

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. 5

Serving Forest Products Buyers Worldwide

April/May 2012

## WWPA Gathers For Annual Meeting

By Wayne Miller

**Portland, Ore.**—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 forecast, followed by several committee

meetings.

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

Additional photos on pages 10 & 12

Continued on page 15



Kevin Paldino, Collins Companies, Portland, Ore.; Erol Deren, Idaho Forest Group LLC, Coeur d'Alene, Idaho; and Janet Corbett, Warm Springs Forest Products, Warm Springs, Ore.



Ray Barbee, RISI, Bedford, Mass.; and Steve Swanson, Swanson Group Inc., Glendale, Ore.

## Strong Turnout For Canadian Hardwood Bureau Meeting

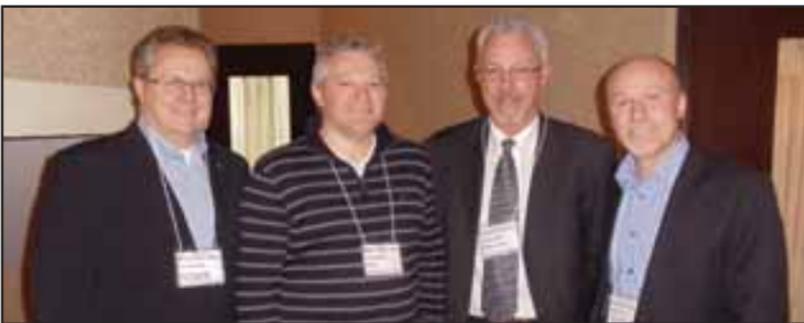
Photos By Wayne Miller

**Montreal, Quebec**—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.

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

Additional photos on pages 12 & 14

Continued on page 9



Dennis Cuffley, J.D. Irving Ltd., Clair, N.B.; Yves Lapointe, Prolam, Cap-St-Ignace, Que.; Roland Dufour, Group Savoie Inc., St. Quentin, N.B.; Marco Morin, Giguere & Morin Inc., St. Felix Kingsley, Que.



Jean-Francois Audet and Guillaume Genest, Primewood Lumber Inc., Drummondville, Que.; Patrick Hennebicque, Bradford Forest Inc., Bradford, Pa.; and Chuck Beatty, Gutches Lumber Co., Cortland, N.Y.

## 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

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

Additional photos on page 14

Continued on page 9



The exhibit by the American Hardwood Export Council at the International Furniture & Craft Fair Indonesia (IFFINA) in Jakarta spotlighted furniture made of North American hardwoods.



Fernex Malaysia displayed several products at IFFINA. Fernex is a loyal user of North American White Oak in its furniture products.

## Who's Who in Import/Exports



MATT DUPREY

**Matt Duprey** is vice president of sales and marketing for **Hancock Lumber Co.**, based in Casco, Maine. Hancock Lumber Co. manufactures several million board feet of Eastern White Pine products annually. Duprey has been with Hancock Lumber Co. for 17 years and in his current position for 11.

A graduate of Caribou High School, located in Caribou, Maine, he obtained his Bachelor's of Science degree with a concentration in wood sci-

Continued on page 15



DAVE HALSEY

**Dave Halsey** is vice president of sales for **Patrick Lumber Co.**, located in Portland, Oregon. Patrick Lumber offers Douglas Fir, Western Red Cedar, Alaska Yellow Cedar, Port Orford Cedar, Hemlock, Alder, Sugar Pine, Southern Yellow Pine and Ponderosa Pine. The company also manufactures flooring, decking and finish items.

Patrick currently markets its products to distributors and manufacturers worldwide. Halsey has been with Patrick

Continued on page 15



MATT PRYOR

**Matt Pryor** is export salesman for **Bingaman & Son Lumber Inc.**, located in K r e a m e r , Pennsylvania.

Bingaman & Son Lumber offers hardwood logs, lumber, strips, dimension, thermo-treated hardwoods and laminated door and window frames in Red and White Oak, Ash, Cherry, Hard and Soft Maple, Poplar and Walnut. The firm produces 35 million board feet annually. Special services include thermo treatment for outdoor applications and lamination for door and

Continued on page 15



LENNY SHIBLEY

**Lenny Shibley** is vice president of the sawn timber department at **DLH USA/ICH**, based in Burgaw, North Carolina.

DLH USA/ICH produces approximately 4 million board feet annually of African Mahogany, Sapele, Genuine Mahogany, Spanish Cedar and 30 other species. Special services include S2S and width and length sorts.

Shibley has been with DLH USA for seven years and in his current position for the past year. Prior positions held include sales manager for

Continued on page 15

## AHEC's 17th China and Southeast Asia Convention Heads to Singapore

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](http://www.ahec.org).

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

### "American Hardwood and Green Design: Life Cycle Assessment and the True Environmental Impact of Material Choice"

Twenty years after its first lumber grading seminars in Singapore, AHEC will be holding its 17th Greater China & SE Asia annual convention in Singapore. A press conference will be held on June 13th followed by a full day convention on June 14th.

The convention will not only highlight American hardwoods in interior and furniture design but will also provide a platform for AHEC to present the Life Cycle Assessment analysis of American hardwoods. The event will be co-hosted by the Singapore Institute of Architects (SIA) and the Singapore Furniture Industries Council (SFIC) whose members are expected to attend in large numbers. Delegates from China and all ASEAN nations are also expected to join together with many of AHEC's own exporting members from the USA. The event is booked at the prestigious St. Regis Hotel on Tanglin Road in the heart of Singapore's downtown tourist area.

Traders and importers will exchange market information with U.S. hardwood exporters at this event. The U.S. hardwood trading business has escalated to a high level in Asia. Total U.S. hardwood products imported into SEA and GRCH markets were valued at US\$1.082 billion (estimated) in 2012, compared to 1992 – a growth of 647% (averaging annual growth of over 32%).

Southeast Asia has been heavily reliant on an export-oriented economy. The current weak demand in importing of processed timber products (furniture and flooring) from USA and EU markets is dampening SEA's exports. The hope for strong recovery in 2012 is dim. However the brighter picture is that SEA and Greater China are leading the recovery from the worldwide economic slowdown as regional domestic consumption will play a role in compensating part of the weakening, or slow, export markets.

Increasingly environmental issues, such as green design and material choice by manufacturers, consumers, architects and designers and overseas importers, have become an additional challenge to the global timber industry. The theme of this convention addresses the sustainability of

American hardwood, green design and the true environmental impact of material choice through AHEC's Life Cycle Assessment study.

Keynote speakers from Europe, across Asia and the U.S. will form a program that should have something for everybody. An impressive line-up of internationally renowned speakers has been arranged including Carol Bentel of Bentel Associates, Tony Chi and Luke Hughes. Seminars on using wood for architects and interior designers will be augmented with technical sessions on U.S. hardwood lumber grading and U.S. veneer specifications targeting Chinese and Southeast Asian importers and traders. U.S. delegates will not only have the opportunity to network with the local delegates, but will also enjoy a series of presentations on opportunities for American hardwoods throughout the region from representatives of the wood processing industries of Thailand, Malaysia, Indonesia Vietnam and China. As with all AHEC events overseas, the environmental credentials of American hardwoods will be a special focus on the AHEC's Life Cycle Assessment. Registration materials and further information on the convention can be found at AHEC's Greater China web page at [www.ahec-china.org](http://www.ahec-china.org) or you may contact our Reston, Virginia office at 703-435-2900.

The American Hardwood Export Council (AHEC) is the leading international trade association for the U.S. hardwood industry, representing the committed exporters among U.S. hardwood companies and all major U.S. hardwood product trade associations. AHEC maintains offices in Japan, Europe, Southeast Asia, China, Korea and Mexico, in addition to its Reston, Va., headquarters, to serve the needs of the global community. For additional information on the convention as well as additional overseas activities, please contact AHEC by phone at 703/435-2900, or by email at [msnow@ahec.org](mailto:msnow@ahec.org).

## THE WASHINGTON SCENE

Also beginning terms as members of the AF&PA Board of Directors in 2012, are: William B. Johnson, CEO of Johnson Timber Company; George D. Jones, president and CEO of Seaman Paper Company of Massachusetts, Inc.; Frank Papa, president and CEO, The Newark Group; Allan F. Trinkwald, president of Simpson Investment Company; and Russell Wanke, vice president/general manager of Thilmany Papers LLC.

For a complete board listing and more information about AF&PA, visit [www.afand-pa.org](http://www.afand-pa.org).

### AWC Statement on the U.S. District Court Decision to Vacate Stay of Boiler MACT Rules

The American Wood Council (AWC) President Robert Glowinski today issued the following statement regarding Judge Friedman's District Court decision to vacate the stay of the Boiler MACT rules.

"The Court's decision to vacate the stay of the 2011 Boiler MACT and Incinerator rules puts thousands of wood product industry jobs at risk. The already-inadequate compliance timeframe now has been significantly impacted, making the costly and complicated task of compliance that much more confusing and difficult. This ruling underscores the need for swift legislative action. Congress has the ability to help protect American manufacturing by passing the EPA Regulatory Relief Act – which will give EPA time to finalize a more appropriate set of rules and provide much-needed certainty to businesses across the country – and we urge them to do so without delay."

AWC also recently announced the election of its 2012 officers and board of directors.

Ray Dillon of Deltic Timber was newly elected, and Rob Taylor of Weyerhaeuser was reelected to the board. Members who will continue to serve on the board include: George Emmerson, Sierra Pacific; Tom

Continued on page 15



### 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 AF&PA's 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 green 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 sustainability success story."

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

## Exporters Hampered By Lack Of Certified Wood

Reprinted from *Tuoiere News, The News Gateway Of Vietnam*

**Vietnam**—As the American and European markets have strict requirements about the wood origins of wood and furniture imports, Vietnamese exporters are struggling to look for certified wood supply sources.

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

Vietnam's total forest area is now 13 million hectares, including 8 million hectares of production forests. However, only 36,000 hectares, or a mere 0.5 percent of the total production forest area, has received Forest Stewardship Council (FSC) certifications.

Enterprises thus find it hard to find legal wood supply sources.

According to the nation's forest development program, 30 percent of forests should be issued the Sustainable Management Certificate by 2020. However, due to problems in land dispute settlement and the high certification fee, the implementation pace has failed to meet the expectation.

"Given the current implementation pace, the 30 percent target is infeasible," Cong said.

Nguyen Ton Quyen, secretary general of the Vietnam Timber and Forest Product Association, noted that local wood exporters must satisfy the U.S. Lacey Act and the EU's Flegt Act, but insufficient legal supply sources remained a big obstacle.

Nguyen Van Thu, director of PISICO Wooden Furniture Joint Stock Company, said his firm mostly imported wood from Malaysia and Brazil, and purchased it

locally from Quy Nhon Forestation Co., Ltd., the Japan-invested company joining the afforestation program in Binh Dinh Province.

At an international seminar on legal wood commerce held on January 10, Minister of Agriculture and Rural Development Cao Duc Phat said there are 3,400 wood enterprises and 600 workshops nationwide, attracting 300,000 laborers.

Vietnam has become the leading furniture exporter in the region and the 10th biggest exporter worldwide.

Still, as 80 percent of wood materials are imported, the wood processing industry earns low profits and develops unsustainably.

The agriculture ministry's statistics showed that the export turnover of Vietnamese wooden products last year reached US\$4.1 billion, rising 14.7 percent year-on-year.

Traditional importers like the U.S., China, Japan, South Korea and England bought as much as 80 percent of Vietnamese export furniture worth over US\$3 billion. However, the local wood processing industry is still dependent heavily on imported materials.

Vietnam spent as much as US\$1.33 billion in 2011 on importing wood materials and other forestry products, or a surge of 16.6 percent against 2010.

The industry targets an export turnover of \$4.5 billion in 2015 and US\$7 billion in 2020.

The agriculture ministry estimates \$7 billion is needed for investment in the wood industry from now to 2020 while afforestation will need \$800 million to \$1 billion.

# Table of Contents

## FEATURES:

- WWPA Gathers For Annual Meeting . . .1
- Canadian Hardwood Bureau Meeting . . .1
- ASEAN Furniture Markets . . . . .1
- KRETZ LUMBER CO. . . . .4
- AA Corporation . . . . .5
- Las Vegas Welcomes SURFACES . . . .6
- New Markets For U.S. Lumber Exporting . . .8

## DEPARTMENTS:

- Who's Who in Imports/Exports . . . . .2
- Washington Scene . . . . .2
- World Export Update . . . . .2
- Exporters Hampered By Lack of Cert. Wood 2
- Value of Association PACs . . . . .3
- Business Trends Abroad . . . . .19
- Business Trends Can., Hardwoods . . . . .19
- Stock Exchange . . . . .20 & 21
- Business Trends U.S.A., Hardwoods . . . . .22
- Newsires . . . . .25
- Import/Export Calendar . . . . .27
- Classified Opportunities . . . . .29
- Advertisers Index . . . . .29
- U.S. & Canadian Softwood Forest Products
- Export Suppliers . . . . .30 & 31



A Bi-Monthly newspaper serving the International wood trade.

Published by  
**International Wood Trade Publications, Inc.**  
 P. O. Box 34908  
 Memphis, TN 38184  
 Tel. (901) 372-8280 FAX (901) 373-6180  
 Web Site: <http://www.woodpurchasingnews.com>

**E-Mail Addresses:**  
 Advertising: [stokes@woodpurchasingnews.com](mailto:stokes@woodpurchasingnews.com)  
 Editorial: [editor@millerwoodtradepub.com](mailto:editor@millerwoodtradepub.com)  
 Subscriptions: [circ@millerwoodtradepub.com](mailto:circ@millerwoodtradepub.com)

**Publisher: Paul J. Miller - 1963-2010**  
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 U.S. Correspondents: Chicago, Ill., Grand Rapids, Mich., High Point, N.C., Los Angeles, Calif., Portland, Ore., Memphis, Tenn.  
 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 86 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)

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

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# Election Year Politics – The Value of Association PACs

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 candidates 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. PAC's 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 members? 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 membership.

**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-



perse money more widely, a smaller association must focus their PAC contributions on targeted offices – building up those relationships 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 contribute to him or not. That relationship is what needs to be placed first, not whether you have filled campaign coffers.

**3. Your PAC giving strategy has to complement your "boots on the ground" advocacy and outreach.** Giving money to an office you don't interact with doesn't

**By Brent J. McClendon, CAE**  
 Executive Vice President  
 International Wood Products Association  
[www.iwpawood.org](http://www.iwpawood.org)



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 unity in purpose. PAC contributions ought to support candidates or incumbents that will represent 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

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# KRETZ LUMBER CO. – Committed To Exports

By Paul Miller Jr.



Located in Antigo, Wis., Kretz Lumber Co. has 8,000 acres of timberland.



Tim Kassis meets prospective buyers in Dubai to establish sales opportunities.



Prospective Chinese customers visit Kretz Lumber Co. in Antigo, Wis.



Exhibiting at a trade show in Delhi, India



Pete Hilgers sorts logs for export.



The Wisconsin Governor's Export Achievement award, presented by Governor Scott Walker, was accepted by Tim Kassis, export manager, Troy Brown, president, and Cal Diercks, salesman in 2011.

**Antigo, Wis.**—Kretz Lumber Co., located here, produces green and kiln-dried hardwood lumber. Species offered include: Alder, Aspen, Basswood, Beech, Birdseye/Curl Maple, White Ash, Black Walnut, Butternut, Cherry, Hard and Soft Maple, Hickory, Red Birch, Red and White Oak, Poplar, and Tigerstripe Maple (4/4 through 8/4).

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.

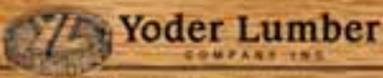
Kassis said the people at Kretz spend a lot of time and effort inspecting the product.

"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 here. We have the equipment to scan the boards so that the tallies, 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



**Yoder Lumber**  
COMPANY, INC.

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# AA Corporation Makes Advancements

By Michael Buckley



(Left) AA Corporation, in Saigon, specializes in interior decoration, such as these bar stools, made of North American Red Oak at the company's manufacturing facility.



Yellow Poplar turns into exquisite furniture at AA Corporation.



(Right) AA Corporation Chairman Nguyen Quoc Khanh.



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



American Red Oak decoration by AA Corporation installed at The Life Resort in Da Nang.



American Red Alder at AA Corporation's plant.

**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. A regular delegate at AHEC's Asian conventions, 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, residences, spas, retail shops, restaurants and offices.

Continued on page 16



At AA Corporation's plant, an employee splices Black Walnut veneer.

Custom solid-wood joinery manufactured at AA Corporation for a client in the hotel industry.



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# Las Vegas Welcomes SURFACES

Photos By Todd Lussier



Rongfei Lai, Yiting Jiang and Ailan Wang, Fudeli Flooring, Shaoxing, China



Alice Dong, Mindy Jiang and Lucy Jiann HuMade, Nanjing Minglan Wooden Industry Co. Ltd., Shanghai, China



Daniel Bernier, Carlos Filho, Paula Iague and Jules Sebra, IPA Wood Flooring, Lambton, Quebec



Raymond Gu, Jennifer Jiang, Kathy Yu and Gerry Zhou, Lodgi Flooring, Xiamen, China



Wei Wing Wang and Li Qiang, Suzhou Dongda Wood Co. Ltd., Suzhou, China



Rain Qu and Maggie Zhang, Xinhui Zhida Flooring and Timber Products Co. Ltd., Guangdong, China



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 Email: [reiniertaapken@salamanca.com](mailto:reiniertaapken@salamanca.com)



**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 everything new for the year, and visited those manufacturers 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 show.

For more information on this event and dates for next year, visit online at [www.surfaces.com](http://www.surfaces.com).

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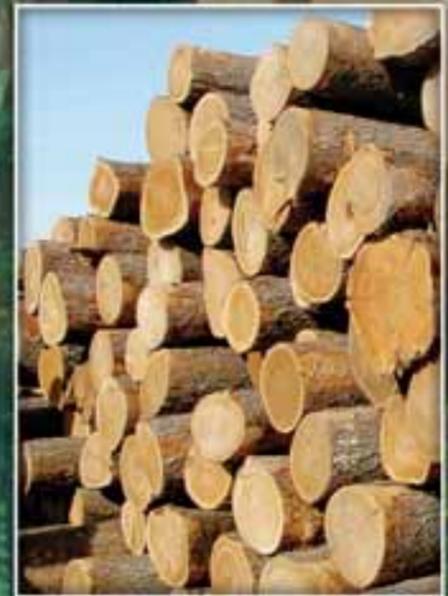


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## New Markets Discussed For U.S. Lumber Exporting

**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 the local economies.

Craig Larsen, president of the Softwood Export Council (SEC), addressed the following key issues during the webinar:

• **What international markets are likely to be long-term buyers of North American**

**wood?**

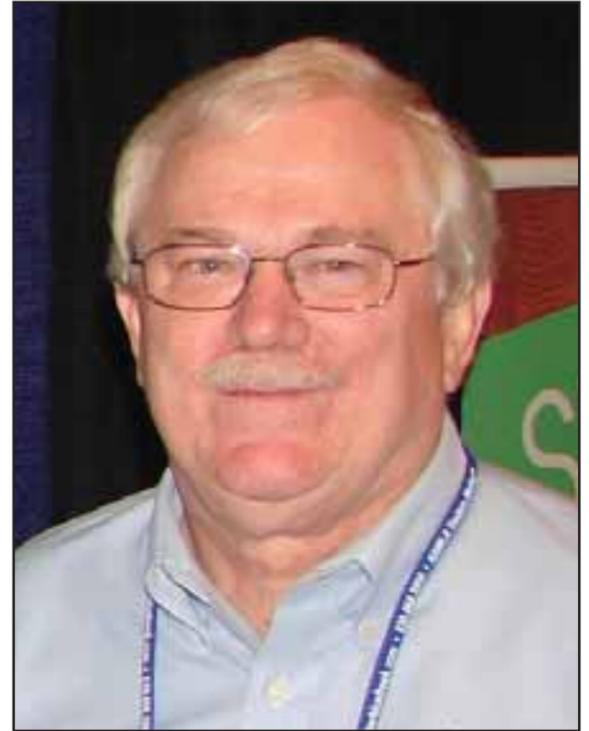
• **What kinds of softwood lumber products are used in international markets?**

• **Why do you have to think outside the box if you really do want to succeed in overseas markets?**

Larsen, who noted that exports of U.S. wood have increased from \$843 million in 2010 to an estimated \$1 billion in 2011, presented timetables and graphs. China absorbed most of that total with Canada following behind. Broken down into species, Douglas and Hemlock Fir were top sellers with Sitka Spruce and Western Red Cedar coming in last.

Larsen also pointed out that the housing market is 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 m<sup>3</sup> in 2010 to .586 million m<sup>3</sup> 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



Craig Larsen, president of the Softwood Export Council

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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:

- **Provimeuble—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](http://www.softwood.org).

**CHB -**  
Continued from page 1

Kuehne + Nagel Ltd. sponsored the lunch. The program commenced with a lunch, followed by afternoon speakers, which included Simon Boisvert, the dynamic Quebec-based scout for the Cape Breton Screaming Eagles of the Quebec Major Junior Hockey League. He spoke about his success as a scout, and his "new" ideas about team-building in hockey and how these concepts easily translate to business with regard to hiring, promotions, identifying leaders and "making it work." In the spirit of the recent "Moneyball" movie, Boisvert provided his thoughts on new, non-standard ideas towards managing people as well as ideas for improvement and new sales ideas.

Sepp Gmeiner spoke about wood clusters and the unique work being done with the Blue Water Wood Alliance in the Grey Bruce area of Ontario. His presentation is available on the CHB website.

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

A sold-out hardwood industry hockey game added some fun and exercise to the program. This was the 14th year for the hockey game. CHB thanked Jean-Paul Lupien, Produits Forestiers TLB Inc., for his continued assistance in making the game a big hit. Members enjoyed the friendly game of hockey, pitting competitors on the King City team against the M.E.C. team. According to player Jean-Paul Lupien, "The game went very well with very good players and gentlemen having played to enjoy themselves with fair competition. We organized our first game back in 1998 and are looking forward to our 15th year in 2013."

CHB congratulated Murillo Pelletier of Begin et Begin, the winner of the early bird draw for two tickets to the Montreal Canadiens-Dallas Stars game at the Bell Centre.

This CHB event is organized to provide those in the Canadian Hardwood Bureau with the opportunity to get together, learn and network with others in the industry.

For more information, email Brent Stief, Chairman, Canadian Hardwood Bureau at [info@canadianhardwoodbureau.com](mailto:info@canadianhardwoodbureau.com). 130 Albert Street, Suite 1208, Ottawa, Ont., K1P 5G4 Tel: 613 567 9171, Fax : 613 567 4664.

**ASEAN -**  
Continued from page 1

Bernard Dompok. 80% of Malaysian furniture is exported to 160 countries, of which 78% are wooden, and 32.6% of total Malaysian exports are timber and timber products, he explained.

Under the current national plan the timber industry is expected to account for RM53 billion (US\$18 billion) by 2020, with furniture exports targeted by the government to achieve RM16 billion (US\$5 billion). To this end the government has planned to plant 370,000 hectare 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 products. However the only hardwood supplier in the main body of the show, in centrally located Hall 3 as usual, was the American Hardwood Export Council (AHEC), which reported ongoing interest in U.S. species.

**Export Furniture Exhibition (EFE) Malaysia**

Running almost concurrently with MIFF, the EFE show is seen as a competitor, organized by the Malaysian Furniture Entrepreneurs Association (MFEA) on behalf of the private sector. Its venue, the Malaysian Agro Exposition Park Serdang (MAEPS), just outside KL, is more easily navigated by visitors than the Putra show, but presents the logistical challenges of transferring by bus from some halls to others. It is understood, however that EFE may possibly relocate to a new and much needed exhibition venue, currently under construction. The American Hardwood Export Council (AHEC) participated for the first time in the 8-year history of the show in the popular Hall 4, where the focus was on contemporary interior furniture.

**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 3 was dedicated to design as the main focus for design seminars, exhibits and events that also stretched across the city under the banner of SingaPlural. 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 Simandjuntak, who showed his contemporary Benoa 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 truly focused on sustainable materials embraced by numerous companies but less international in several respects. Teak, as ever, dominated both the traditional and modern collections and contemporary bamboo products were also more promi-

nent than previously. There was a dedicated hall for rattan, a material that the furniture association ASMINDO is seeking to protect from unstoppable competition by synthetics. Impressive was the widespread creativity displayed, for which Indonesia is famous among its devotees and now needs to internationalize more than ever. Encouraging was the exhibition of designs by young Indonesian designers shown outside the main entrance hall. This included a display of past winners from the last two Indonesian Furniture Design Competitions sponsored by the American Hardwood Export Council (AHEC), which also exhibited within Hall A its fine array of American hardwood species. Alongside AHEC was French Timber with five exporting members, and importers APP Timber with five of its overseas wood suppliers. In the same hall was Baillie Lumber from the USA, giving visiting manufacturers a chance to talk imported wood. While imported species are still very much the exception in Indonesia there were some striking new designs shown by leading manufacturer Kobeks with Black Walnut and American Cherry veneers.

During this Jakarta event a seminar, Synergy of Designers and Furniture Industry to Face Global Market Challenges, was co-hosted by ASMINDO and AHEC with speakers Chriswell Davis, Kinney Chan and Jirawat Tangkijngamwong. It was opened with an inspiring speech by the Vice Minister for Trade, Bayu Krisna Murti, who talked about new markets and the growing importance of the domestic market in Indonesia now with US\$1 trillion economy, number 16 in

the world and a member of the G20. Consumers easily get bored, he said and implored Indonesian manufacturers and its designers to know your markets.

**Vietnam International Furniture (VIFA)**

This show continues to be small but diverse with mainly contemporary furniture on offer. It does not include many of the major manufacturers, particularly the Taiwanese-owned companies such as Green River, as well other significant companies such as: U.S.-owned Strickley Furniture and British-managed Interwood. Although fewer than years ago, many of the exhibitors offered outdoor furniture a sector of very limited interest to AHEC. However the interior furniture was predominantly American White Oak and Radiata Pine from New Zealand as well as local plenty of Rubberwood and Acacia.

AHEC continues to promote American hardwood species at VIFA as one of the two main display opportunities in Vietnam with the next Vietnamwood being only in Sept. 2013. AHEC also shows support for the furniture association (Handicraft & Wood Industry Association-HAWA) with which it has worked for many years.

**Thai International Furniture Fair (TIFF)**

This show was described as small and beautiful by some exhibitors but disappointing for its size and scope by several visitors who had travelled far from such markets as the UK and Turkey to buy. All agreed that it was design-led and was impressive to those who care about promoting the design capability that abounds

Continued on page 15

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**WWPA PHOTOS - Continued from page 1**



Jay Johnson and Mark Porter, Hampton Affiliates, Portland, Ore.; Tom Temple, Potlatch Corp., Spokane, Wash.; and Brad Turner and Alex Rapoport, HALCO Software Systems, Vancouver, B.C.



Eric Schooler, Collins Companies, Portland, Ore.; Steve Zica, Hampton Affiliates, Portland, Ore.; Andrew Miller, Stimson Lumber Co., Portland, Ore.; and Thomas Lovelien, Boise Cascade LLC, Boise, Idaho



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



Art Andrews, Malheur Lumber Co., John Day, Ore.; David Gully, Taylor Machine Works Inc., Louisville, Miss.; and Gary and Pam Mathews, Hampton Lumber Mills, Cowlitz Div., Randle, Wash.



Natalie Macias, Craig Larsen and Ashlee Tibbets, Softwood Export Council, Portland, Ore.



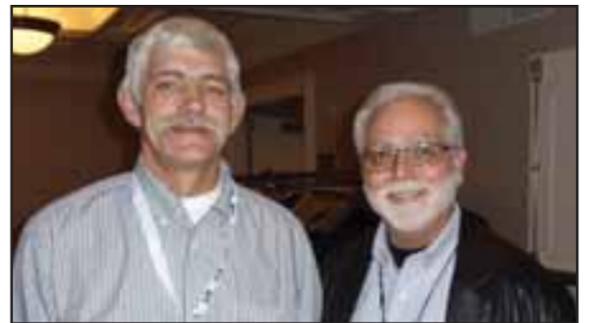
Cyndee Johnson, Roberts & Dybdahl Inc., Des Moines, Iowa; and Howard Zosel, Zosel Lumber Co., Oroville, Wash.



Jeff Falk, USNR, Woodland, Wash.; Sam Pope, USNR, Portland, Ore.; Terry Neal, ISIS Wood Product Solutions, Vancouver, B.C.; and Chris Blomquist, USNR, Woodland, Wash.



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



John Dalke, Spearfish Forest Products Inc., Spearfish, S.D.; and Jim Mathews, WWPA, Portland, Ore.



Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; and Rick Wilson and David Gully, Taylor Machine Works Inc., Louisville, Miss.



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



Chuck Balsano, 84 Lumber Co., Eighty-Four, Pa.; and Duane Vaagen, Vaagen Bros. Lumber Inc., Colville, Wash.



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



Steven Hofer, Interfor Pacific Inc., Bellingham, Wash.; Tom Temple, Potlatch Corp., Spokane, Wash.; Craig Larsen, Softwood Export Council, Portland, Ore.; and Hector Dimas, Boise Cascade LLC, Boise, Idaho



Mark Denner, Rosboro LLC, Springfield, Ore.; and Laurie Creech, Simpson Lumber Co. LLC, Tacoma, Wash.



Duane Vaagen, Vaagen Bros. Lumber LLC, Colville, Wash.; Bob Mai, Potlatch Corp., Spokane, Wash.; and Mark Porter, Hampton Affiliates, Portland, Ore.



Scott Elston, Forest City Trading Group, Portland, Ore.; and Jim Vandegriff, Bennett Lumber Products Inc., Princeton, Idaho



Tim Cornwell, BlueLinx Corp., Atlanta, Ga.; Erol Deren, Idaho Forest Group LLC, Coeur d'Alene, Idaho; and Ted Roberts, Roberts & Dybdahl Inc., Des Moines, Iowa

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**Fortress Wood Products**  
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**FTI America**  
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**Klausner Trading USA, Inc.**  
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**Klumb Lumber Company**  
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**Mississippi Development Authority**  
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**Putnam Lumber & Export Company**  
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**Richmond International Forest Products**  
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**Shamrock Trading**  
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**Southern USA Forest Group LLC**  
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**Southmark Forest Products**  
southmarkforest.com

**Super Lumber**  
wesellwood.com

**Tampa International Forest Products**  
tifp.com

**Texas Forest Products**  
texasforestproducts.com

**Thomasson Company**  
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**Tradewinds International, Inc.**  
tradewindsintl.com

**Tolleson Lumber Company**  
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**Tumac Lumber Company**  
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**WWPA PHOTOS - Continued from page 10**



Corri and Ryan Land, Sierra Pacific Industries, Redding, Calif.; and Kip Burns, Kop-Coat Inc., Shelton, Wash.



Jean-Pierre Fontenot and Courtney Atwood, 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.



Justin Chappell, Pennsylvania Lumbermens Mutual Insurance Co., Bend, Ore.; Tricia Kilrain, Pennsylvania Lumbermens Mutual Insurance Co., Colorado Springs, Colo.; and Lynne and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.

**CHB PHOTOS - Continued from page 1**



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



Dave Williams, Champlain Hardwoods Inc., Essex Junction, Vt.; Jean Blondeau, Lumber Resources Inc., Drummondville, Que.; Chris Castano, Champlain Hardwoods Inc.; George Evarts, G. H. Evarts & Co. Inc., Springfield, N.H.; and Loren Voyer, Champlain Hardwoods Inc.



Richard Lipman, Canadian Hardwood Bureau, Ottawa, Ont.; Ted Bechamp, Scierie Waltham Inc., Waltham, Que.; and Richard Lavallee, Husky Lumber, Ste-Therese, Que.



Sebastien Morasse, Bois Nordex Inc., Ville-Marie, Que.; Annie Fournier, Preverco Sawmill, Daveluyville, Que.; Darren Lindsay, Empire Forest Products Ltd.; Burlington, Ont.; and Sylvain Gerard, Interforest Lumber Inc., Boucherville, Que.



Martin Deschenes, Lauzon, Papineauville, Que.; Marie-Eve Nadeau, Les Produits Forestiers Becesco Inc.; Saint-Just-de-Brentenières, Quebec; Pierre Hamelin, Hub International (Quebec) Limitee, Montreal, Que.; and Mario Chicoine, Arbotek, St-Just-de-Brentenières, Que.



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



Loren Voyer, Champlain Hardwoods Inc., Essex Junction, Vt.; Darren Lindsay, Empire Forest Products Ltd., Burlington, Ont.; Art Nelson, Weston Premium Woods, Brampton, Ont.; and Mario Brunet, Nationwood, St-Andre-Avellin, Que.



Eric Vigneault and Yvon Millette, Vexco Inc., Plessisville, Que.; Michel Berard, King City/Northway Forwarding, Montreal, Que.; Jeff Poirier, Berkshire Hardwoods Inc., Chesterfield, Mass.; and Tom Walhousen, National Hardwood Lumber Association, Memphis, Tenn.



Martin Deschenes, Lauzon, Papineauville, Que.; Annie Fournier and Alain Thibeault, Preverco Sawmill, Daveluyville, Que.; Marie-Eve Nadeau, Les Produits Forestiers Becesco Inc., Saint-Just-de-Brentenières, Quebec; Peter Duerden, U-C Coatings Corp., Buffalo, N.Y.; Hud Caldwell, Gutches Lumber Co., Latrobe, Pa.; and Claude Cadrin, C.A. Spencer Inc., Laval, Que.



Sepp Gmeiner, Blue Water Wood Alliance, Walkerton, Ont.; Jean-Paul Lupien, Produits Forestiers T.L.B. Inc., Lachenaie, Que.; Brent Stief, Huron Forest Products Inc., Alliston, Ont.; Mark Barford, Executive Director, NHLA, Memphis, Tenn.; and Dave Redmond, President, NHLA, Augusta, Ga.



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.



Richard Lavallee, Husky Lumber, St-Therese, Que.; Jean-Paul Lupien, Produits Forestiers T.L.B. Inc., Lachenaie, Que.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.

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**CHB PHOTOS - Continued from page 12**



The King City hockey team, which played in conjunction with the CHB meeting, consisted of: (First row, from left) Martin Vaillancourt, USNR, Plessisville, Que.; Claude Cadrin, C.A. Spencer, Laval, Que.; Patrice Carrier, HUB International, Montreal, Que.; Eric Porter, Abenaki Timber, Kingston, N.H.; Mario Brunet, Nationwood, St André Avelin, Que.; and Tom Walthousen, NHLA, Memphis, Tenn.; (Second row, from left) Denis Maheu, Sigma, Trois Rivière, Que.; Xavier Robidas, Ass. Producteurs Copeaux Quebec, Quebec, Que.; Daniel Hébert, Sèchoir St Roch, St Roch de L'Acigan, Que.; Frédéric Malo, Armand Malo Inc., Ste Mélanie, Que.; Eric Vigneault, Vexco, Plessisville, Que.; Marc Olivier Laflamme, Boscus, Dorval, Que.; Christian Labbé, Canadian Wood Products, Montreal, Que.; and not pictured Jean Paul Lupien, TLB Hardwood, Lachenaie, Que.

The M.E.C hockey team consisted of: (First row, from left) Dave Williams, Champlain Hardwood, Essex Junction, Vt., Patrick Gagné, MES, Beloeil, Que.; Marc Legros, Plancher PG, St Edouard de Lotbinière, Que.; Brent Stief, Huron Hardwood, Alliston, Ont.; and Richard Keeso, J.H. Keeso & Sons, Listowel, Ont.; (Second row, from left) Denis Daviault, PBF, Pévost, Que.; Sébastien Morasse, Nordex, Mont Laurier, Que.; Danis Houde, Plancher PG, St. Edouard de Lotbinière, Que.; Jean Marc Ferland, Plancher Mirabel, Boucherville, Que.; Andre Warnet, Moulure 4 Dimension, Bllanville, Que.; Peter Geiannoumes, King City Forwarding, Montréal, Que.; and Charles Pepin, Bois Poulin, Shawinigan, Que.



Richard Keeso, J.H. Keeso & Sons Ltd., Listowel, Ont.; Kevin Gillette, Randell Bowers, and Shawn Collins, Tioga Hardwoods Inc., Berkshire, N.Y.



David Murray, Del-Ray Marketing Inc., Mississauga, Ont.; Melissa Lemay, Wood Manufacturing Council, Ottawa, Ont.; and Scott Wilson, RankHigher.ca., Burlington, Ont.



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.

**ASEAN PHOTOS - Continued from page 1**



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.



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



Pictured at IFFINA for Baillie Lumber Co., located in Hamburg, N.Y., are Syahril Limyad, Amir Limyad and Phil Fenwick.



Kenny Koh of Star Furniture Singapore with Michael Hermens of APP Timber at IFFS.



The APP Timber team at IFFINA Jakarta.



Joe Phaneuf, Northeastern Loggers, at EFE in Malaysia.



French Timber suppliers at IFFINA Jakarta.



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



Kobeks also displayed this new Walnut furnishing on the Asean furniture show circuit.

**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 Fill 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 Foreign Agricultural Service, hosted the 4th American Hardwood Design Camp aimed over the previous months at educating students (seven teams) and young professional designers (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, Nuntawan Sakuntanaga, 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

Jannke 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.

Michaelis addressed the attendees 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 [www2.wwpa.org](http://www2.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](http://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 Disdero Lumber, located in Portland, Ore., and general manager of KD Cedar, located in Hayward, Calif. He began his career in the forest products industry cruising timber on the Tule Indian Reservation in 1982.

A graduate of Miramonte High School, based in Orinda, 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.

Patrick Lumber Co. is a member of the National Hardwood Lumber Association (NHLA), Portland Wholesale Lumber Association (PWLA) and the North American Wholesale Lumber Association (NAWLA). For more information visit [www.patlbr.com](http://www.patlbr.com).

**WHO'S WHO - Shibley**

Continued from page 2

Craig Lumber located in Memphis, Tenn., and plant manager for North Pacific, located in Portland, Ore.

A graduate of the National Hardwood Lumber Association Inspection School, he received an honorable discharge from the United States Marine Corp.

He and his wife, Beth, have three children. In his spare time Shibley enjoys golf and woodworking. For more information visit [www.dlh-usa.com](http://www.dlh-usa.com).

**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](http://www.BingamanLumber.com).

**WASHINGTON SCENE -**

Continued from page 2

Corrick, Boise Cascade; Pat Patranello, Temple Inland; Jim Rabe, Masonite; and Diana Blenkhorn 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 Glowinski. "We had many great achievements in 2011 on 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 Extension**

The Ontario Forest Industries Association

(OFIA) and the Council of the Quebec Forest Industry (QFIC) are satisfied with the two-year extension of the Canada-U.S. Softwood Lumber Agreement (SLA), announced recently by Federal Minister of Foreign Affairs and International Trade (DFAIT), the Honorable Ed Fast. The groups also stated they are pleased that issues raised by Central Canada's forest sector with DFAIT are reflected in the extension.

"This endorsement of the extension by the Central Canada Industries is based on current economic conditions which have, even without the competitive constraints of the SLA, shuttered much production and reduced substantially Central Canada's export capacity," said Mrs. Jamie Lim, President and CEO of the Ontario Forest Industries Association (OFIA)."

"This announcement removes an uncertainty that hung over the forest sector. It does not solve the problems of market or economic conditions, but at least our companies exporting softwood lumber to the United States are now aware of the rules that will apply until October 2015," said M. André Tremblay, President and CEO of the Council of the Québec 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 for 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

Continued on page 16

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**WASHINGTON SCENE -**

Continued from page 15

Softwood Lumber until 2015 is good news for those Central Canada companies who continue to export lumber to the extent it provides certainty around access to the U.S. market. Economic analysts forecast a steady and consistent growth in the U.S. home building sector and an increase in consumption forecasted for 2013 should benefit Central Canada companies."

**MCCLENDON -**

Continued from page 3

**4. Contributions = Conversation.** Despite what you may read or hear, I can assure you that when our lobbyist attends an event and presents a check to a Congressman, she isn't buying a vote. Far from it. Congressmen raise millions of dollars every year and the idea that a check for one thousand dollars tempts someone to vote against their constituents interests just simply isn't true. Rather, it gets our lobbyist time with the Congressman. Members of Congress are extremely busy people, and their staff is often just as booked. So while meetings on the Hill are extremely useful, attending a fundraising dinner or

breakfast with a Member of Congress allows you to have a personal conversation outside of business hours. When you can sit down with a Senator over a cup of coffee, it is a much more effective way of making a personal case for you association's issues.

**5. Make a difference – No matter the size.** IWPA's PAC is small, at least by Super Pac standards. We maintain a balance of roughly \$60,000 dollars and receive / disburse about \$25,000 a year. But looked at another way we are quite large. 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 personally give also blows away typical PAC metrics. We use these contributions in a very targeted way, maxing out our contributions to key Members of Congress. So, with a narrow and clear focus, we keep the international wood products industry front-and-center when Congress considers policies that can impact, or advance, our interests.

PACs cannot stand alone, just as an association cannot stand alone. Working in concert with our members, our advocacy and our grassroots staff, and making sure our PAC fits into a Board approved strategic plan ensures a PAC serves its association's needs. So whether you are a member of IWPA or any other association with a PAC, remember to support the political activities of your association. In an election year, associations will be more important than ever in making sure our member's

voices are heard amidst the din of elections.

**KRETZ -**

Continued from page 4

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 ripping, gluing and chopping capabilities. We have a Gracon chop saw which is an optimizing saw. We have moulding capabilities as well. We have a Weinig moulder that we utilize. 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're 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 market."

Along with Kassis, key personnel include: Troy Brown, president; Dan Kretz, chairman of the board; and Pete Hilgers, who oversees logs and veneer.

Kretz currently operates 13 dry kilns, with a capacity in excess of 13 million board feet annually. Experienced kiln operators follow time-tested schedules to produce high quality lumber that, according to

Kassis, is free of stain, sticker-shadow, and other drying concerns. The firm's dry products supply international and domestic distribution yards, cabinetmakers, flooring manufacturers, millwork producers, window and door manufacturers, furniture makers, and many other specialty markets. Kretz is known as an industry leader in manufacturing green and kiln-dried lumber. The company's off-site facilities provide custom sawing services for customers in specialty markets. Their green products supply concentration yards, pallet manufacturers, sawdust processors, paper manufacturers, and landscapers.

The operation exports from the ports of New York, Baltimore, Los Angeles or Seattle, depending on the products destination.

Among many awards, the firm was recognized by the Forest Stewardship Council in 2001, an Outstanding Land Stewardship Award from Wisconsin State in 2004 and by the Wisconsin Governor's Export Achievement Award in 2011.

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.kretzlumber.com](http://www.kretzlumber.com).

**AA CORP. -**

Continued from page 5

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 west of Saigon employing 1,000 people. Said Aaron Leri, Sales and Marketing Director, "Our manufacturing facilities extend from wood processing to metal and upholstery, in which the company is now at the top of its game."

In addition to interior fabrication work, AA Corporation can provide a variety of furniture styles to customers through its manufacturing division AAF. Exquisite furniture is supplied to both contract hotels and collection customers throughout the world, making AA Corporation, a wholly-owned private company, a truly international enterprise with sales of US\$55 million. In the immediate past the company has supplied projects in the USA, Caribbean, UK, Denmark, Ukraine, Egypt, India, Mauritius, the Gulf States and throughout Vietnam. One notable 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 Potato of Japan, and refurbished to a very high standard by AA. Last year AA Corporation in collaboration with its strategic partner Coast to Coast Designs was awarded a contract to manufacture loose furniture for the Sheraton Broadway Plantation in Myrtle Beach, South Carolina, one mile from the ocean. Owned by Starwood, the property was undergoing a full renovation and has new furniture for all of the luxury villas within the complex.

Not only is AA Corporation experienced in furniture production, but has also been operating as one of the leading furniture retail companies in Vietnam. The retail division AAD currently owns five major furniture brands within Vietnam, each of which specialize in providing high quality furniture to Vietnamese consumers. With such a vast experience in furniture design, decoration and production, AAD has continued to expand its scope of sales, while continuing to incorporate more brands into AAD. Currently all five furniture brands Nha Xinh, AA Decor, Bellavita, BoConcept and Teknion—are being sold throughout Vietnam and sales have continued to steadily increase year on year.

Because of its determination to achieve excellence, the company is continuously looking to incorporate best practice into all AA organizations. AA Corporation is ISO 9001:2000 Certified to ensure the quality of its products and processes is consistently maintained, while also searching for additional improvements to further enhance customer service abilities. In addition, AA has taken the necessary steps to become CoC certified under the Forest Stewardship Council (FSC) and places high priority in advocating green practices throughout the organization. To

Continued on page 19

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