to feel the weight of high unemployment and low growth.

We may know the resolution of these trade bills way before anyone reads this

column. If the Administration and Congress fail to come to an agreement, U.S. businesses and consumers will be hurt. Jobs will be lost, markets untapped and there will be a real human toll if trade-for-aid trade languishes. Trade is every bit as important to the members of the IWPA as it is to the members of our affiliated domestic trade association partners. The cowboys get it, and so do they.

WENG MENG -
Continued from page 4

doors are installed to specifications calling for security, fire rating and architecturally inspired designs. Many are in several available American species, with White Oak a favorite, as well as Red Oak, Hard and Soft Maple, Alder, Cherry and Walnut. Others include Teak, European Steamed Beech and several African species.

Weng Meng Industries was FSC certified (SCS-COC-00668), as far back as 2004 and valid until July 2014. The company is also certified to the management system ISO 9001:2000 "for the provision of engineered doors, fire doors, door frames, timber joinery and moulding products."

Doors can be supplied with pre-installed and pre-tested hardware. Production capacity is designed for mixed door production capacity of 25-30,000 per month, although the company is the first to admit that in today's lackluster market that target is optimistic. Nevertheless this is a very significant Malaysian user of American hardwoods, which are gaining increasing interest among producers looking to gain market share of furniture, flooring and architectural joinery in a world that already knows and accepts their proven sustainability. Weng Meng is committed to "work closely to source material from

Continued on page 14

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WENG MENG -

Continued from page 13

renewable and non-controversial sources.”

Started 30 years ago as a small family business, Weng Meng is now run by two generations of the family, moving in its door production from simple flush doors to environmental friendly engineered doors for residential, leisure resorts and public buildings. In the early days successes included the then-new International Airport, KLCC city centre project and hotels such as Sunway Lagoon Resort Hotel. More recently, as the Malaysian residential market has developed, Sandor® doors have been installed at the new “Troika” and “Park 7” high-end condominium projects in Kuala Lumpur. Many are fire-rated to meet current local (Malaysia and Singapore) and international regulations. But the focus remains on export. Today about 90% of the engineered doors are exported to the USA, Europe, China, Japan, Middle East, Australia, throughout SE Asia and the Indian subcontinent. Overseas references include residences in Sri Lanka, many villas and condominiums in the United Arab Emirates and Gulf States, such as the Gulf Hotel in Bahrain and the Sky City Condominium in Hanoi, Vietnam—emphasising the current focus on Asia Pacific markets, where the best growth is now projected. In 2006 Weng Meng was awarded the “Asia Pacific Super Excellent Brand.”

In early fourth quarter of 2006, the group consolidated all its manufacturing (including its wooden and steel cable drum production) to the new site from its original location at Puchong. This gave the opportunity for a complete renewal of the manufacturing plant for engineered doors with state of the art equipment and certified quality systems that allow Sandor® to offer 5-year warranty on its full range of door products. The staff establishment is 60 in administration, sales, QA and production control, with around 320 in production. The new

Sandor Gallery in Kuala Langat, opened in April 2011, now serves as an excellent focus for architects, developers and buyers of the huge range of door solutions option provided by Sandor, such as contrasting wood species, glazed options, flush or profiled, interior and exterior, fire-rated, oversize, sliding doors and more.

AHEC’s contact with Weng Meng goes back a long way, to seminars attended by members of the Yap family management, and the rest was left to its several U.S. suppliers. There can be few Malaysian manufacturers so focused on the benefits of American hardwood, and to this extent Weng Meng leads the way. The recent appearance of Tulipwood, sold in their door range as White Poplar referring to the heartwood, may also be a pioneering first, as other whitewoods from local sources and around the world become more expensive and supplies become less reliable. With countries like China and Vietnam buying ever increasing volumes of lower grade “Tulipwood”, higher end buyers looking for FAS and No. 1 Common “Poplar” (not to be confused with Aspen or Cottonwood) should appreciate the stability of “Tulip Poplar”, which may just be another advantage of American hardwood that will attract Asian manufacturers.

Weng Meng is an active member of the Malaysian Timber Council (MTC), which these days are reaching out to overseas suppliers of timber raw material for secondary processing.

For more information about Sandor Doors and Weng Meng Industries, visit online at www.sandor.com.

YACHT -

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was being tuned up at press time, for example, was fabricated by a company in New Zealand, and then installed in Trinity Yachts’ Gulfport shipyard.

The final product is a luxury interior

comprising 5,000 to 7,000 square feet of air-conditioned space. Every boat is customized to its owner’s preferences, with the Beech crew quarters being the only constant across all of the finished yachts. “That is our standard,” said Berulis. “The crew quarters are very nice, and we’re able to keep them moderately priced by using good quality Beech.”

That attention to quality and value dates back about 10 years, when Trinity Yachts started out as a shipyard that was owned by Halter Marine (which at the time owned about 26 shipyards). When Halter Marine merged with another firm, Chairman John Dane III broke off on his own with the firm’s New Orleans shipyard and the Trinity Yachts division.

At the time, the mega-yacht maker was building one boat at a time. “As a result of John breaking off and growing the firm, we expanded and started building three or four boats at a time,” said Berulis. The expansion was cut short by Hurricane Katrina, which swept through New Orleans in August of 2005, leaving behind a swath of destruction and flooding that would take years to recover from.

To ensure business continuity, Trinity Yachts purchased a larger facility in Gulfport, Miss., and moved some of its operations into a facility that could be put back in production more quickly. For the next two years the company would divide its efforts between rebuilding its New Orleans location, and building boats for its customers in Mississippi. “It was a pretty hectic time for us,” said Berulis.

Today, Trinity Yachts builds both luxury motor yachts and commercial vessels. The latter are typically handled by the firm’s Gulfport location, while both shipyards build the motor yachts. Right now, for example, the Gulfport team is working on a 242-foot luxury motor yacht.

As the largest builder of custom motor yachts in the U.S., Trinity Yachts starts every new project from scratch, taking into account the owner’s wants, needs and specifications. Its 160-foot model is

the most popular, and takes about two years to complete. When finished, the 5,000-square-foot luxury “home on the water” is self-sufficient, produces its own fresh water, is fully air-conditioned, and capable of motoring along at about 25 miles per hour.

To reach its discerning customer base, Trinity Yachts employs a number of senior management professionals who handle sales. It also owns a yacht brokerage, and sells a number of yachts through that direct channel. Like many manufacturers, the company has been adversely affected by the recession, despite the fact that affluent consumers have remained one of the only bright spots on the economic map.

“Our customer base can still afford our product, but this is still discretionary spending,” said Berulis. “Much like the average consumer would like to buy a new car or home right now – but winds up delaying that purchase until he or she is more confident – it works the same for our customers. They’re postponing the purchase until the economic outlook improves.”

After dealing with a “decline in inquiries and contracts” over the last few quarters, Berulis said the light at the end of the tunnel is starting to brighten. “We currently have seven large yachts in the pipeline, and a lot of interest from customers in the Middle East and Russia,” said Berulis. “We’re cautiously optimistic right now, but we do think we’re coming out the other side.” For more information visit www.trinityyachts.com.

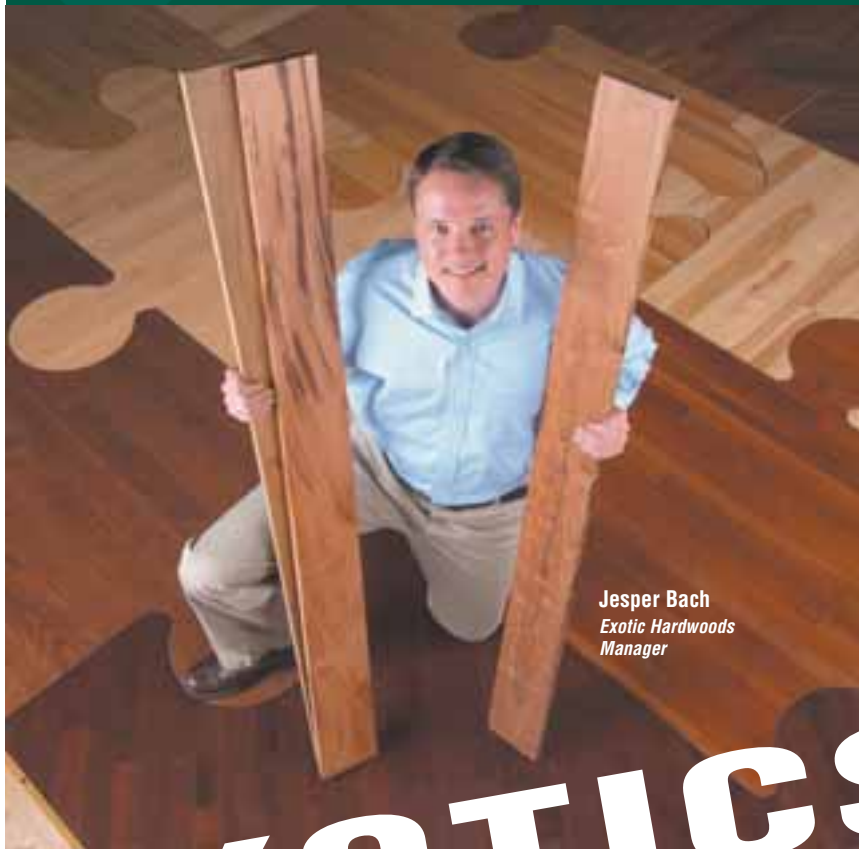
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explained.

“Our species have expanded from the original days of mostly Douglas Fir and a little bit of Hemlock to a substantial amount of Hemlock, a substantial amount of Cedar, and some hardwoods,

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