The Western Wood Products Association (WWPA) met here recently at the Embassy Suites for the organization’s annual meeting. The meeting commenced with an executive committee meeting followed by a welcome reception. Guests convened for a WWPA breakfast broadcast, followed by several committee meetings.

The speaker session of the event featured Paul Janrikke, Forest Economic Advisors LLC, George Emmerson, vice president of operations of Sierra Pacific Industries and Lynn Michaelis, RISI senior economist.

By Wayne Miller

Additional photos on pages 10 & 12

Continued on page 15

Strong Turnout For Canadian Hardwood Bureau Meeting

By Wayne Miller

At the CHB meeting, Brent Stief, chairman of Huron Forest Products, Canadian Hardwood Bureau, extended a special thanks on behalf of the Executive Director and all participants to event sponsors. Hub International (Quebec) Ltee sponsored the evening reception and photos. Wayne Miller

Strong Turnout For Canadian Hardwood Bureau Meeting

By Wayne Miller

The winter 2012 meeting of the Canadian Hardwood Bureau (CHB), held here recently at Delta Montreal, was a big success with over 125 U.S. and Canada delegates participating in the event, which was being held for a third consecutive year.

By Michael Buckley

North American Hardwoods Prove Valuable In ASEAN Furniture Markets

By Michael Buckley

Six furniture shows took place in Malaysia, Singapore, Indonesia, Vietnam and Thailand recently with the American Hardwood Export Council (AHEC) and American hardwoods active at all of them:

Malaysian International Furniture Fair (MIFF)

The opening day of the show was well attended, and many exhibitors were happy with the

Continued on page 9

Continued on page 9

Additional photos on page 14

Continued on page 9

Additional photos on pages 12 & 14

Continued on page 8

Continued on page 9

Additional photos on pages 10 & 12

Continued on page 15

By Michael Buckley

buyers they had seen, which carries on the surprisingly upbeat views from European shows that were expressed there, despite the downturn in the global economy. MIFF was opened by the Malaysian Minister of Plantation Industries & Commodities YB Tan Sri Vol. 38 No. 5

Serving Forest Products Buyers Worldwide

April/May 2012

WWPA Gathers For Annual Meeting

By Wayne Miller

In the opening day of the show was well attended, and many exhibitors were happy with the

Photos By Wayne Miller

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The opening day of the show was well attended, and many exhibitors were happy with the
The American Forest & Paper Association (AF&PA) based in Washington, D.C., announces the election of Boise, Inc. Chairman and CEO Alexander Toeldte to serve as the new chairman of the AF&PA Board of Directors for 2012, according to Matt Duprey, vice president of sales for Patrick Lumber Co., based in Colfax, Maine, who serves as chairman-elect for 2011.

"The AF&PA Board Elects New Chairman and Officers"}

The American Forest & Paper Association (AF&PA) based in Washington, D.C., recently announced the election of Boise, Inc. Chairman and CEO Alexander Toeldte as new AF&PA Board Chairman, along with the 2012 slate of board officers. Toeldte has served as president and chief executive officer of Boise, Inc. since February 2008. Since being elected to the AF&PA Board of Directors in November of the same year, Mr. Toeldte has been an active member of the board, serving in leadership positions within our CEO Task Force and committee structure. A native of Cologne, Toeldte studied economics at the Albert-Ludwigs-Universität in Freiburg, Germany and received his M.B.A. from McGill University in Montreal, Canada.

I am honored to be elected as chairman of the board for 2012," said Toeldte. “AF&PA member companies manufacture products that are integral to society and provide well-paying jobs for thousands of Americans. We are proud of the fact that our industry is one of the largest producers and users of renewable biomass energy in the world. We have also led the way in voluntarily recycling our products. I look forward to working with my colleagues to help increase awareness of our sustainable success stories.

Also elected to officer positions by the AF&PA Board are: First Vice Chairman - Dave Halsey, president and CEO of Graphic Packaging Corporation; Second Vice Chairman - John S. Williams, president and CEO of Domtar, Inc.; and Immediate Past Chairman - Jim Hannan, CEO and president of Georgia-Pacific LLC.

Also continuing to serve on the board include: George Emmerson, Sierra Pacific; Tom Matt Pryor, export salesman for Bingaman & Son Lumber Co., located in K i r a m a r , Oregon; Bingaman & Son Lumber offers hardwood logs, lumber, striping, dimension, "hers and hem"-treated hardwood, and treated door and window material; The company has been in business over 100 years; and 30 other species. Special services include thermo treatment for outdoor appli- cations and fumigation for door and windows.

Continued on page 15

Matt Pryor

Lenny Shibly

Lenny Shibly is vice president of the sawn timber department at DLH USA/ICH based in Eugene, North Carolina. DLH USA/ICH produces approxi- mately 4 million board foot annual- ly in Oregon and Washington. A m h o g a n y, S a n g u i n e , H e r b a r y, L u c a s h e l d i n g, and 30 other species. Special services include thermo treatment for outdoor appli- cations and fumigation for door and windows.

Continued on page 15

"American Hardwood and Green Building: Lifecycle Assessment and the True Environmental Impact of Material Choices"

American hardwood, green building and the true environmental impact of material choices through a Lifecycle Assessment Study.

By Michael Snow American Hardwood Export Council Reston, Virginia American hardwood, green design and the true environmental impact of material choices through Lifecycle Assessment Study.

"Exporters Hamptoned By Lack Of Certified Wood"


Vietnam-As the American and European markets have strict requirements about the origins of wood, importers in Vietnam are struggling to meet the demand for certified wood, according to VNExpress.

Speaking at the forestry review confer- ence held recently, Cao Cao Cong, director general of the Forest Use Department, said that the country has 10 sustainable afforestation models. Five of them have been pilot- ed with international involvement and the rest carried out by local authorities.

Vietnam's total forest area is now 13 mil- lion hectares, including 8 million hectares of production forests. However, only 36,000 hectares, or a mere 0.5 percent, of the production forest area, has received Forest Stewardship Council (FSC) certification. Enterprises thus find it hard to find legal wood supply sources.

According to the nation's forest develop- ment program, 30 percent of forests should be issued the Sustainable Management Certification by 2005. However, due to problems in land dispute settlement and the lack of certification for the Regulation Import - Export law, the pace has failed to meet the expectation.

"The current IP certification guidance for the 30 percent target is infeasible," Cong said.

Nguyen Van Thanh, director general of the Vietnam Timber and Wood Industry Association, said that local wood exporters must satisfy U.S. Lacey Act and the EU’s立法 Act, but insufficient legal sources remain.

Vietnam spent as much as US$1.3 bil- lion in 2011 on importing wood materials and US$135 million in 2010, according to the country's agriculture ministry. The export of US$4.5 billion in 2011.

Traditional importers like the U.S., China, Japan, South Korea and England bought as much as 80 percent of Vietnamese exports and fetch over US$3 billion. However, the local wood processing indus- try reduced dependency on imported materials.

"Vietnam spent as much as US$1.3 bil- lion in 2011 on importing wood materials and US$135 million in 2010, according to the country's agriculture ministry. The export of US$4.5 billion in 2011.

The agriculture ministry estimates $7 bil- lion a year in lost revenue for the wood industry from now to 2020 while ảnhistle will need $800 million to $1 billion.
Every time I open the paper there seems to be another headline about polling numbers or delegate counts. And much as I'd like to read about something else now and again – elections are a good thing. Elections give everyone a chance to have their voice heard, a chance to support can- didates you like or vote against ones you don’t. Now, associations obviously don’t get to vote in elections. But we do get a chance to use our Political Action Committees (PACs) to support candidates we like – much like a vote on behalf of our members.

The last few election cycles, I’ve heard a lot of misinformation being spread about association PACs. As head of an association with a relatively small PAC, I thought I would share the top five things I have learned that show how relevant and important a PAC can be for an association, and how it can amplify the other work of the association.

1. PACs don’t fund themselves. Without buy-in from your members, you simply won’t have a PAC. An association PAC must demonstrate that it shares the values of its members. That means explaining your funding decisions – especially if you are supporting a candidate your members may be against. If your membership leans heavily Republican or heavily Democrat and you support someone from across the aisle, you need to be very specific about why. Did this member support a key Bill that affects your mem- bers? Do they sit on an important commit- tee? Without member support, you won’t have a PAC to give with, so you had better make sure to reflect and involve your mem- bers.

2. Stay focused on relationships. Support candidates or incumbents who have a strong history with your industry. In our case, we represent U.S. industries and international trade, so we focus on Representatives with major shipping ports, strong U.S. wood manufacturing base, etc. While larger PACs can afford to dis- pense money more widely, a smaller associ- ation must focus their PAC contributions on targeted offices – building up those rela- tionships over time. We don’t give money just because a race is high profile. A strong PAC is one that has developed relationships with specific offices over time that isn’t dependent on an election cycle. For example, our PAC supports one particular Senator who now knows our issues very well and we know we can count on to help express our interests – whether we con- tribute to him or not. That relationship is what needs to be placed first, not whether you have filed campaign coffers.

3. Your PAC giving strategy has to com-plement your “boots on the ground” advocacy and outreach. Giving money to an office you don’t interact with doesn’t serve your association’s needs. Your PAC needs to work with and for your association to make those dollars count. IWPA has a full time lobbyist on staff who also handles our PAC, so we have a clear line in pur- pose. PAC contributions ought to support candidates or incumbents that will repre- sent your views, or may be key to an upcoming legislative fight. At the same time, your lobbyist needs to be actively working with the staff of those incumbents. When your PAC complements the work of your association you will see both the PAC and the association stronger for it.

Continued on page 16

Election Year Politics – The Value of Association PACs

By Brent J. McIlendon, CAE
Executive Vice President
International Wood Products Association
www.iwpawood.org
KRETZ LUMBER CO. – Committed To Exports

By Paul Miller Jr.

Located in Antigo, Wis., Kretz Lumber Co. has 8,000 acres of timberland. Prospective Chinese customers visit Kretz Lumber Co. in Antigo, Wis.


Kretz Lumber’s export division is able to provide lumber and cut-to-size dimension throughout the world. The employee-owned company is located in the north central part of the United States. Export Division Manager Tim Kassis said the company inventories as much as a million board feet of lumber. We have the capacity to hold about 1.5 to 2 million board feet, he explained. We currently cut about 40,000 feet per day. On average about 20 million board feet processes through our facility annually.

Kretz has 8,000 acres of timberland and seven foresters on staff. We buy and manage forest lots for other people as well, Kassis explained. We purchase within a 150-mile radius.

Our White Hard Maple in this region grows at a slower rate, Kassis continued. So it is known for its very high white color on the Hard Maple and on the Basswood. The quality of material is the best in this region, so we produce a lot of high end material for the cabinet industry, and flooring and furniture manufacturers.

As for transportation, the company has a complete container loading operation including log-handling equipment. We can load containers with logs with no problems at all, he noted. We also own our own trucks and we are able to truck material locally.

Kretz Lumber has been exporting its products into China, Vietnam, Turkey and other countries. “We’re probably shipping to about 15 countries at this point,” Kassis explained.

The company prides itself on the ability to process paperwork and move containers in a timely manner. We were recent recipients of the government’s Excellence Award for Exports out of Wisconsin, Kassis offered. “We’re very happy with that award and are continuing to grow our exports in veneer logs and lumber.”

Kassis said the people at Kretz spend a lot of time and effort inspecting the product. “We make sure everything is on grade and export tallied correctly. We have inspectors that grade the lumber as many as three times as it goes through the process from green to dry. When we plane it or if we put it up rough, it is inspected again.”

He also mentioned that all of Kretz’s inspectors are trained to use the National Hardwood Lumber Association’s grading rules. We are in a continual quality control climate. We have the equipment to scan the boards so that the talls, lengths, and widths are all done separately.

Kretz Lumber also manufactures hardwood flooring and dimension. We have a dimension wood component plant where we can process wood components or ripped to widths for export as well. We can

Continued on page 16
Saigon, Vietnam—Established in 1990 as a construction company specializing in interior decoration, AA Corporation has progressively developed from high dependency on furniture into one of the leading interior contracting companies and high quality furniture manufacturers in Vietnam as well as internationally. American hardwoods form an important part of the AA palette of imported materials it offers.

For more than a decade the company has strived to exceed its customer expectations by placing great emphasis on the integrity of its products and services. During this time AA Corporation has continued to experience rapid growth helping to establish a global organization with more than 2,000 dedicated employees and has an extensive list of completed project references. The company, led by Chairman Nguyen Quoc Khanh, is well-known to the American Hardwood Export Council with whom he has participated in many events over the years. As former chairman of the furniture association Handicraft and Wood Industry Association of Vietnam (HAWA), which AHEC has supported in its various activities, Khanh is very familiar with American species. AA Corporation is well-versed in large scale project management and has taken its place as one of the leading interior fit-out companies operating in Southeast Asia for hotels, residence, spas, retail shops, restaurants and offices.

AA Corporation keeps American Black Walnut in stock for use in many of its furniture applications.
Las Vegas Welcomes SURFACES

Las Vegas, Nevada – SURFACES 2012, the event where thousands of industry professionals have the opportunity to see the newest and most innovative products in every category: hardwood, carpet, tile, rugs and laminate, make long-lasting business relationships with leading manufacturers and suppliers and receive top-notch education, was recently held here at Mandalay Bay Convention Center.

More than 600 of the largest manufacturers and suppliers representing products in every major category were present at this year’s SURFACES. Thousands of floor covering retailers, distributors, installers, architects, designers and builders from around the world came together at this event for three days to see the latest products, get vital education and network with other floor covering professionals and get business done.

With more than 40 workshops, seminars and mini-sessions led by industry experts in the fields of business, sales, marketing, installation and design, SURFACES offered attendees multiple opportunities to learn from experts.

At SURFACES 2012, The CONNECTIONS Pavilion was the cleaning and restoration area on the show floor. This pavilion featured booths and a stage where attendees watched live presentations on how best to care for their floor covering products.

Also, Artisan Avenue, formerly known as the Above the Baseboard Pavilion, was a special area of the show floor that showcases specialty and decorative items such as handcrafted tiles, sinks, cabinets, window coverings, decorative concrete and more.

Artisan Tool Alley was an area of the show floor that featured the latest tools and included a demonstration area for exhibitors to show their tools in action. SURFACES re-introduced the New Product Pavilion as the New Product Marketplace. Attendees browsed this dedicated area that showcases every-thing new for the year, and visited those manufacturer booths for more information. Additionally, The Trends Hub featured an expansive preview of 2012’s hottest products and trends.

SURFACES provided attendees multiple opportunities to receive top-notch education on the floor. The S2 Main Stage featured live daily exhibitor demonstrations and educational presentations emphasizing the industry’s hottest topics. There were also several in-booth educational offerings by several exhibiting companies. These live demonstrations/presentations ran concurrently throughout the three days of the exhibition Center.

For more information on this event and dates for next year, visit online at www.surfaces.com.
New Markets Discussed For U.S. Lumber Exporting

Craig Larson, president of the Softwood Export Council

Portland, Oregon—Is 2012 the year you start exporting? That’s the question the Softwood Export Council and the North American Wholesale Lumber Association (NAWLA) addressed during a recent webinar. According to NAWLA, while the North American housing market continues to show signs of improvement, experts estimate housing starts will not return to the 1 million mark until 2015. Until that time, many sources in the U.S. lumber industry are turning to both traditional and new overseas markets. These markets are both short term, long-term and vary with the world and regional economies. Housing starts in Japan were predicted to reach 850,000 in 2011 and more than 450,000 single family units would be wood frame, about equal to U.S. production. China is coming down from a superheated 2011 buying spree, but over the long-term should continue to be a large user of softwood products. Other markets are also adjusting to new long-term levels, from 1.06 million in 2007, down to 788,000 in 2009 and back up again to 813,000 and 825,000 respectively in 2010 and 2011. The estimated U.S. housing starts in 2012 are between 850,000 to 900,000. As for the target markets for U.S. wood, Japan, China, Europe and Mexico were the primary markets mentioned along with 20 countries in the Middle East. Japan’s devastating 2011 Tohoku earthquake and tsunami resulted in massive reconstruction demand. As for China, lumber imports raised from .35 million m3 in 2010 to .586 million m3 in 2011. Europe’s figures were mixed, with 2009 accounting for 28.7 million imported woods, up to 32.1 million in 2010, and back down to 29.6 million in 2011. Mexico totaled 123.5 million in 2011 up from 112.2 million in 2010. As for the Middle East, Larson pointed out there is a $5 million market possibility in softwoods for this region. He indicated the Dubai Wood Show, which takes place in September of 2012, as a key source for leads. According to SEC, 90 trade leads were generated from the 2011 show. International travel was mentioned during the webinar as being ‘key’ in promoting export/import of U.S. wood. The SEC offers assistance in this area regarding travel arrangements, planning side trips and schedules. The following trade shows are scheduled in 2012:

- Proivemuele—Mexico
- India Wood—Bangalore
- KH Housing—Seoul
- Interzum Guangzhou—China
- Dubai Wood—UAE
- Carrefour du Bois—France
- Design Build—Sydney
- Techno Meuble—Guadalajara
- Japan Home Show—Japan
- Timber Expo—United Kingdom
- Furniture MC—Shanghai
- MTC-Kuala Lumpur
- U.S. China Build—China

About NAWLA and SEC

The North American Wholesale Lumber Association (NAWLA) is comprised of 500 companies dedicated to efficient distribution of lumber products and the responsible stewardship of forest resources. NAWLA represents wholesalers, manufacturers, and service provider companies throughout the distribution supply chain. Founded in 1893, it is one of the oldest lumber associations in North America. Through its membership in both the Softwood Export Council and the American Hardwood Export Council, it provides its members opportunities and information on expanding their markets overseas. For more information on the Softwood Export Council, please visit www.softwood.org.

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For more information on the Softwood Export Council, please visit www.softwood.org.
International Furniture Fair Singapore (IFFS)  
The show got off to a busy start for over 512 exhibitors drawn from 26 countries and from across Asia with particularly large groups from China and Vietnam, the two giants of Asian furniture manufacturing. As the most sophisticated event in the SE Asian round of furniture shows, IFFS continues to introduce initiatives to ensure its development and hold its position as the furniture design hub that it has now become. The centrally located Hall 5 was dedicated to design as the main focus for design seminars, exhibits and events that also stretched across the city under the banner of SingaFurn. The annual furniture design awards (FDA) catered for local students and international young designers, and this year included an award for the best use of material, won by wood. AHEC was one of several sponsors for the design initiatives including the FDA and in the pavilion, where young designers were given the opportunity to display their work. This included an AHEC commission, undertaken by Indonesian designer Joshua Simadjunang, who showed his contemporary Besar chair in American Red Oak.

International Furniture & Craft Fair Indonesia (IFFINA)  
This furniture show was quite different to the preceding three in Southeast Asia. It was firmly focused on sustainable materials, embraced by numerous companies but less international in several respects. Teak, was truly focused on sustainable materials, an area new markets and the growing importance of U.S. species. This included an AHEC commission, undertaken by Indonesian designer Joshua Simadjunang, who showed his contemporary Besar chair in American Red Oak.

ASEAN  
Bernard Dompok. 80% of Malaysian furniture is exported to 160 countries of which 78% are wooden, and 32.6% of total imports, with a focus on the major markets.

ASEAN  
Continued from page 1

Continued from page 1

Kuehne + Nagel Ltd. sponsored the lunch. The program concluded with a lunch of rice, followed by afternoon speakers, which included Simon Botsford, the dynamic web-based scout for the Cape Breton Screamin’ High Flyers, and the Quebec Major Junior Hockey League. He spoke about his success in scouting, and his “new” ideas about team-building in hockey and how these concepts could be translated to business with regard to hiring, promotions, identifying leaders, and hiring based on the spirit of the recent “Moneyball” movie, Botsford opened the program. His thoughts on non-standard ideas towards managing people as well as ideas for improvement and new sales ideas.

Sage Giner spoke about wood clusters and the unique work being done with the Blue Water Wood Alliance in the Chippewa Falls area of Ontario. His presentation is available on the CHB website.

The event wrapped up with a breakfast presentation by Scott Wilson, Nagel Optimization (SOF). Profit Magazine ranks him an essential speaker and resource for CEOs. His dynamic presentation provided practical proven strategies for increasing sales and winning new customers, with a focus on the pay-back of web sales.

A solo-out hard and industry hockey game added some fun and exercise to the program. CHB thanked Jean-Paul Lupien, Produits Forestiers TLB Inc., for his hockey game. CHB congratulated Murillo Pelletier of CHB, info@canadianhardwoodbureau.com Chairman, Canadian Hardwood Bureau at Chairman, Canadian Hardwood Bureau at email: dave@colehardwood.com

Under the current national plan the timber industry is expected to account for RM3 billion (US$1.03 billion) by 2020, with furniture exports targeted by the government to achieve RM5 billion (US$1.17 billion) by 2020 and the government has planned to plant 370,000 hectares of forests over the coming 15 years. One small hall provided visitors with an opportunity to review material suppliers for the furniture industry including solid wood and panel producers. However, the only hardwood supplier in the main body of the show, in contrast to the AHEC 3 as usual, was the American Hardwood Export Council (AHEC), which has attracted ongoing interest in U.S. species. 

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NHLA

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Continued on page 15

CHB  
Continued from page 1

April/May 2012


Nathalie Mancis, Craig Larsen and Aashlee Tabaza, Softwood Export Council, Portland, Ore.

Craig Larsen, Softwood Export Council, Portland, Ore.; and Kevin and Adrian Brann, WWPA, Portland, Ore.


George Emmerson, Sierra Pacific Industries, Redding, Calif.; James Tyler, Lumbermen’s Underwriting Alliance, Portland, Ore.; and Chuck Roady, F.H. Stoltze Land & Lumber Co., Columbia Falls, Mont.

Tim Cornwell, BlueLine Corp., Atlanta, Ga.; Ted Roberts, Roberts & Dybdahl Inc.; Dee Moline, Iowa; Christopher Bailey, Collins Companies, Portland, Ore.; Cyndee Johnson, Roberts & Dybdahl Inc.; and Kevin Cheung, WWPA, Portland, Ore.

Alex Rapoport, HALCO Software Systems Ltd., Vancouver, B.C.; Laurie Creech, Simpson Lumber Co. LLC, Tacoma, Wash.; and Scott Olson, Forrest City Trading Group, Portland, Ore.


Mark Onnen, Rogers, LLC, Springfield, Ore.; and Laurie Creech, Simpson Lumber Co. LLC, Tacoma, Wash.


Tim Cornwell, BlueLine Corp., Atlanta, Ga.; Emil Soon, Idaho Forest Group LLC, Coeur d’Alene, Idaho; and Tod Roberts, Roberts & Dybdahl Inc., Des Moines, Iowa.

Additional photos on page 12
Welcome to the New Southern Pine Global Website

Meet our Southern Yellow Pine Exporters

Almond Brothers Lumber Co.
almondlumber.com
Anthony Forest Products Co.
antonyforest.com
Atlas Trading International
atlastradinginternational.com
Ameno & Bayen Ali Enterprises, Inc.
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Jean-Pierre Fontenot and Courtney Alexood, Lumbermen’s Underwriting Alliance, Portland, Ore.; Steve Lord, Lord Insurance, Eugene, Ore.; Jamie Trenter and Jeff Romo, Lumbermen’s Underwriting Alliance, Portland, Ore.; and Wil Nance, Lumbermen’s Underwriting Alliance, Boca Raton, Fla.


Allan and Judy Trenter, Simpson Lumber Co. LLC, Tacoma, Wash.; and Diane and Eric Schueler, Collins Companies, Portland, Ore.


Sebastien Morasse, Bois Nordex Inc., Ville-Marie, Que.; Annie Fournier, Preverco Sawmill, Daveluyville, Que.; Darren Lindsay, Empire Forest Products Ltd., Burlington, Ont.; and Sylvain Gagnon, Hub International (Quebec) Limitee, Montreal, Que.

Mario Fortier, Scierie Bois St-Francois Inc., Quebec; and Pierre Hamelin and Jacques Gagnon, Hub International (Quebec) Limitee, Montreal, Que.


Martin Deschenes, Laupin, Papineauville, Que.; Martin-Eve Nadeau, Les Produits Forestiers Bois Inc., Saint-Jean-de-Brébeuf, Quebec; Pierre Hamelin, Hub International (Quebec) Limitee, Montreal, Que.; and Mario Chicoine, Arbotek, St-Just-de-Bretenieres, Que.


Luc Tremblay, Ecole de Foresterie Du Duchesnay, Quebec City, Que.; Serge Robichaud, C.A. Spencer Inc., Laval, Que.; Lloyd Lovett, King City/Northway Forwarding, Montreal, Que.; and Jean Desilets, C.A. Spencer Inc.
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Richard Laroque and Andrew Schafer, Cut Rite Lumber Ltd., Montreal, Que.; Ted Bechamp and Luc Fortin, Scierie Waltham Inc., Waltham, Que.; and Brian Guilbeault, Quality Hardwoods Ltd., Powassan, Ont.

Kenny Koh of Star Furniture Singapore with Michael Hermene of APP Timber at IFFIN.

William Chu, State of North Carolina, John Chan, Sharon Shiok and Di Nguyen of AHEC at IFFIN.

The APP Timber team at IFFIN Jakarta.

Joe Phaneuf, Northeastern Loggers, at EFE in Malaysia.

Pictured in a New American Cherry piece exhibited by Kobeks during the Asean furniture shows recently.


Pictured is a New American Cherry piece exhibited by Kobeks during the Asean furniture shows recently.

The King City hockey team, which played in conjunction with the CHB meeting, consisted of: (First row, from left) Martin Valmonte, USNR, Plessisville, Que.; Claude Cadrin, C.A. Spencer, Laval, Que.; Patrice Carrier, HUB International, Montreal, Que.; Eric Porter, Abenaki Timber, Kingston, N.B.; Mario Brunel, Nipponwood, St Andrieux Avellan, Qaq.; and Tom Murgatroyd, N.B.; Michael English, Smurfit, Second row: Tom Lickliter, Maple, Eggleston Bros., Qaq.; Kevin Aldridge, Baker Brothers, Qaq.; and Peter Jelley, Plugs, Qaq. (Third row, from left) Jean Lapointe, Sagen, Qaq.; Henry Blouin, Qaq.; Peter Gallon, Forest, Montreal, Qaq.; and Martin, Fertile, Qaq.

The M.E.O hockey team consisted of: (First row, from left) Dave Williams, Champion Hardwood, Essex Junction, Vt.; Patrick Logan, M.D., Bellingham, Qaq.; Marc Legros, Planner Pkg, St. Eduoard de L’Île-Bizard, Qaq.; Grant Stahl, Harris Hardwood, Allentown, Ont.; and Richard Keeso, J.H. Keeso & Sons, Listowel, Ont. (Second row, from left) Dennis Batchelor, P.F. Forests, Qaq.; Seligson Mironew, Nortco, Mont Laurier, Qaq.; Bearc Wood, Planning Pkg, St. Eduoard de L’Île-Bizard, Qaq.; and Brian Guilbeault, Quality Hardwoods Ltd., Powassan, Ont.

Judith Cefkin Deputy Chief of Mission US Embassy Thai DG for Trade Promotion, Nuntawan Sakuntanaga, and John Chan, AHEC, at one of the Asean furniture shows.

Pictured at IFFINA for Baillie Lumber Co., located in Hamburg, N.Y., are Syphred Limpay, Amir Limpay and Phit Farnack.

French Timber suppliers at IFFIN Jakarta.

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ASEAN - Continued from page 9

in Thailand. Many of the exhibitors confirmed that their collections were designed in-house by Thai staff.

The show theme was Fit Green, Feel Good reflecting Thai attitudes to life and the furniture industry's approach to green production technologies. AHEC, together with the Thai Furniture Association (TFA), and funding from the U.S. Government's Foreign Agricultural Service, hosted the 4th American Hardwood Design Camp aimed at college-level training for professionals (four). The projects were shown at the show on a dedicated stand where the theme was Designing for Small Spaces - very relevant in today's world of decreasing condo sizes. A lunch reception included the Thai DG for Trade Promotion, Dr. Saneeta Nakanyana, Deputy Chief of Mission U.S. Embassy, Judith Cefkin and John Chan, Regional Director AHEC. Cefkin welcomed the sponsors, designers and media saying that this was a good example of U.S.-Thai cooperation with U.S. sustainable material and Thai talent.

WWPA - Continued from page 1

Jarrico noted that there are two main areas of interest in regard to exports. Asia and the Caribbean with mostly Pine shipping to the Caribbean. He said exports have picked up for Canada and the U.S. in China, and that Canada is concerned that the U.S. share of exports to China is on the increase. 90 percent of all exports is Douglas Fir.

Michaels addressed the attention regarding the economy and stated that housing “is not in a recession. We’re in a depression.” He added that the inventory of growing trees is growing dramatically.

He predicts that the U.S. housing market could return to 1.5 million housing starts in 2014 or 2015. In addition to expert speakers, the WWPA annual meeting provides members an opportunity to network and share market insight. For more information at the WWPA, go online to www.wwpa.org.

WHO’S WHO - Duprey

Continued from page 2

ence and technology from the University of Maine at Orono.

Duprey and his wife, Alison, have two sons. In his spare time he enjoys hunting, fishing, golf, spending time with his family and coaching his sons in sports.

Hancock Lumber operates a diverse array of businesses: three state-of-the-art Eastern White Pine sawmills, that are Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified, 10 retail lumberyards in Maine and New Hampshire and a land division with 15,000 acres. The firm is a member of the North American Wholesale Lumber Association and Northeast Lumber Manufacturers Association. For more information visit the company’s website at www.hancocklumber.com.

WHO’S WHO - Halsey

Continued from page 2

Lumber Co. for approximately 14 years and

in his current position for the past nine years. Previous positions include sales for Disdoro Lumber, located in Portland, Ore., and general manager of KD Cedar, located in Hayward, Calif. He began his career in the forest products industry working on the Tule Indian Reservation in 1982.

A graduate of Miramonte High School, located in Hayward, Calif. Halsey obtained his bachelor’s degree from Oregon State University, in Corvallis, Ore.

He is a member of the North American Wholesale Lumber Association, Hoo Hoo International, and the Wilson Basketball Association. Halsey and his wife, Jan, have three children. In his spare time he enjoys coaching basketball and farming.

WHO’S WHO - Pryor

Continued from page 2

window frames. Pryor has been with the company for 12 years and in his current position for the past 10. “When you find a good thing, you stick with it,” he said.

A graduate of Salamanca High School, Salamanca, N.Y. He obtained his bachelor’s degree with a double major of international business and Spanish from Grove City College, located in Grove City, Pa.

In his spare time he enjoys traveling, competitive cycling, woodworking, camping, hiking, reading, canoeing, and playing games with his kids.

He and his wife, Michelle, have three children. For more information visit www.BingamanLumber.com.

WASHINGTON SCENE - Continued from page 2

Cornick, Boise Cascade, Pat Rataniella, Temple Island; Jim Rabe, Majorite; and Diana Blathororn for the Canadian Wood Council. The board of directors is nominated and elected by AWC membership.

“On behalf of all the members of AWC, we’re pleased to have such experienced board representation,” said AWC President Robert Gwizdak. “We had many great achievements in 2011 in building codes, standards, and sustainability efforts, as well as on public policy issues on Capitol Hill and in the states. We expect that with this board’s leadership, we will continue to grow, prosper, and make a difference for the wood products industry.”

Forest Groups Satisfied With SLA

The Ontario Forest Industries Association (OFIA) and the Council of the Quebec Forest Industry (QFIC), Canada’s softwood lumber industry paid an initiation fee of $1 billion for the SLA that was split with half going to the U.S. lumber companies and the rest used to joint North American lumber initiatives. This initiation fee was paid despite a legal ruling that would have seen all duty deposits returned to Canada. Lim and Tremblay concluded by stating, “The renewal of the Agreement on Suzuka, Japan

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Consumption forecasted for 2013 should home building sector and an increase in steady and consistent growth in the U.S. provides certainty around access to the market. Although Canada's current export status will continue to export lumber to the extent it can for those Central Canada companies who Softwood Lumber until 2015 is good news

4. Contributions = Conversation. Despite what you may read or hear, I can assure you that while our lobbyists attend an event and presents a check to a fundraiser dinner, we are not buying access to any Congressman. While meetings on the Hill are extremely

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process it into a product that the customer can introduce to their production immediately. We save the waste over here instead of shipping it overseas. We have rip, planing and reshaping capabilities. We have a Gracor chip saw which is an optimizing saw. We have moulding capabilities as well. We have a Wide moulder that we use. All of our equipment is state of the art. "Kretz Lumber has made a commitment to continue to be in the export market long term. We've been in it for the long haul," he continued. "We feel that export markets are the future and the commitment as a company pertains to both areas: our veneer division and our lumber division. As a whole our company is committed to the export mar-

Along with Kassis, key personnel include: Troy Brown, president; Dan Kretz, chair-

5. Make a difference – No matter the size. We only have approximately 100 U.S.-based voting members. The percentage of our members that contribute is quite large compared to other associations, and the average amount our members person-

Kretz currently operates 13 dry kilns, with a capacity in excess of 13 million board feet annually. Experienced kiln operators and their staff is often just as booked. So

Kretz Lumber Co. is a member of the American Hardwood Export Council, National Hardwood Lumber Association and the Lake States Lumber Association. For more information visit www.kreblum-

AA Corporation, a wholly-owned private company, a truly international enter-

The main project was The Life Resort in Da Nang where AA supplied all the internal joinery and furniture for rooms, shops, restaurants and villas, much of which was in American Red Oak. Visitors to the newly renovated bar in Park Hyatt Hotel in Saigon can enjoy the luxury of American Black Walnut, designed by renowned Super Star designer, taking the necessary

The construction division, AA Interiors, continues to expand its business to new regions across the globe. The main plant on a 28 acre site is one hour from Saigon employing 1,000 peo-

The correlation of value to the business is as much as who you talk to. I've had many times where it is not the size of the check. We have a number of folks that we call 

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