

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

Vol. 39 No. 1

Serving Forest Products Buyers Worldwide

August/September 2012

## AHEC's SE Asia Convention Deemed A Resounding Success

By Michael Buckley

**Singapore**—Over 400 delegates, including 28 members of the American Hardwood Export Council (AHEC) and representatives from National Hardwood Lumber Association (NHLA) and International Wood Products Association (IWPA), attended the 17th Annual Southeast Asia & Greater China AHEC Convention held here recently. With the theme "American Hardwood & Green Design: Life Cycle Assessment and the True Environmental Impact of Material Choice", the program of eminent speakers

appealed to a wide audience of architects, designers and manufacturers. Breakout sessions heard presentations from trade representatives from Philippines, China, Vietnam, Indonesia, Malaysia, Singapore, Thailand and a report from NHLA on its KD Certification scheme. The previous press day, and attended by media from  
*Additional photos on page 10* *Continued on page 12*



Bernard Kong, USDA Foreign Agricultural Service (FAS); Shermaine Ong, Executive Director of Singapore Furniture Industries Council; Michael Snow, AHEC; Lor Lean Sean, Malaysia Furniture Entrepreneur Association; and Alice Chai Kwek, USDA FAS



AHEC 17th Southeast Asia & Greater China Convention: Criswell Davis of Frank Miller Lumber Company (center), Union City, Ind., with John Chan, AHEC Regional Director, Southeast Asia and Carol Bentel from the Bentel & Bentel Architects

## U.S. Forest Product Suppliers Update Import/Export Market Status

By Michelle Keller

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



**MATT DUPREY**  
HANCOCK LUMBER COMPANY  
CASCO, MAINE

Matt Duprey, Hancock Lumber Company, Casco, Maine, said overall business has improved. "We really didn't have a winter this year so business has been steady for us. Not to the point where we're manufacturing more Eastern White Pine lumber, but to the point where customers have orders on file. As for exports we're about at the same levels of 2011 with exception to some additional customers we've received this year in those markets. Most of our customers feel that the worst is behind us in terms of economics. Dollar terms regarding exports always have immediate short impacts but other than that most people are hanging in there. I think that globally we all have a guarded attitude and everyone is look-

*Continued on page 12*

**ROBERT MACMASTER**  
ARGO FINE IMPORTS  
METAIRIE, LOUISIANA

When the *Import/Export Wood Purchasing News* caught up with Kenny, Ryan, Robert and Don MacMaster of Argo Fine Imports, located in Metairie, Louisiana, Robert indicated economic conditions are relatively flat. "Not many companies are agreeable to expand under the current administration. The main thing that we are seeing is that people don't want to take risks. If they've survived through the last two years, they want to stay where they're at," he explained.

From an importing standpoint MacMaster said, "The United States is just one of many markets servicing overseas vendors. Therefore it's imperative that they view the United States as a strong economic situation because we're always



*Continued on page 13*

## Carrefour: 'An Important Showcase For American Exporters'

**Nantes, France**—Every two years many in the European timber industry convene in France to attend and display their goods at the massive Carrefour International du Bois, which attracts more than 10,000 attendees, including exhibits by provincial

*Additional photos on page 10*

*Continued on page 14*



Lane Merchant of Mauvila Timber staffs the desk at the joint pavilion of the Southern Forest Products Association on behalf of American softwoods and the American Hardwood Export Council. The pavilion was entitled "American Wood Solutions" at Carrefour International du Bois in Nantes, France.

## FMC China Welcomes Thousands

**Shanghai, China**—Purchasing groups from Vietnam, India, Mexico, Turkey, Russia and Indonesia will bring 30 to 40 furniture manufacturers and local woodworking dealers to FMC China at the Shanghai Expo Exhibition & Convention Center here,

*Additional photos on page 10*

*Continued on page 14*



FMC China 2012/Furniture China in Shanghai attracts more than 100,000 trade buyers collectively.

## Who's Who in Import/Exports



MARIA DAVIS

**Maria Davis** assists in sales and is chief financial officer and controller at **Wood Products International Inc.**, located in Savannah, Ga. Wood Products International offers large-scale rough lumber and a finished line of hearth, home and outdoor products. Species available include: Honduras Pitch Pine, Guatemala Pitch Pine, Fiji Mahogany and Guatemala Mahogany. Davis has been in her current position since

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NATALIE MACIAS

**Natalie Macias** serves as international marketing manager for the **Softwood Export Council**, headquartered in Portland, Ore. The Softwood Export Council is a trade council comprising U.S. softwood grading agencies, industry trade associations, state export promotional development agencies and others interested in expanding international markets for U.S. softwood lumber. On behalf of the U.S. softwood lumber industry, the SEC

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MIKE MORTON

**Mike Morton** is responsible for sales and procurement of machined products at **Inter-Continental Hardwoods**, headquartered in Currie, N.C. Inter-Continental Hardwoods offers rough sawn lumber, decking, flooring, flooring machined products and kiln sticks. Species available include: *Afromosia*, *Aniegre*, *Beech*, *African Mahogany*, *Genuine Mahogany*, *Iroko*, *Cedar*, *Cumaru*, *Ipe*,

Continued on page 9



MARK SCHUMANN

**Mark Schumann** is sales manager for **Alan McIlvain Lumber Co.**, located in Marcus Hook, Pa. Alan McIlvain Lumber Co. offers imported wood, domestic hardwood and softwood lumber and custom mouldings. The company produces approximately 20 million board feet annually. Specialty services offered by the company include width and length sorts, custom mouldings and S4S. Schumann has

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## AHEC Investigates Market Potential for American Hardwoods for Exterior Applications

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

AHEC has identified that there is a growing opportunity in Europe for structural use of hardwood within building and product design. Structural use of wood is growing in many markets, helped by high profile architects promoting its use. Although hardwood use is relatively small in terms of overall consumption for construction, there is a growing trend to use hardwood in more prestigious or higher value applications. Hardwoods generally have much better inherent strength than softwoods, which allows engineers and architects to design larger and more efficient structures (in terms of size to strength performance) that can have a longer performance life and therefore prove cost effective. This was brilliantly demonstrated by AHEC's Red Oak "timber wave" project.

Detailed research has been carried out on four relevant species (Red and White Oak, Ash and Tulipwood) in a previous program. This information is available to structural engineers and architects to facilitate their use. One of the aims of addressing this constraint is to alert architects to the fact that American hardwoods can be used structurally as well as decoratively. This is done by holding specific seminars for engineers and specifiers and also by collaborating to create experimental structures with U.S. hardwoods to demonstrate performance. The latter activity provides a valuable opportunity to create publicity in the media to disseminate the structural message to a wider specifier and user audience. AHEC also tracks and develops case studies on building projects where U.S. hardwoods have been used structurally. In 2012/2013 AHEC has plans to update the structural publication.

There is often a connection between structural applications and external performance, therefore, AHEC now addresses these technical issues as one combined constraint.

The current strategy AHEC is adopting for promoting U.S. hardwoods in Europe is summed up by the theme for the 2011 European AHEC convention that was held in Warsaw "Sustainable American Hardwoods – An Opportunity For Growth." It is true that U.S. hardwood exports to Europe have been affected by the global economic crisis as market demand has contracted even though every effort has been taken to try and maintain the market. The reality is that some consumption has been lost and may never come back. But at the same time we are seeing new business opportunities and new applications of species, such as Tulipwood and Red Oak, by architects and designers. A growing interest in hardwood structures and a growth in the use of temperate hardwoods for exterior applications is a result of the growth in wood modification technologies, such as heat treatment. There are also environmental policy developments, such as the EU Timber regulation, and green building codes that could encourage more use of wood, which could provide significant growth opportunities. If Europe aims to use more wood then increased demand will need to be met partially from imported supplies. European industries need quality fiber with good environmental credentials that can perform in a very wide range of product designs. So the AHEC programs are entering a new phase of their education program with strong technical messages that call for more hardwood consumption and a focus on the real environmental advantages offered by U.S. hardwoods.



### Stewardship Reauthorization

The Senate Agriculture, Nutrition and Forestry Committee recently passed by a vote of 16-5 the Agriculture Reform, Food and Jobs Act of 2012 (Farm bill) out of the Committee and sent it to the full Senate for consideration.

Included in the bill by Committee Chairwoman Debbie Stabenow (D-MI) was a permanent reauthorization authority for stewardship contracting. Prior to the vote, over 90 organizations had signed and delivered a letter to the Committee asking for the permanent reauthorization.

On a parallel path on the House side, Representatives Paul Gosar (R-AZ) and Ben Ray Lujan (D-NM) have introduced H.R. 4396, which would extend stewardship contracting authority for 10 years. It remains to be seen whether any Congressional Committee will conduct a meaningful review of the stewardship contracting authority to see if any changes might be needed before making it permanent.

At press time it is unclear which path may be taken to get the stewardship contracting authority, which expires in 2013, reauthorized. According to officials, there are no guarantees that both the full Senate and or House will pass the bill, and it's not certain how much traction the House bill will get. What is certain is the stewardship authority has been widely used by the Forest Service and will likely get extended in one form or another.

### Green Building Certification Reviewed

The U.S. General Services Administration (GSA) released its evalu-

## THE WASHINGTON SCENE

ation of green building certification systems and identified three that fulfilled its screening criteria. One of those was the "Green Globes" system supported by the Green Building Initiative, which explains the benefits of building with wood.

The selected certifications were chosen from more than 180 different building standards, tools and systems, but none were able to meet every requirement set forth by the government; however, Green Globes and LEED came closest. From these studies and recommendations, GSA will work with the Secretary of Energy to choose the best systems for constructing sustainable and energy-efficient buildings within the federal government system.

### Court Throws "Ambush Election" Rule Out

The National Lumber and Building Material Dealers Association (NLBMDA) recently applauded the Federal Court decision voiding the National Labor Relations Board (NLRB) move to curb employer and employee rights by speeding up union elections. The rule change had gone into effect and cut in half the amount of time permitted for voting on unionization. With as few as 15 days notice, employers would have insufficient time to seek counsel and freely speak and negotiate with employees ahead of a vote. A report by Bloomberg Government found that Unions win 87 percent of elections held within 15 days of a request, while only 58 percent of workplaces stand by their decision to unionize when they have the time to debate and vote after 36 to 40 days.

Judge James Boasberg of the U.S. District Court in Washington, D.C., found that the NLRB's vote on the "Ambush-

Continued on page 15

## Sustainable Forests Key To Development Goals

Source: *Xinhua News Agency, China*

The world's forests have a major role to play in the transition to a greener economy, but governments need to do more to ensure they are sustainably managed, according to a recent report from the United Nations Food and Agriculture Organization (FAO).

"Forests and trees on farms are a direct source of food, energy, and cash income for more than a billion of the world's poorest people," said Eduardo Rojas-Briales, FAO assistant director-general for forestry, in a news release commenting on the report.

"At the same time, forests trap carbon and mitigate climate change, maintain water and soil health, and prevent desertification," he said. "The sustainable management of forests offers multiple benefits – with the right programs and policies, the sector can lead the way towards more sustainable, greener economies."

The report, titled *The State of the World's Forests 2012 (SOFO 2012)*, was officially presented at an event organized by FAO and its partners at the United Nations Conference on Sustainable Development (Rio+20), which took place in Rio de Janeiro, Brazil, recently.

Rio+20's high-level meeting attracts over 100 heads of state and government, along with thousands of parliamentarians, mayors, UN officials, chief executive officers and civil society leaders, to shape new policies to promote

prosperity, reduce poverty and advance social equity and environmental protection.

SOFO 2012 made the case that better and more sustainable use of forestry resources can make a significant contribution to meeting many of the core challenges being discussed at Rio+20.

The report noted that investments in wood-based enterprises can generate jobs, create assets and help revitalize the lives of millions of people in rural areas.

Some 350 million of the world's poorest people, including 60 million indigenous people, depend on forests for their daily subsistence and long-term survival, it said.

Despite a poor reputation sometimes due to concerns over deforestation, wood products, if sourced from well-run forestry operations, can store carbon and are easily recycled, said the FAO report.

The report also highlighted how forest-based industries around the world are innovating competitive new products and processes to substitute non-renewable materials, and by doing so are opening pathways towards low-carbon bio-economies.

The report also argued that sustainable forestry offers a renewable, alternative source of energy.

"Burning wood may be the oldest method by which humans acquire energy, but it is anything but obsolete," Rojas-Briales said, adding that wood energy is

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# Relevancy: Quantifying Value Beyond the Numbers

How do you measure things that are hard to measure? Sure, it's easy to quantify height and weight and your company's sales turnover. But what about efficiency of your sales team, or the investments in training your staff? It gets a bit trickier when your departments all have different customers, different geographical regions, all presenting unique and different challenges. Now let's take it a step further – how do you measure the efficiency of your marketing and advertising investments?

It may be hard to believe, but as a not-for-profit organization, we face the same challenges. We have government affairs departments, publications departments, meetings and events departments – the list goes on and on. What we have found is that it is not only important to assess progress in each department, but also to make sure staff knows the end goal, and how it relates strategically to the organization.

For example, IWPA's government affairs department this year has had more than 50 Hill visits, is heavily involved with a coalition of businesses to amend the Lacey Act, and will shortly be providing comments to the EPA and to APHIS on various issues, among many other duties. However, if we judged a government affairs department based solely on the easily quantifiable metrics, like Hill visits, then we might have a

bunch of visits without a purpose or end results. You need different metrics, like quality of contact and depth of relationships that you consider, in addition to the hard numbers like number of visits (or testimony written).

That focus on metrics, but complemented with loose factors (i.e. touchy feely) is used in all our departments. Lance Clark, our newly minted Manager of Membership & Marketing has been spearheading our *International Wood* ad sales.



Those numbers, once tallied, will provide valuable statistics that help quantify the state of the industry and how much value IWPA members place upon our magazine. However, that spreadsheet also tallies the substance of

the calls (e.g. what is the mood of the industry, what are emerging trends, likes and dislikes, etc). We used this most recently to make a significant shift to a strong digital presence. By digitizing all past articles, linking these articles to our advertisers and widely distributing through our social media initiatives - with the consequence that some of our articles are now the number one result on a Google search - we are able to drive

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



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You'll personally see our focus on "hard to quantify" factors when you see us at the International Woodworking Fair in Atlanta this summer (stop by booth 1343 and say Hello! or have a beer on us at our reception in A408 on Thursday,

Continued on page 15

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# HERITAGE FOREST PRODUCTS Takes Pride In Quality Imports

By Michelle Keller



Heritage Forest Products Inc., based in Deland, Florida, is a distributor of imported wood, both hardwoods and softwoods, and also carries domestic species.



Some key personnel at Heritage include: (Left to Right): Jack Evans, inside lumber sales coordinator; Fred Blackmon, vice president; and Greg Metts, assistant general manager.







Heritage's 80,000 square-foot warehouse facility is located in an industrial park, which adjoins the Deland airport. Cumaru, Ipe, Jatoba and Mahogany are among Heritage offerings in flooring.




Heritage Flooring Department Manager Tim Blackmon (left) and Rob Cone (right) examine Heritage's hardwood flooring samples.




Heritage currently markets its products throughout Florida, Georgia and South Carolina. Spanish Cedar, Jatoba, Mahogany, Sapele and Caribbean Heart Pine are among Heritage's imported lumber inventory.



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**Deland, Florida**—Heritage Forest Products Inc., based here, purchases approximately 15 million board feet annually in imported species, as well as some domestic species. Heritage's customers include primarily cabinet shops, boat manufacturers, millwork shops and retail lumberyards.

In Heritage's flooring inventory, its imported exotic species includes: Australian Cypress, Cumaru (Brazilian Teak), Ipe (Brazilian Walnut), Jatoba (Brazilian Cherry) and Santos Mahogany.

The company's inventory of imported hardwoods includes Spanish Cedar, Jatoba, Mahogany and quartered Sapele. Its imported softwood inventory consists of Caribbean Heart Pine.

Established in late 1985 by Fred Blackmon and Don Meyer, Heritage began by offering exclusively Northern and Appalachian hardwoods and West Coast softwoods. Today Heritage Forest Products has more than doubled its warehouse capacity and added exotics, particleboard, plywood and an expanded cellular PVC line (Kleer) to its list of available products.

"Our original warehouse and office was located in Orlando, Florida," Blackmon explained. "We stayed there until we outgrew the existing facility in 2001. When we moved to Deland (near Daytona) we were able to more than double our warehouse space and triple the office size."

The approximate 80,000 square-foot warehouse facility is located in an industrial park, which adjoins the Deland airport. "We began our Heritage story with six employees on day one and currently have 19 at our Deland branch and eight at our division in Savannah, Georgia," Blackmon continued.

Entering his 40th year in the forest products industry, Blackmon's experience dates back to his youth, as his father was also a lumberman. "I graduated from college on a Friday night and started to work on Monday morning at Louisiana Pacific Corporation (LP) in Augusta,

Continued on page 15

Pictured are Heritage's Accounting Administrative Assistant, Marilyn Hroncich (left), and Controller Peggy Hearnin (right).



# MISSOURI WALNUT: Manufacturing 100% Walnut Lumber & Dimension

By Terry Miller



Missouri Walnut LLC, Neosho, Mo., is a family-owned hardwood lumber supplier that processes over 12 million board feet annually.



Missouri Walnut's sales team includes: (L to R): Stan Smith, Steve Arnold, William Qian, and Jason Boman.



Todd Anderson is sales manager for Missouri Walnut's West Coast operation.



The company produces 4/4-10/4 lumber in their exclusive superior grade, which is offered in wider widths on average of 8.5 inches and Clear.



Walnut being processed on the 7-foot 17-degree slant Corley headrig.



Stan Smith standing in front of Missouri Walnut's SII dry-kilns. The company has 1.53 million feet of dry-kiln capacity per charge.

**Neosho, Missouri**—Missouri Walnut LLC, founded in 2002 by Hong Hong Chen, is a family-owned hardwood lumber supplier. The firm processes over 12 million board feet annually of Black Walnut exclusively.

The Chen family includes over three generations of experience in the manufacturing and processing of hardwood lumber. The company has developed a tradition of excellence in the Black Walnut lumber business. The lumber produced is going into high-end appearance grade applications such as furniture, millwork and moulding, flooring manufacturers, kitchen and cabinet plants, and other end uses. Missouri Walnut markets all their products through distribution yards, with the exception of flooring plants that buy in full truckloads.

Marketing products into 37 different countries, Chen said, "We have sales offices in Germany, Italy, England, China and Japan. There are also 14 international sales representatives that we have in place across the world."

Missouri Walnut began their operations with 20 employees and 16,000 square feet of manufacturing space. The facility has grown to more than 400,000 square feet of manufacturing space and includes 130 employees, who pride themselves on consistently supplying their domestic and international customers with the best Walnut lumber.

Today the company has operations in the United States and China. Chen explained the reason Missouri Walnut was established: "We decided to become a lumber

Continued on page 18



5/4 through 10/4 lumber being air-dried under Missouri Walnut's 550'x60' building.

A 7-foot vertical resaw further processing a cant for grade lumber.



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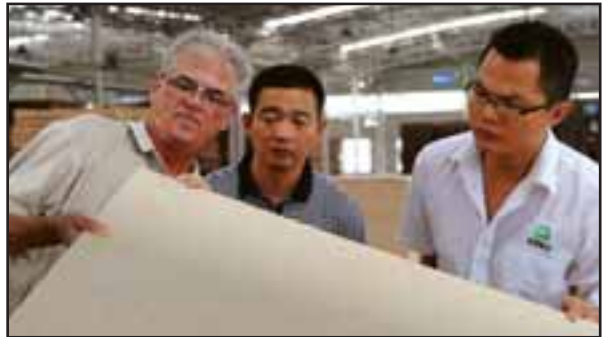
Ryan Loe, president of Shelter Forest International, headquartered in Portland, Ore., touring a Eucalyptus log deck.



A leadman for Shelter Forest from the Eucalyptus plantation harvest team returning to camp.



A Shelter Forest production technician operates a veneer scarf jointing workstation.



Rod Loe, vice president of global production, Shelter Forest International, inspects core composition of TigerPLY™ eCORE (Eucalyptus core plywood).



Ryan Loe, president of Shelter Forest and Zhang Fangmu, general manager, Shelter Forest International inspect TigerPLY™ 18mm B-2 Northern Red Oak Panels in preparation for packaging.



The business is a competitive one, with companies focusing on creating the ultimate product. Shelter Forest International's TigerPLY™ is one brand that has found success in engineering plantation hardwood into high performance plywood.

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**Portland, Oregon**—In 600 B.C. there was a librarian by the name of Lao Tsu, who founded the principles of Taoism known for yin-yang and the five prime elements of wood, metal, water, earth and fire that constitute the five phases of energy. According to Taoism, every living being, including plants, animals and people, have



a life force that is a balance of yin and yang that sustains life. In Taoism, wood is associated with youth, vigor, development and growth. While Taoism puts the importance of wood into perspective, there is no arguing the importance of wood in the modern day. As

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TigerPLY™ hardwood plywood is a certified brand with products tested by Oregon State University and TECO, a third party testing and certification body.

A Shelter Forest International logging team tackling a back leaning Eucalyptus Tree.



# Common Uses for Eastern White Pine



## Interior Trim & Mouldings



## Exterior Trim & Siding



## Furniture/Cabinets



## Millwork



**Eastern White Pine (*Pinus Strobus*):** Eastern White Pine is grown primarily in the Northeastern United States where short summers lead to tight growth rings and a superbly stable and durable pine product. Maine's four seasons create the perfect climate conditions to grow tall, straight pine trees, ensuring the strength and character that make it the gold standard of soft woods. Good things come to those who wait and the 80-100 years Hancock invests in growing its pine trees produce some of the most durable and beautiful pine boards in the world. Focused drying standards ensure your boards are bright, straight, flat & stable.



*"The whole culture and concept of making wood has changed over time, and it is really driven by listening to what exactly the customer needs. We are constantly asking ourselves, 'How perfect can we make each board? How does every board look? Does every board count?' Together with our customers we are producing the best possible product for every project."*

- Dennis Verrill, Sawmill Manager  
Pittsfield, Maine



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**MANUFACTURING EASTERN WHITE PINE SINCE 1848**  
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# COLLINS COMPANIES Installs "MegaMill" And Receives Maximum Results

By Wayne Miller



The Collins Companies Richwood, Virginia, "MegaMill" sorting chain and stacker by-passer.



Jimmy Thompson, who is responsible for quality control, is shown here with Collins' FAS Poplar.



Ernest Lake, Collins Cos. Richwood plant manager.



The Collins Cos. Richwood mill's sawyer, Robbie Taylor.



One of the Collins Cos. Tilt hoists with stickered kiln-dried lumber.



Collins Richwood lumber Inspector Gary Owens grades boards.

# COLE HARDWOOD inc.



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WHITE OAK  
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**Richwood, West Virginia**—Purchased by The Collins Companies, seven years ago, the Collins Richwood Hardwood mill manufactures **Red Oak, Ash, Hard and Soft Maple, Poplar, Basswood and Cherry.**

Situated on 27 acres, the mill has a 20 million board feet annual capacity. Facilities include a sawmill, dry-kilns and a planing mill. Lumber is available in 4/4 through 12/4, rough or surfaced.

As for logistics of the product, Collins uses contract carrier trucks and containers. The company exports containers from the port of Norfolk, Va.

Continuing to innovate equipment and operating methods, Collins latest installation to this location is its 'MegaMill.'

"The 'MegaMill', as coined by the crew, is a complete lumber processing center," General Manager Ernest Lake explained. "It includes two tilt hoists, auto stick collection, a Lucidyne board reading system, double end trimmers, dry lumber stacker, Yates-American B-26 planer, and a packaging station. One Tilt hoist feeds product to be sold rough and the second feeds the planer and is used for surfacing.

According to Lake the idea and research for creating the MegaMill was extensive, but once the plan was 'in-motion', completion of the project was time-efficient. "We had to tear the old office down because we did not have a building large enough to house equipment of this magnitude. This new building is 300 feet long by 80 feet wide. So we tore the old office down, moved into some temporary trailers and started the process. Installation began in June of 2011. We moved into the new office in December. Different parts of this mill were started up in January 2012 and by March everything was up, running and online.

"Part of the equipment came from the Georgia-Pacific facility that was closed in Suffolk, Virginia," Lake continued. "Collins bought various pieces of equipment. Some of it came from up north, some out of Pennsylvania, some from out West, some from Oregon, and parts of it were built new. Combined, this state-of-the-art lumber processing center gives us the ability to put out a quality package of lumber that is second to none."

As he explained how the lumber is processed, Lake noted that the grading

Continued on page 19

A stack of Collins Richwood lumber is shown stenciled, end tallied, tagged and ready to go.





**WHO'S WHO - Davis**  
Continued from page 2

February of 2012. Davis previously worked for KPMG in New York City for 4.5 years. She received her Bachelor of Science degree in Accounting from Fordham University Gabelli School of Business, located in Bronx, New York, and obtained a Master's of Science degree in Taxation from Fordham University Graduate School of Business Administration, located in New York, N.Y.  
In her spare time Davis enjoys traveling, motion pictures and architecture.  
For more information visit [www.wood-productsinternationlinc.com](http://www.wood-productsinternationlinc.com).

**WHO'S WHO - Macias**  
Continued from page 2

coordinates overseas market development activities with the Foreign Agricultural Service and aids American exports of softwood products by providing information and assistance to agents, importers, designers and users of these products in other countries. Through trade association and grading agency members, SEC represents exporters of softwood lumber, veneer, mouldings and millwork and component products.  
Macias has been with the SEC for approximately one year and three months. Her background in sales and marketing includes Weyerhaeuser and Cascade Structural Laminators. She began her career in the forest products industry at Kuzman Forest Products, located in Hillsboro, Ore.  
A graduate of Sunset High School, Portland, Ore., she obtained a Bachelors of Science degree in Wood Science and also a Bachelors of Science in Business Administration from Oregon State University. She also completed her Master's Degree in Forest Products Marketing from Oregon State University in 2010.  
Married to Gerardo, Macias enjoys learning new languages, exercising, reading, cooking and spending time with family and friends in her spare time.  
For more information visit [www.softwood.org](http://www.softwood.org).

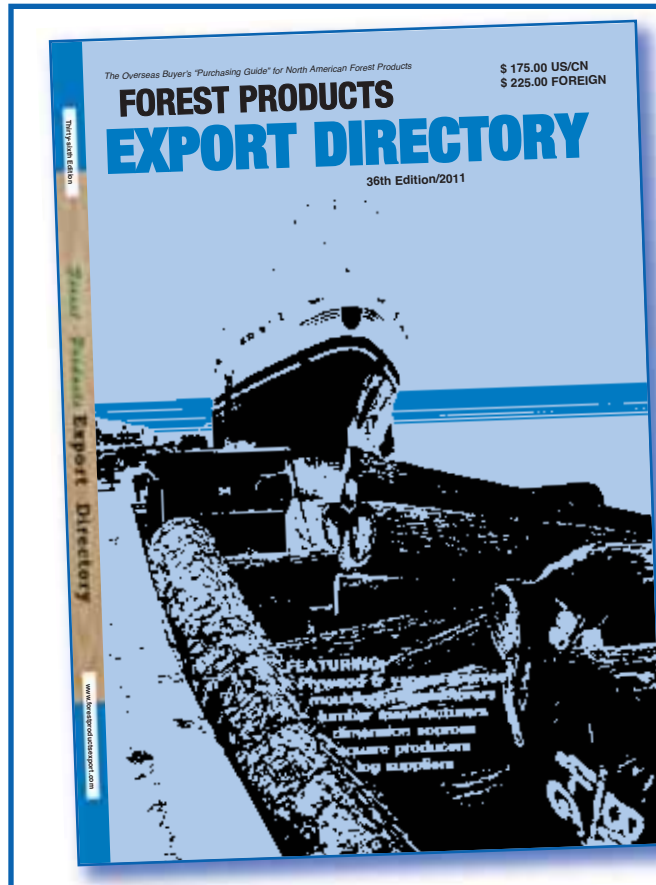
**WHO'S WHO - Morton**  
Continued from page 2

Jatoba, Makore, Movingui, Padouk, Purpleheart, Santos Mahogany, Sapele, Sipo, Tigerwood, Utile, Yellowheart, Wenge and Zebra wood. Value-added services include: next day shipment, S2S, resaw, straight line ripping, and pulled to width lumber.  
Morton has held his current position for 14 years. Previous experience includes: sales and procurement of machined products for DLH Nordisk, Greensboro, N.C., and vice president of South Atlantic Bonded Warehouse Corp., also located in Greensboro.  
A graduate of Boyden High School, Salisbury, N.C., he obtained an Associates Degree in Business Administration from Davidson County Community College, located in Lexington, N.C.  
Morton and his wife Jan have five children. In his spare time he enjoys hunting, fishing, golfing and restoring his Triumph TR6 sports car.  
For more information visit [www.ichardwoods.com](http://www.ichardwoods.com).

**WHO'S WHO - Schumann**  
Continued from page 2

been with Alan Mcilvain Lumber for 33 years and in his current position for about five. He began his career in the lumber industry as a lumber handler and kiln operator in 1978.  
A graduate of Pennsylvania State

Continued on page 12



**Forest Products Export Directory's 37th Annual Edition**

Going into its 37th edition, the *Forest Products Export Directory* is a comprehensive directory distributed internationally to buyers of North American Hardwoods/Softwoods such as: kitchen cabinet, furniture, flooring, millwork, other types of secondary manufacturers, importers, distribution yards, traders, agents, etc. It lists all the major exporters of North American forest products. This directory helps the overseas buyer find suppliers for Hardwood and Softwood forest products available in North America. Each listing includes firm name/address, web and email addresses, phone number, fax number, person to contact, description of facilities and products exported.  
This annual digest is available for \$175 in North America and \$225 internationally.  
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**AHEC SE ASIA PHOTOS - Continued from page 1**



Ted Rossi, Rossi Group, Cromwell, Conn.; and Sharon Shek, AHEC Hong Kong



Michael Hermens, APP Timber, Kuala Lumpur, Malaysia; Renee Hornsby, NHLA, Memphis, Tenn.; and Ernie Koh, KODA, Singapore



Michael Snow, AHEC, addresses convention attendees about the Life Cycle Assessment of American Hardwood Lumber.



Emi Ohashi, AHEC Japan; Anne Pennington and Michael Snow, AHEC, Reston, Va.; Michael Buckley, Turnstone Singapore; Tsujisan, AHEC Japan; and Sharon Shek, AHEC Hong Kong



Rupert Oliver, AHEC Environmental Consultant and Director Forest Industries Intelligence; Ben Dudman, guest; Philippa Brough, formerly with AHEC London; Jane Greaves, guest architect; and James Greaves, Hopkins & Partners Architects, UK



AHEC 17th Southeast Asia & Greater China Convention breakout session speakers. (From left) Dana Spessert, Chief Inspector, NHLA, Memphis, Tenn.; Ted Rossi, The Rossi Group, Cromwell, Conn.; Chen Bo Guan, Vice President of China National Furniture Association, Beijing, China; Nicolaas K. de Lange, National President of Chamber of Furniture Industries of the Philippines, Pasig, Philippines; Tony Lin, Past President of Singapore Furniture Industries Council, Singapore; Michael Snow, AHEC Executive Director, Reston, Va.; Huynh Van Hanh, Vice Chairman of Handicraft & Wood Industry Association of HCMC, Ho Chi Minh City, Vietnam; John Brown, AHEC Chairman, Akron, Ind.; John Chan, AHEC Regional Director, Southeast Asia; Ernie Koh, Vice President of Singapore Furniture Industries Council; Jirawat Tangkijngamwong, Secretary General of Thai Furniture Industries Association, Bangkok, Thailand; Lor Lean Sen, Secretary General of Malaysia Furniture Industry Council, Kuala Lumpur, Malaysia; and Ambar Polah, Chairman of Indonesia Furniture Industry and Handicraft Association, Jakarta, Indonesia



Former speakers and past presidents of the convention include: (from left) Rupert Oliver, AHEC Environmental Consultant; Carol Bentel, Bentel & Bentel Architects, New York; Andrew Lawrence, Arup Timber Engineering, UK; Jim Greaves, Hopkins & Partners Architects, UK; Luke Hughes, Luke Hughes & Co. Furniture, UK; Orn Gudmundsson Jr., Northland Corporation, LaGrange, Ky., AHEC Immediate Past Chairman; Simon Ong, Chairman, Singapore Furniture Industries Council; Dean Alanko, Allegheny Wood Products, Petersburg, W.Va., AHEC Vice Chairman; Michael Snow, Executive Director AHEC, Reston, Va.; John Chan, AHEC Greater China and Southeast Asia Director; Takahiro Tsuji, AHEC Japan Director; Tony Chi, Tony Chi & Associates Design, New York; and John Brown, Pike Lumber Co., Akron, Ind., AHEC chairman

**CARREFOUR PHOTOS - Continued from page 1**



AHEC 17th Southeast Asia & Greater China Convention breakout session at St. Regis Singapore with presentation by association representatives from eight different countries.



More than 500 exhibitors from 28 countries filled Carrefour's halls.

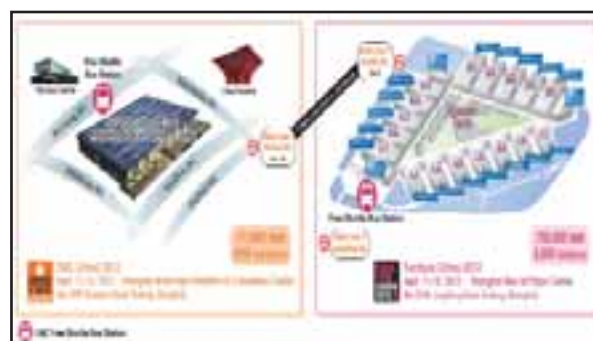


More than 10,000 Carrefour attendees visited booths manned by American, French, German and Austrian timber industry leaders.

**FMC PHOTOS - Continued from page 1**



The woodworking, machinery and tools hall will display the latest technology for woodworkers.



FMC 2012 floorplans



Comprising one hall is a section for cabinet and wardrobe fittings as well as upholstery furniture components and supplies where furniture manufacturers can shop the latest trends.

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**WHO'S WHO - Schumann**

Continued from page 9

University, he obtained a Bachelor of Science degree in Forest Products.

Schumann and his wife Carolyn have three children. In his spare time he enjoys fishing, volleyball, golf and spending time with his family.

Since 1798 Alan Mclvain Company has specialized in sourcing grade domestic and foreign lumber from sawmills. With state-of-the-art dry kilns and some of the most experienced operators in the industry they produce consistently dried, tension-free lumber. Automated sorting equipment allows Alan Mclvain to produce a wide variety of width, length and grade combinations to offer customers the lumber they need to complete projects with minimal waste. For more information visit [www.alanmclvain.com](http://www.alanmclvain.com)

**SE ASIA**

Continued from page 1

all over Asia, provided Michael Snow, executive director of AHEC, the opportunity to launch to more than 40 journalists the results to date of an independent Life Cycle Assessment (LCA) of American hardwood lumber shipped to a range of destinations in China and

Southeast Asia. With local interest in green products and more environmentally friendly construction by both governments and the private sector in Asia, this data was considered timely by the assembled media. Snow explained the various science-based indications of the low carbon impact of American hardwoods as part of AHEC's drive to secure a level playing field for wood. He explained in detail the importance of developing environmental profiles for individual species in preparation for producing Environmental Product Declarations (EPDs) and distributed an "Environmental profile of U.S. Tulipwood kiln-dried sawnwood delivered to the Southeast Asian Market."

The press event was emceed by Michael Buckley, director of Turnstone Communications and former European Director of AHEC, now residing in Singapore and providing public relations consultancy to AHEC. He said that, *"Singapore, a small dynamic island on the crossroads of Asia that punches way above its weight in many respects, is not a major importer of hardwood lumber or veneer, as the statistics demonstrate. But Singapore is both a specifier and a serious consumer of American hardwood in furniture, floors, doors, and the fit-out of its many designer stores and shopping malls as well as in such iconic buildings as the Esplanade Theatres on the Bay (or 'Durian' building as it is fondly*

*known), which uses American Cherry. Singapore's architects, I believe, are fast coming to understand the vital importance of using wood as a key material to influence climate change."*

Singapore, as a design hub and leading country in developing green initiatives in Southeast Asia, was the venue for this year's convention selected by AHEC. The Convention was hosted by AHEC and jointly organized by the Singapore Institute of Architects (SIA) and the Singapore Furniture Industries Council (SFIC) with which AHEC has long cooperated in Singapore.

Opening the convention, Chris Rittgers, Agricultural Attaché U.S. Embassy for Malaysia and Singapore, said his job was to link the interests of U.S. agricultural exporters (including hardwood) with industry and trade. *"The issue of environmental sustainability of products is extremely important to consumers,"* he said. The global forest industry has to focus on green design, which also offers opportunities, he continued.

John Brown, president of Pike Lumber, Akron, Ind., and chairman of AHEC, went further, stating that good design and planning, as found in Singapore, comes from good choice of material. He asserted that, *"Wood is better than steel, better than concrete, better than other materials and we have plenty!"*

Theodore Chan, president of SIA, said that architects are looking for new materials but wood is a classic. He referred

fondly to its appeal by touch, feel, color, smell, grain patterns and appreciated it as natural, saying *"Water plus air equals wood."* He suggested it is seen in Asia as an affluent material for interiors but called on AHEC to talk to government to accept wood more in building codes.

James Koh from SFIC said that AHEC has a great reputation for sustainable timber based on the sustainability of its forests. *"We want all in Asia to learn what AHEC has done,"* he concluded.

Welcoming delegates, John Chan, Regional Director of AHEC, said that AHEC has become the channel for its members looking to access Asian markets, and thanked them for the 20 years support given since the opening of the Hong Kong office. Snow and Rupert Oliver then followed with full presentations on the issues of sustainability and environmental research into the carbon impacts of American hardwoods.

The renowned British furniture designer Luke Hughes made the point that the well-known sustainability of American hardwoods had happened without certification and gave two particular pieces of advice. "Furniture," he said, "should embellish a space and not embarrass it, and should be designed for the long term," for which he gave many examples, including his own furniture designed for the recent royal wedding in Westminster Abbey in London, England.

Tony Chi, eminent designer based in New York, gave a review of his thoughts and work in designing with wood, as did Carol Bentel - also from New York. Andrew Lawrence, the leading wood engineer at Ove Arup & Partners in London and Hong Kong, presented a detailed insight into the Red Oak "Wave" project at the London Design Festival, which had required 1,000 different timber sections and 500 connectors. The project had already received much interest in the Asian media. James Greaves, Senior Partner at Hopkins Architects and long-time friend of AHEC, demonstrated his many completed projects featuring wood, including Yale Veterinary School, Haberdashers Hall, the Olympic "Velodrome," the Queen's Building in Cambridge and many others.

During the Afternoon Breakout Session for AHEC members and trade representatives, Dana Spessert, NHLA Chief Inspector, reported on NHLA's KD Certification Scheme. Ted Rossi, of The Rossi Group and a past president of NHLA, introduced and explained the U.S. government's APHIS (Animal & Plant Health Inspection Program), which is primarily to protect U.S. agriculture. APHIS certificates have become increasingly difficult to obtain for many reasons, including government cutbacks and can often lead to missed shipments. APHIS has issued a Memorandum of Understanding for NHLA to work as an administrator in the processing of an alternative to the APHIS certificate. NHLA is using a third party organization, Timber Products Inspection (TPI), which already monitors softwood and will be inspecting hardwood kiln-drying and heat treatment facilities. The new certificates have been approved by some countries, including Vietnam and there has been preliminary acceptance from the EU, which has passed a sub-committee review and full approval is expected fall 2012.

Concluding the Singapore Convention, all delegates received a copy of the newly published American Hardwood Supplements in English and Chinese featuring many relevant articles. One of the lasting images for AHEC members visiting Singapore for the first time may have been the welcome party at Ku De Ta, high above the newly completed waterfront. More important, however, were the messages that went beyond the convention, which will see AHEC participate at the BEX show for environmental building products and systems in Singapore in October.

**MARKET UPDATE - Duprey**

Continued from page 1

ing for a slow recovery." He indicated his container shipping

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**MARKET UPDATE - Duprey**

Continued from page 12

rates have been consistent. "It sounds crazy but I can get lumber to some of our export destinations cheaper than I can get it from Maine to Atlanta. Container availability is an issue right now because after you book them when they get there they are five containers short and there is nothing you can do about it." As to what contributes to the container availability issue he said, "There are less imports coming in so there are less containers to go back out."

When asked about the remainder of the year Duprey said, "We plan to manage our production to what our customers needs and wants are. I think the rest of 2012 will be very similar to the first six months of the year."

Established in 1848, Hancock Lumber Company is one of America's oldest and most distinguished family-owned lumber companies. Today, the company has 200 manufacturing employees in Maine with sawmills in Casco, Bethel and Pittsfield.

2012."

When asked about container rates he said they are up by at least 20 percent, depending on the country. "Mainly from the ports that we are shipping from they are pushing increases so supply becomes a problem during specific dates because everybody is trying to get in before the increase."

As for what lies ahead in the remainder of 2012 he expects conditions to be competitive. "The first six months of the year are going to be the strongest part of 2012. What remains in this year will be the most competitive part because people are buying to maintain the levels of 2011. I think we'll have a tougher time as we head into the U.S. presidential election."

Argo Fine Imports is a major independent importer of plywoods offering both future and spot market sales. Don MacMaster, founder of AFI and past president of International Wood Products Association, has been supplying imported plywoods to distributors and laminators since 1979.

**Stacey Treat  
Treat Hardwood  
Lumber  
Wilkesboro,  
North Carolina**



"The demand for furniture seems to be what is driving the market internationally right now," said Stacey Treat, Treat Hardwood Lumber, Wilkesboro, North Carolina. "Our export markets are up 20 percent this year because those customers are using more Face and Better grades of lumber."

As for container rates Treat said, "They are up compared to 2011 but down from the middle of 2010. Shipping rates are really starting to make an impact on our sales. With another increase on the way they are cutting into our profit. Availability of containers is a big issue.

We've been three weeks out on our bookings for about three months now."

Treat also mentioned that with availability of Rubberwood back in the market, he is concerned about his international markets. "The domestic usage of furniture in China is up. There was a shortage of rubberwood for a while but prices are coming back now. My fear is that they will start using it again and that will hurt our markets."

Looking ahead he said, "I think the Oaks and Maples will remain solid till the end of the year. I don't think we'll really start seeing a decline until March of 2013."

Treat Hardwood Lumber Company offers Appalachian Hardwood lumber including Poplar, Hard and Soft Maple, Red and White Oak and Hickory. The company is global with sales available for export and in all of North America.

**James Savage  
Savage Lumber  
Co.**



**Doyle, Tennessee**

James Savage, Savage Lumber Co., Inc., located in Doyle, Tennessee, said his export markets in Europe and China are doing well. "Our business is not overflowing

but we are getting the orders that we need," he explained. "We are getting a lot of new inquiries from Vietnam and Malaysia and I think that's a good indication that the furniture manufacturers are busy."

Over the last two years Savage said he has seen a 10 percent increase in container shipping rates. "Availability is a larger issue than rates for us," he said. "We changed lines and I think we're starting to work through it."

As for what remains in store for the rest of the year, he expects "steady" conditions.

Savage Lumber Co., Inc., produces approximately 15 million board feet annually of Red and White Oak, Poplar, Hard and Soft Maple, Walnut, Basswood, Sassafras and Aromatic Red Cedar annually. Thicknesses offered range from 4/4 through 12/4.

**Brian Anderson  
Olam Wood  
Products  
Leland, North  
Carolina**



Olam Wood Products, located in Leland, North Carolina, started a hardwood lumber and log export program this year.

Brian Anderson purchases hardwood timber, veneer and saw logs throughout North America.

When asked about the current economic conditions Anderson said, "It's still pretty flat. There isn't a tremendous amount of difference in North American markets and international markets. They both have economies that are flat. I don't see a real difference in demand for either. There is enough demand to satisfy what is being produced, but there isn't an overwhelming increase in demand that warrants extra production."

As for shipping rates he indicated that prices are up overall compared to last season.

"Buyers' access to cash and credit is definitely slowing down business opportunities, especially in China. Availability of cash is now playing a larger role in these markets than it's ever played before. Even if you're a company that has some demand but you need to be leveraged in order to get some cash to buy your product, that's going to limit your business," he said.

When asked about his outlook for the remainder of 2012, Anderson is cautiously optimistic. "I think the supply

Continued on page 14

**MARKET UPDATE - Macmaster**

Continued from page 1

battling for their production. As long as we remain a steady purchaser from our mills, paying relatively fair prices then the flow of good imported woods to the United States can remain stable. We have to be very consistent and make sure that our overseas partners are making money. If not they have the choice to go to other countries to attain that goal. In essence we are competing with other foreign markets for our consistent products."

MacMaster said his imports are flat for 2012 over 2011. "So far our imports are about the same as they were in 2011. Our projection is that they will remain flat because pricing has dropped. Prices have decreased between 2011 and



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- have dedicated employees with many years of experience who are getting your orders prepared to your exact specifications.
- inspect our lumber after kiln drying.
- offer many services like export prep, mixed truckloads, container loading, dipping our lumber in ISK Biocides' chemicals, S2S, SLR1E, and width sorting.
- process and sell 18 to 20 million board feet a year of the lumber species we deal in.



**MARKET UPDATE - Anderson**

Continued from page 13

scene is lean enough that people are buying the replacement inventory, they're not building inventory. I think any up tick in demand will call for an increase in production. Most of the mills are just sitting back, not building inventory—just riding the tide until things change."



**David Xochihua**  
Aztec Int'l.  
Timber & Trading  
Ltd.  
Vancouver,  
Washington

David Xochihua, Aztec International Timber & Trading Ltd., Vancouver, Washington, noted the current economic situation is

'struggling.' "I think the U.S. is probably being hit and feeling it worse, because some of the other economies and countries that I have traveled to are still quite robust."

He said his import markets are strong but he is having supply issues. "We are having more issues with availability of supply than we are finding homes for it if we have it," he explained. "For some of the product there is tremendous demand in other countries. For example United Kingdom, Japan, Korea and China are buying heavily, so with the reduction of supply there is more competition. So I think there's less loyalty and a lot more auctioning going on. This is the most volatile market that I have ever seen."

When asked about his shipping rates he noted that prices continue to rise. "Directional imports to U.S. are expensive, but if you want to ship going the other way, they're not even half the cost. "We import a lot of containers going through Los Angeles. If you bring a truck

in to haul your container somewhere, new legislation says you have to have clean burning diesel. So they tack on an extra \$100 'clean-truck-fee.' Now our containers, which come off the vessel and go onto the rail car without ever seeing a truck, still incur a \$100 clean-truck-fee."

Moving forward to the end of the year he said, "I think we will be chasing as much supply as we can get our hands on. It is an election year, but I don't see that as a tremendous drawback. I think everything is so retracted at this point it is not really going to make a difference. I think what matters is what 'we' do, not who takes office."

Aztec International Timber & Trading, Ltd. was incorporated in October of 1993. The firm supplies trailer decking and truck flooring to customers developed over many years.

**Alan 'Lan'**  
Mcllvain III  
Alan Mcllvain  
Company  
Marcus Hook,  
Pennsylvania



In Marcus Hook, Pennsylvania, Alan Mcllvain III of Alan Mcllvain Company described the current import conditions as "stronger than domestic lumber. But everything is kind of hit and miss, busy one week and slow the next. Overall our sales have improved over last year but it still has a ways to go."

"The lumber industry has been hit particularly hard. Hopefully a small increase in home building will have a positive effect because so many people have gone out of business," he continued. "If it ever picks up to half of what it was, we'll all be in good shape."

He noted that his company is importing more today than they were in 2008. "We do a lot of African woods and the demand for that type of wood definitely

seems to be increasing and we're bringing in a lot more of it. Regulations are making imports difficult. Things are getting held up at the ports due to new paperwork and the different things that are required."

When asked about the remainder of the year Mcllvain is confident that business conditions are slowly getting better. "We're not looking for any major increases in 2012, but we do expect gradual improvement."

**CARREFOUR -**

Continued from page 1

French sawmilling operations, along with German and Austrian companies.

More than 500 exhibitors from 28 countries fill Carrefour's halls. This year was no exception. Included among the many exhibitors this year was an entourage representing American softwoods. The Southern Forest Products Association (SFPA) teamed up with the American Hardwood Export Council (AHEC) to run a joint booth under the title "American Wood Solutions."

Among many American travellers who made the journey to Nantes were: Natalie Macia, Softwood Export Council; Ahren Spiker, Idaho Forest Group; John Grove, Oregon-Canadian Forest Products; Len Barker, Elof Hansson Inc.; Hank Marchal and Toto Robinson, Robinson Lumber; Charles Trevor, CTA Ltd. and Southern Forest Products Association's (SFPA) UK consultant; Craig Young, TLC Mouldings; Mike Parr, Dongwha USA; Vicki Onuliak and Alan Messett, Bridgeport Forest Products; David Stallcop, Vanport International; Claus Staalner, C.S. Industries; Lane Merchant, Mauvila Timber; Scott Moe, Atlas Trading International; Robert Bishop, Tampa International; and Kellie Schroeder, MMPA.

Trevor filed a report for SFPA about the meeting. He noted that all the planning and cooperation between AHEC and the

American softwood organization worked extremely well and should provide the model for future operations.

Trevor added, "Carrefour is a 'must attend' show on the European calendar. It is visited by all the main European players; it is thus not essentially a French show and is an important showcase for American exporters."

In addition to the hundreds of exhibits to peruse, attendees also had opportunity to hear multiple speakers. Some of the presentations offered during Carrefour included: update on the French timber construction market; timber construction in Brazil; timber solutions for external thermal renovations; solutions to plan and optimize your timber project; and Hardwoods in Timber Construction...A New Solution for Today and Tomorrow.

For more details about this show and the future 2014 Carrefour, visit online at [www.timbershow.com](http://www.timbershow.com).

**FMC CHINA -**

Continued from page 1

Sept. 11-14, 2012, to visit related enterprises and factories.

Additionally, the states of North Carolina and Pennsylvania will be represented by various North American representatives in a hardwood pavilion, according to a FMC report. Also, the Taiwanese Woodworking Machinery Association will bring its members to participate in FMC China to show visitors the latest product technology. Weing is among several large, recognizable woodworking and machinery companies that will display their wares, too.

FMC China is widely regarded as the largest woodworking show in the second half of the year in China and attracts more than 800 exhibitors to its halls, which encompass 71,000 square meters of space.

Running concurrently with FMC China

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# God only knows what your next project will be

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