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Serving Forest Products Buyers Worldwide

June/July 2013

IWPA Convention Celebrates Increase In International Delegates

Vancouver, British Columbia-Guests and members of the International Wood Products Association (IWPA), located in Alexandria, Va., met here recently at



Margherita Vinai, Regalis International, Tunis, Tunisia; Steve Alison, North American Wood Products, Portland, Ore.; Giannina Vick, Bozovich USA, Evergreen, Ala.; George Swaner, Swaner Hardwood Co., Burbank, Calif.; Rick McKinney, East Teak Fine Hardwoods Inc., Sultan, Wash.; and Ivens Robinson, Robinson Lumber Co. Inc., New Orleans, La.

The Westin Bayshore in observance of the organization's 57th annual World of Wood Convention. Attendance topped 235 with more overseas delegates attending than in previous years, according to an IWPA spokesperson. More than 20 countries were represented at this year's convention. IWPA President Warren Spitz, of UCS Forest Group, Mississauga, Ont., welcomed

nesources LLC nesources LLC rCo., Gulfport, Miss.

attendees, noting a strong schedule of speakers and information sessions. Spitz noted in his opening message, "We are honored to welcome former member of the Canadian Parliament David Emerson as our keynote speaker. In addition to the Honorable Mr. Emerson, we are also looking forward to hearing from the HSBC Chief Additional photos on pages 10, 12 & 14

Continued on page 11

North American Oak Competes For Market At Domotex

By Michael Buckley

Shanghai, China-China is now the number one market in the world for American hardwood lumber and the market is hot. Domotex, held recently at the Shanghai New International Exhibition Center, is the largest flooring exhibition in Asia/Pacific and this year, although smaller than usual, was nonetheless busy. But if the exhibition is anything to go by, the U.S. has a battle on its hands in the Oak market,



Roger Ji, Winston Hu, Rick Barrett and Richard Du, Midwest Hardwood Corp., Maple Grove, Minn.

which dominated the real wood sector of the show. At the show.

European and Chinese/Russian Oak abounded. Given that many Chinese believe. and American exporters were saying, that log and lumber supplies are tight and expected to

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P.O. Box 34908

tighten further, it may be more difficult to sell American Oak this year. Unless the European and Russian supplies also become more expensive, which is a distinct possibility, American Oak is in for strong competition. This, of course, ignores any significant



Richard Lu, Frank Zang, John O'Dea and Marshow Hsieh, American Hardwood Industries, Waynesboro, Va.

movements to come in the relative currency exchange rates, which, at the time of this writing, are rather volatile in the wake of European bail-outs and U.S. budget issues. What was very clear from the Domotex show is that there is a great deal of Additional photos on page 14

American Wood Gains Attention At Dubai WoodShow

By Michael Buckley

Dubai, United Arab Emirates-American wood was at the fore-



Wesley Boles and Parker Boles, Hermitage Hardwood Lumber

front on several levels of the 2013 Dubai WoodShow, held here recently at the International Exhibition & Convention Center. The American Hardwood Export Council (AHEC) pavilion, with 20 members exhibiting, was by far the largest overseas material supplier. The American Softwood Council was also a key

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Additional photos on page 14

Who's Who in Import/Exports



Wieland & Sons Lumber Co., based in Winthrop, lowa, recently announced the addition of **Shelly Johnson** to its sales team. Wieland & Sons Lumber supplies Ash, Hard and Soft Maple, Red and White Oak, Walnut, Cherry, Aspen and Hackberry to clients internationally and throughout the continental U.S. Most species are offered in 4/4 and 5/4. Walnut is available from 4/4 to 12/4 and Silver Leaf Soft Maple in 16/4.

Johnson has been with Wieland & Sons Lumber for more than 25 years. She began her career in the forest products industry as Wieland & Sons' receptionist and bookkeeper. In 1998 she became the office manager and most recently became involved in sales and purchasing of green and kiln-dried hard-Continued on page 15

David S. Bramlage has been domestic and export sales manager at Cole Hardwood Inc., located in Logansport, Ind., for 23

Bramlage began his career in 1979 as a board handler with John I. Schafer Hardwoods, which is now Cole Hardwood. He received a bachelor's degree in natural resources/geography from Ball State University in Muncie, Ind. He has served on the National Hardwood Lumber Association (NHLA) board of managers, and is a past president, first vice president, second vice president, secretary/treasurer, president liaison and is an honorary life director of the Indiana Hardwood Lumbermen's Association (IHLA). He currently serves on Continued on page 15





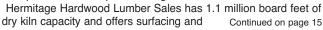
James C. 'J.C.' Fritz handles sales and purchasing of kilndried/green lumber for Fitzpatrick & Weller Inc. in Ellicottville,

Fitzpatrick & Weller manufactures hardwood flooring, stair parts, dimension and lumber (4/4 through 8/4 rough or surfaced, rip to size, custom drying). The company specializes in Ash, Beech, Birch, Cherry, Hard and Soft Maple, Hickory, Poplar, Red and White Oak, and Walnut.

Fitzpatrick & Weller purchases approximately 10 million board feet of lumber annually. The company is a member of the Forest Stewardship Council.

Fritz has been involved in the forest prod-

Lawson Maury has been the export manager at Hermitage Hardwood Lumber Sales Inc., located in Cookeville, Tenn., since 2002. His experience in the industry dates back to 1972 when he stacked green lumber in Memphis, Tenn. He then went on to be an apprentice at a kitchen cabinet manufacturer in Germany. He moved into sales in 1982, when he began selling U.S. hardwoods in Europe. After being based in Germany and then Belgium, Maury then moved back to the United States in 1987. His current duties include handling export sales, export transportation and export banking.





LAWSON MAURY

by the courts.

Native Timber Law Changes Bring Opposing Views

The government in the Australian state of Victoria says changes to native timber harvesting laws will support industry, but anti-forestry campaigners say they are a backward step.

Changes to the Sustainable Forest Timber Acts, passed by the state's Upper House this week, allow the timber management body VicForests to offer contracts of up to 20 years to companies logging native forests.

Member of Parliament Phillip Davis is reported as saying the changes offered security, would encourage investment in the timber industry and would have no adverse environmental impacts as companies were not allowed to log additional areas



However, The Wilderness Society said native forests were dwindling, after decades of over-logging, and the resource would not be there in 20 years.

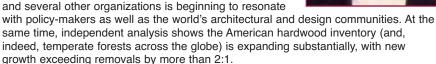
It says the industry should focus on plantations, not native forests, as a long-term

-Reprinted from the Timber Trades Journal

Moving In The Right Direction

By Michael Snow **Executive Director American Hardwood Export Council** Reston, Va. 703-435-2900 www.ahec.org

There is still a long way to go, but it appears things are finally moving in the right direction when it comes to recognizing the short and long- term benefits of sustainable wood as a raw material, particularly for "green building. Recent work on Life Cycle Assessment (LCA) by AHEC



A recent report released by the prestigious Oekom Research Group (oekom, Corporate Responsibility Review, March 2013) ranked the forest products industry as number one among more than 20 different industry sectors in "Corporate Environmental Responsibility and Sustainability Performance," far outpacing other industries such as mining, metals, chemicals and oil and gas. Additional research carried out on the role of the global wood products industry in deforestation around the world by the USDA Forest Products Laboratory in Madison, Wis., also turns conventional wisdom on its head. Many people believe that there is a direct correlation between an active wood products industry and deforestation. The USDA research did, in fact, find a clear link, but the correlation was exactly the opposite of what many people believe: the areas of the world with the most active wood products industries also had the least deforestation. The reasoning is simple. A viable forest products industry places an economic benefit on keeping forests as forests, while a lack of that economic incentive leads to the conversion of forestland into grazing areas, agricultural production or development as we have seen all too often. In other words, if you want more forests, buy more forest products!



Washington Scene

U.S. Forest Service Official Initiates Forest Restoration Plan

Top U.S. Forest Service official Kent Connaughton has asked his foresters to plot out an ambitious, multi-year program of tree thinning and forest restoration in the Blue Mountains. With a goal of freeing more timber for mills while stiffening the woodlands' resistance to tree-killing insects, disease and wildfires, the program is labeled 'Accelerated Restoration'.

According to American Forest Resource Council President Tom Partin, 800 million board feet of wood fiber annually reaches maturity in national forests. Only 11 percent of the wood fiber actually gets to sawmills, while 400 million board feet is subjected to insects, disease, fire and age.

Exactly how much lumber will become available under the plan to reduce fuel loads in forests, and funding, is still being worked out.

"It is a pretty high priority for us to get this thing going and be successful at it," said Bill Aney, U.S. Forest Service restoration coordinator for the Blue Mountains. "We can't afford to lose the mills. We can't afford to lose the forests."

Wallowa-Whitman, Umatilla and Malheur national forests have lost 17 mills and more than 1,200 sawmill jobs since 1990, according to a Boise Cascade forest policy analyst. Industry officials for a considerable length of time have advocated thinning of the federal forests. Partin also noted that the federal government spent \$3 billion fighting wildfires last year but only \$350 million on forest management. ■

Supreme Court Overturns Forest Road Case

The U.S. Supreme Court ruled 7-1 to overturn the Ninth Circuit Court's decision that forest roads are subject to the National Pollutant Discharge Elimination System (NPDES) requirements of the Clean Water Act. This is a significant victory for public timber purchasers and others who depend on federal forestlands, as well as for state and private forestland owners.

The American Forest Resource Council filed an amicus brief with the Supreme Court last fall on the implications of the decision for federal lands. The Public Lands Council. National Cattlemen's Beef Association. Montana Wood Products Association. Arkansas Forestry Association, Federal Forest Resource Coalition, Intermountain Forest Association, and Minnesota Forest Industries joined the Council on the brief. The Supreme Court found in its decision that the Environmental Protection Agency (EPA) interprets its own regulation to exclude logging roads from NPDES requirements, and because of the agency's interpretation it should be accorded deference

During the arguments, the timber companies had said a ruling against them would put the U.S. timber industry out of business because it would cost millions for every single logging project to get EPA permits.

The EPA itself disagreed with the lower-Court ruling. Supreme Court Justice Anthony Kennedy said for the Court that the agency's reading of its own regulations is entitled to deference from the Court.

The agency has issued a new regulation that removes any doubt that water from logging roads is the same as runoff from a farmer's field, not industrial pollution. ■

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What is Your Mindset and Why Does it Matter?

As the school year draws to a close, I am reminded of a conversation I had with my son's teacher at the beginning of the year. The teachers and staff spent last summer studying a book on mindset and were planning on using its principles in their teaching and interactions with one another. I was intrigued, because I had just read the book myself and found it insightful for my work with federal agencies and relevant to how I approached the many thorny issues that confront a trade association. Carol S. Dweck, Ph.D., in her 2008 book, "Mindset: The New Psychology of Success," lays out the differences between a growth and a fixed mindset and how it impacts your view of a problem, setbacks, your own abilities and how you approach business. In a nutshell, a fixed mindset person will see their abilities as carved in stone - you



are smart or you are not smart, good at math or not good at math, etc. While a growth mindset person would see human qualities such as intelligence or personality as things that can be cultivated or developed. Dweck explains in her book that when you operate from a fixed mindset you have an urgency to prove yourself over and over, and paradoxically will avoid a challenge that you might fail at because a failure would threaten your view of yourself. In contrast, a growth mindset individ-

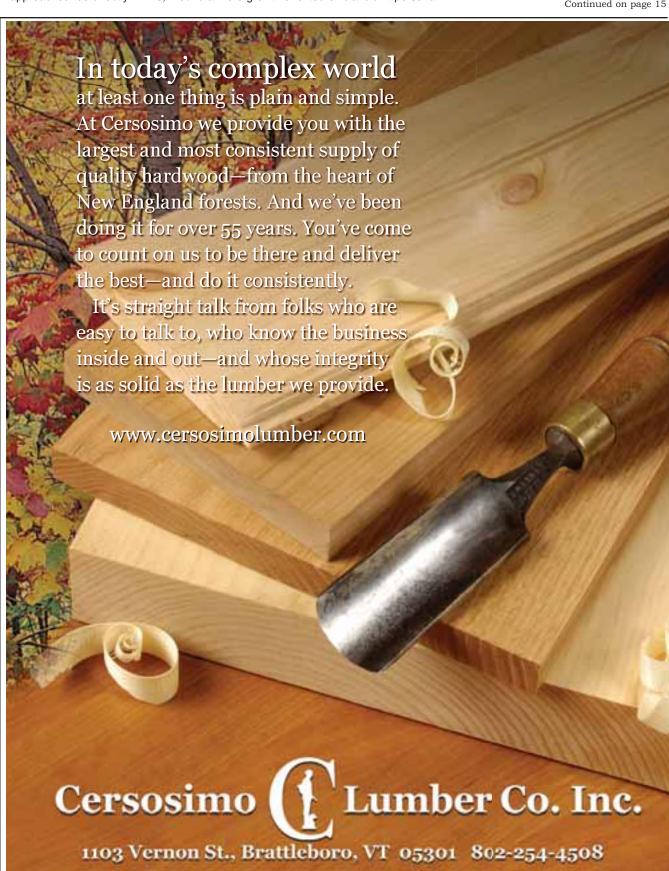
ual won't focus on hiding deficiencies, but rather overcoming them. My son's school put up a sign "Yet..." in each classroom to emphasize to the students that they were a work in progress and began praising the students' hard work toward a project rather than focus solely on outcomes. Their objective was to guide the students toward a growth mindset.

In my own work negotiating with federal officials, I found that knowing the person's mindset helped me figure out how to approach them on an issue. A highly fixed mindset person could take personal offense to a request to change their decisions if approached too directly. While, I found a more growth oriented official didn't personal-

International Wood Products Association www.iwpawood.org



ly identify with their agency's policies and were open to discussion. Industries and companies also operate under different leadership mindsets Growth mindset companies can come up with creative solutions, tend to focus on collaborating as a team and



DEESAWAT INDUSTRIES, Thailand: Moving Forward With American Hardwoods

By Michael Buckley



Jirawat Tangkijngamwong, deputy managing director of Deesawat Industries Co. Ltd., of Bangkok, Thailand, oversees purchasing of U.S. hardwoods for his family's furniture manufacturing business.



Deesawat Industries is developing a new range of paneling. Shown here is the North American White Oak product.



Deesawat Industries employs between 200-300 people, depending on market conditions, whose craftsmanship makes each Deesawat



at purchases and inventories a variety of hardwoods from the luding Black Walnut, Ash, Hard Maple, Hickory and Yellow Poplar. pany has 30,000 square meters of production space.



Pictured is Deesawat's handmade American White Oak table in contemporary finish.

Bangkok, Thailand-Jirawat Tangkijngamwong, or 'Jiro' as he is fondly called, is a man of many abilities. This extrovert and gregarious Thai is one of the remarkable characters of the Southeast Asian furniture industry rarely absent from attending any related event in the region. He didn't mean to be in furniture, but when his father passed away in 1991, he decided that his place was in Deesawat Industries Co. Ltd., the family furniture business that originally specialized in Rosewood inlay. Founded in 1972, Deesawat Industries is located on the outskirts of Bangkok and employs anywhere between 200-300 people, depending on market conditions. It became one of the leading manufacturers of Thai Teak

> furniture, but is now gradually and strategically moving towards other materials, such as American hardwoods. The company has 30,000 square meters of production space

"The key to success for Deesawat Industries is to be highly responsive to market changes. Definitely, our future plans will involve a lot more American hardwood." Jirawat Tangkijngamwong, deputy managing director, Deesawat Industries Co. Ltd.

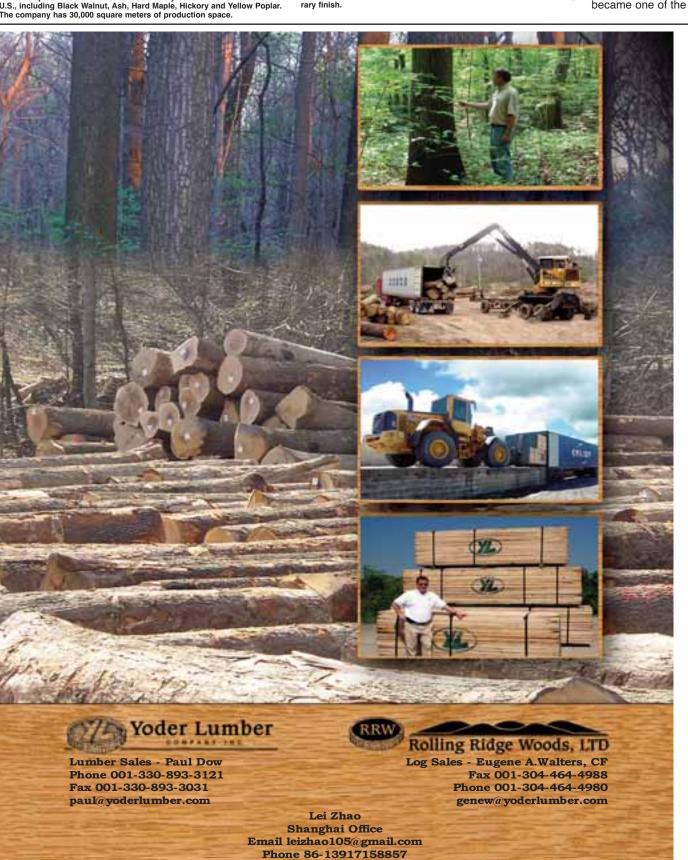
and is known for its sawmilling skills and furniture manufacturing craftsmanship. Its products range from contemporary wooden furniture for private residences to custom-made furniture for leisure, hospitality projects and for open spaces. As its brochure says: "At work, at noon and at night our



Deesawat has half a dozen in-house designers, and under Jirawat Tangkijngamwong's direction, look to Japan for inspiration.

Boston Curves, Boston Leaf, Bottle and Cubic, Diva and Dune models, as well as many more, are more fun." Deesawat Industries' 'Nest', 'Saki' and 'Star' collections for the exterior have been particularly successful.

With the passing of the 'golden age of Thai furniture' at the onset of serious competition from Vietnam and China, Jirawat realized that the business of Deesawat Industries was being challenged. He has enjoyed a long-standing relationship with the American Hardwood Export Council (AHEC), having participated in many of its activities, "from which I learned a great deal," he said. "For educa-



CHEROKEE WOOD PRODUCTS Banks On Quality Service



Upland, California—Established in 1991 by Pete Lang and his wife, Dee Dee, Cherokee Wood Products Inc. located here, distributes a wide variety of imported and domestic hardwoods and softwoods, hardwood flooring, windows, doors, mouldings, stair parts and many other wood component products. The company purchases approximately 20 million board feet annually.

Cherokee Wood Products imports hardwood species, such as: Bloodwood, Bubinga, Euro Steamed Beech, Ipe, Jatoba, Lacewood, African and Honduras Mahogany, Purple Heart, Shedua, Teak, Wenge and Zebrawood.

Situated on five acres, the 80,000-square-foot operation encompasses a state-of-the-art planing mill along with an enclosed warehouse and retail salesroom. Located just behind Cherokee Wood Products is

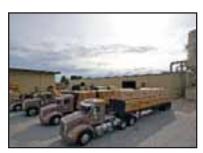
"Simply put, we are dedicated to exceeding our customers' expectations by providing the best possible wood prod--Pete Lang, president, Cherokee Wood **Products Inc.**

the sister company, Arrowhead **Planing** Mill, where value is added to the hardwood lumber. This operation employs about 30 of

the company's 65 employees. Offering amounts from one board foot to a truckload of hardwood lumber and plywood, Cherokee Wood Products can mold their hardwood lumber to any specifications the customer may want.

"Customers have long memories and we are happy to say that our customers see the difference, and they remember that Cherokee Wood Products Inc. offers excellent yielding material and outstanding service, along with competitive pricing," Cherokee's President Pete Lang explained. "Our commitment to service goes farther than your average wholesaler. Our company is constantly evolving in order to keep up with our growing clientele.

Continued on page 20











Established in 1991 by Pete Lang and his wife, Dee Dee, Cherokee Wood Products Inc., located in Upland, Calif., distributes a wide variety of both imported and domestic hardwoods and softwoods, hardwood flooring, windows, doors, mouldings, stair parts and many other wood component products.



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NAWLA Vancouver Meeting Provides Positive Insights Photos By Wayne Miller





Doug Clitheroe, Interfor Sales & Marketing Company Ltd., Burnaby, B.C.; Dave Hughes, Woodtone, Chilliwack, B.C.; and Jack Draper, Western Red Cedar Lumber Association, Vancouver, B.C.



Robert Sandve, Haida Forest Products Ltd., Burnaby, B.C.; and Chris Boyd and Rod McKay, Probyn Group, New Westminster, B.C.



Kent Beveridge, Skana Forest Products Ltd., Richmond, B.C.; Vince Bulic, Yaletown Lumber, Vancouver, B.C.; David Newstead, Euler Hermes Canada, Vancouver, B.C.; and Mike Erickson, Blue Book Services Inc., Carol Stream, Ill.



Bart Bender, Ainsworth Lumber, Vancouver, B.C.; Mark Kennedy, CIBC World Markets, Calgary, Alberta; and Don Demens, Western Forest Products Inc., Vancouver, B.C.



Don McGregor, Vanport International Inc., Vancouver, B.C.; Bruce St. John, Western Forest Products, Vancouver, B.C.; and Brian Hawrysh, BC Wood Specialties Group, Vancouver, B.C.

Vancouver, British Columbia-Approximately 200 guests and members of the North American Wholesale Lumber Association (NAWLA) met here recently for an associational regional meeting at the Vancouver Club. Guest speakers offered reasons for optimism, citing improved housing starts, which are anticipated to continue, as well as a growing home renovation trend.

NAWLA guest speakers at the Vancouver Regional included: Bart Bender and Ian McLean, NAWLA committee members. Pat Bell. British Columbia Minister of Jobs. Tourism and Innovation. Don Demens, president of Western

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m Jones and John Burch, The Teal-Jor oup, Surrey, B.C.; Jack Draper, Wester dar Association, Vancouver, B.C.; and

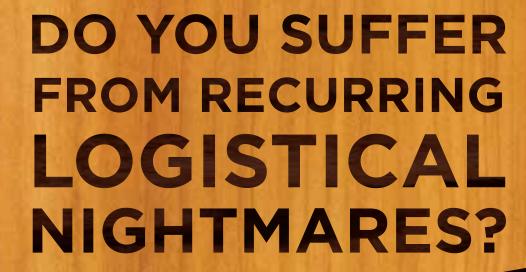


Darren Barker, West Bay Forest Products & Manufacturing Ltd., Langley, B.C.; Dianna Penner, Conifex Fibre Marketing Inc., Vancouver, B.C.; Julie Jones, guest; and Ma Belzil, West Bay Forest Products & Manufacturing Ltd.

Will Trant, Skana Forest Products, Ltd., Richmond, B.C.; Chad Findlay, West Bay Forest Products & Manufacturing Ltd., Langley, B.C.; and Ryan Furtado, Western Forest Products, Vancouver, B.C.



Additional photos on page 16









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Hancock C-Select Pine Boards

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1. Clear, Consistent Product. Our C-Select grade is knot-free, making it perfect for high quality interior and exterior applications.



6. Protective Packaging. Custom packaging solutions provide you with the choice to deliver Pine to your customers in banded and wrapped packs or shrink wrap bundles.



2. Tallies that Work for You. All our products are pulled to order, based on what you need. 8', 10', 12' packs available in any combination you choose.



7. Sustainable. Hancock Lumber has been practicing sustainable forestry for over 150 years. We grow and manufacture products meant to last, leaving nothing to waste.



3. Versatility & Workability. Lightweight, soft and even-textured, choose Hancock C-select Pine for its easy workability and versatility, perfect for high quality interior/exterior trim, mouldings, furniture and cabinet work.



8. Climate Creates Character. Short Northeastern summers lead to tight growth rings and a superbly straight and durable Pine product, grown in naturally regenerating, mixed use forests.



4. Chemical-Free. From the forest to your warehouse, no chemicals are used on or added to this natural and truly green product.



9. Perfect to Prime, Paint & Stain. The natural grain and no chemical treating ensure a product that will accept and retain finish solutions perfectly.



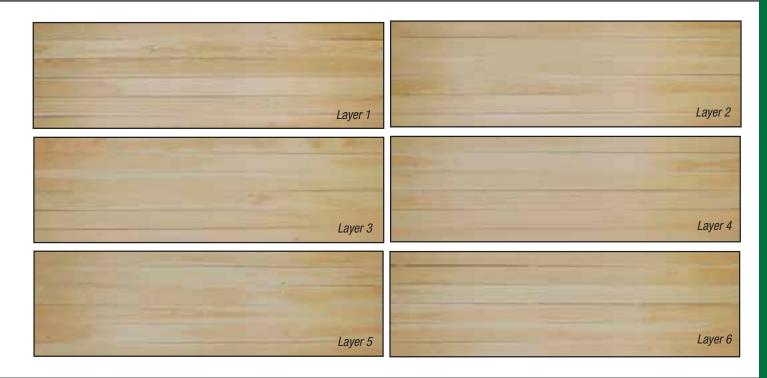
5. Time-Tested. Eastern White Pine ages gracefully in any environment. In New England it's not uncommon to find 200-year-old homes with Pine trim and flooring still beautifully intact.



10. Every Board Counts. Hancock's company pledge promises that every board is manufactured precisely to its customers specifications, every time.

6-Layer Pack Preview

Here is what you can expect from Hancock C-Select Eastern White Pine packs



Matt Duprey

VP of Sales
(207) 627-6113
WhitePine.ME/Mobile





Exhibitor Attendance Spikes At NWFA Annual Expo Photos By Paul Miller Jr.

Jamie Flynn, LaCrosse Flooring by Westby Hardwood Products, Westby, Wis.; Todd Erskine, Erskine Interiors, Hudson, Wis.; and Diane Pevy, LaCrosse Flooring by Westby Hardwood Products



Tommy Maxwell, Maxwell Hardwood Flooring, Monticello, Ark.; Harry Bogner, Century Flooring Co., Dallas, Texas; Rose Mary Laster-Cummings and Brandy Davis, Maxwell Hardwood Flooring; and Dick Quinlan, Century Flooring Co.



David Cox, Circa Creations and Restoration LLC, Houston, Texas; Ivens Robinson and Joe Buckhaults, Robinson Lumber Co. Inc., New Orleans, La.; Garrett Brown, Certo, New Orleans, La.; and Steve Stoufflet, Robinson Lumber Co. Inc.



Alex Benedik, A to Z Exotic Hardwoods LLC, Philadelphia, Pa.; La Mullins and Damon Graf, Graf Brothers Hardwood Flooring & Lumber, South Shore, Ky.; and Cort Dunlap, M.T.E. North America Inc., New York, N.Y.



Darwin Murray and Steve Bunch, Springcreek Flooring by McClain Forest Products, West Plains, Mo.; Mary Sheehan and Scott Groenke, Floors Northwest Inc., Minneapolis, Minn.; and Kevin Bagley, Springcreek Flooring by McClain Forest Products

Dallas, Texas-After a total relaunch in 2012, the 2013 National Wood Flooring Association (NWFA) Wood Flooring Expo recently hosted a sellout event at the Gaylord Texan Resort, located here. Entitled "Think Big," the annual Expo reflected an approximate 20 percent growth over last year, which itself grew 30 percent over 2011. The show floor was sold out, with 242 companies represented, up from 218 in 2012.

Former CEO of Southwest Airlines, Howard Putnam, led the NWFA's General Session keynote presentation, which focused on improving and building company culture in order to increase the bottom

Educational seminars were offered NWFA Expo attendees as well. Focus areas of these included: marketing/sales, technical, management and AIA/DCEC (American Institute of

Continued on page 22



Jim Bailey and Butch Ousley, Buchanan Hardwood Flooring Co. LLC, Aliceville, Ala.



Chris Mayer, B2W Flooring LLC, Camp Hill, Pa.; Michael Rymsha, Bridgewell Resources LLC, Plymouth, Mass.; and Peter Broadwell, B2W Flooring LLC



David Longstaff, NRF Distributors Inc., Augusta, Maine; and Nicole Garrard, Shamrock Plank Flooring Co., Memphis,

Grant Hayes, Richard Bradley, Keith Waldrop and Scott Burega, Somerset Hardwood Flooring, Somerset, Ky.



Additional photos on page 16



American Black Walnut Lumber • Logs All Grades • 4/4 - 20/4

Council Bluffs, IA

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Fax: 417-469-0081

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Steve Witherspoon, Georgia-Pacific, Camas, Wash.; Lee Jimerson, The Collins Companies, Portland, Ore.; and Don Rice, GreenWood Tree Farm Fund, Boardman, Ore.



Darrin Hastings, Jamie Price and Josh Baumann, Emerson Hardwood Group, Portland, Ore.; and Teresa and Jim Adamek, Rose City Wood Products, Broadbent, Ore.

Portland, Oregon-The Western Hardwood Association (WHA) recently hosted members and guests at its International Convention and Exposition, held at the DoubleTree Lloyd Center, which is located here. Multiple guest speakers presented

Multiple guest speakers presented

Continued on page 22



Ken Dunham, West Coast Lumber & Building Material Association, Folsom, Calif.; Michael Snow, American Hardwood Export Council (AHEC), Reston, Va.; and Lee Jimerson, The Collins Companies. Portland. Ore.



Jeff Maguire, Michael Weinig Inc., Portland, Ore.; and Kurt Landwehr, Hardwood Industries Inc., Sherwood, Ore.



Adam Brennan, MJB Wood Group Inc., Portland, Ore.; and Doug Martin, Pollmeier Inc., Portland, Ore.

Tim Mosher, Raptor Integration Inc., Salmon Arm, B.C.; and Sam Stenerson, Cascade Hardwood Group, Chehalis, Wash.



Additional photos on page 16



Mike Lipke, president, Western Hardwood Association (WHA), Trillium Pacific Millworks Inc., Wilsonville, Ore.; U.S. Representative Jaime Herrera-Beutler, 3rd Congressional District, State of Washington; and Dave Sweitzer, WHA, Camas, Wash.



Adam Brennan, MJB Wood Group Inc., Portland, Ore.; Dan Tesch, Canyon Creek Cabinet Co., Monroe, Wash.; Joe Monks, Northwest Hardwoods Inc., Seattle, Wash.; T.J. Rosengarth, Northwest Hardwoods Inc., Tacoma, Wash.; and Art Blumenkron, Goby Walnut Products Inc., Portland, Ore.



Art Blumenkron, Goby Walnut Products Inc., Portland, Ore.; and Mike Lipke, Trillium Pacific Millwork Inc., Wilsonville, Ore.



Michael Johnson, Hancock Forest Management, Cathlamet, Wash.; Thomas Fox, Tree Management Plus Inc., Ethel, Wash.; Tim Mosher, Raptor Integration Inc., Salmon Arm, B.C.; and Doug Martin, Pollmeier Inc., Portland, Ore.

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Hugh Reitz, UCS Forest Group, West Chicago, III.; and Bryan Hoyt, Sierra Forest Products. Kent. Wash.



Annie Ting, Sarawak Timber Association, Sarawak, Malaysia; Cindy Squires, executive director, International Wood Products Association (IWPA), Alexandria, Va.; and Ishak Bohari and Amy Sulaiman, Harwood Timber Sdn. Bhd., Sarawak, Malaysia



Kevin Castagnola, South Jersey Port Corporation, Camden, N.J.; and William Perry, Dorsey & Whitney LLP, Seattle, Wash.



Doug Martin, Pollmeier Inc., Portland, Ore.; and Robert Baldwin, Shelter Forest International, Portland, Ore.



Doug Hay, Canusa Wood Products Ltd., Vancouver, B.C.; Dani Sjahalam, RPL International, Henderson, Nev.; and Richard Tellis, Canusa Wood Products Ltd.



Jim Karsten, F.W. Barth Co. GmbH, Hamburg, Germany; Tarik Hodzic, EXOTT, Brussels, Belgium; and Michael Van den Bosch, Maersk Line, Antwerp, Belgium



Kenny MacMaster, Argo Fine Imports, Metairie, La.; Chris Knowles, Oregon State University, Corvallis, Ore.; and Travis Snapp, Benchmark International LLC, Eugene, Ore.



Wayne Parsons, Termimesh Hawaii Inc., Honolulu, Hawaii; Elizabeth Baldwin, Metropolitan Hardwood Floors, Kent, Wash.; Graziano Pasqualetto, Romea Legnami S.p.A., Venice, Italy; and Annette Ferri, IWPA, Alexandria, Va.



Rob Gross, Gross Veneer Sales Inc., High Point, N.C.; and David Weed, Joe Hosinski, and John Pauwels, Robert Weed Plywood Corp., Bristol, Ind.



Frankie Chaviano and Carlos Castell, Castell Export Corp., San Juan, Puerto Rico; and Norm Murray, U·C Coatings Corp., Buffalo, N.Y.



Andreas Gunawan, PT. Dharma Satya Nusantara, Jakarta, Indonesia; Arianto Oetomo and Franciskus Satya, PT. Dharma Satya Nusantara, Jawa Timur, Indonesia; and Harro Jakel, Samco USA LLC, Portland, Maine



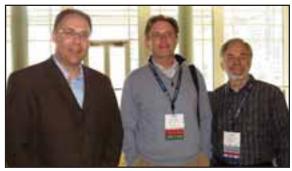
Robert Gillebaard, Holland Southwest International, Houston, Texas; and Golan Levy, West Wood Products, Rancho Dominguez, Calif.



Tim Karsten, F.W. Barth Co. GmbH, Hamburg, Germany; and Phillippe Boulet, Goodfellow Inc., Delson, Que.



Alan McIlvain, Alan McIlvain Co., Marcus Hook, Pa.; Ashley Amidon, IWPA, Alexandria, Va.; and Hugh Reitz, UCS Forest Group, West Chicago, III



Art Nelson, Weston Premium Woods, Brampton, Ont.; Paul Gates, Tradelink Wood Products Inc., Greensboro, N.C.; and John Andl, Tradeleaf LLC, New York, N.Y.



Norm Roberts, Roberts Plywood Co./ Division of Die Boards Inc., Deer Park, N.Y.; Paulette and Keith Skantz, Lumber One Co.- Georgia Inc., Fayetteville, Ga.; and Doug Martin, Pollmeier Inc., Portland, Ore.



Forest Dhunusod, Woodbridge International Ltd., Lasko, Russia; Chris Chalkley, USPLY Trading Co., Medley, Fla.; and Sergei Kotov, Sia SGK Nordic, Riga, Latvia



Arrigo Barion, Sant'Angelo di Piove di Sacco, Veneto, Italy; Cinzia De Luca, Andrighetti Legnami S.p.A., Veneto, Italy; and Michael Gutchess, Mix Timber Inc., Naples, Fla.

IWPA - Continued from page 1

Economist David Watt, speaking on economic trends."

He also addressed changes within the organization, citing the hiring of new Executive Director Cindy Squires, introduced new members, new board members, sponsors and added that IWPA is in a "good financial situation."

Squires introduced herself to attendees, and included among her goals for the IWPA were: advocacy efforts on important issues and opportunities to reach out to architects, as well as the design community.

Other guest speakers who shared the stage included: Stephen Chung, AIA LEED AP, a Boston-based architect who has appeared on HGTV, The Fine Living Network, Showtime and current host of PBS's primetime program, Cool Spaces, and Professor James Tansey of ISIS, Sauder School of Business, the University of British Columbia, and founder of Offsetters, Canada's leading provider of carbon-management solutions. He spoke about new approaches in addressing climate impact and how it can affect business.

Other topics of special interest included: bringing wood innovation to the market-place; international perspectives: markets, supply and legality; Lacey Act updates and the road ahead; and import challenges. Additionally, the International Trade Commission provided an update on the Chinese hardwood plywood case, Due Care Taskforce meetings were held, and multiple networking opportunities were made available.

Next year's IWPA World of Wood Convention will be held March 5-7 at the Renaissance Vinoy Resort & Golf Club in St. Petersburg, Fla.

Members of the International Wood Products Association include companies and organizations worldwide, which are involved in the many activities required to produce and import a wood product into the United States. IWPA represents more than 200 companies and organizations in more than 30 nations throughout the world. For more information, visit online at www.iwpawood.org.

DOMOTEX - Continued from page 1

choice for Oak material for Chinese manufacturers and many of them see European Oak - certified or uncertified - as a safe option to comply with the new EU Timber Regulations (EUTR). Whether those manufacturers aiming at the European market-which many of them are not-will be able to provide satisfactory due diligence documentation on their Russian supplies is another question. Having said all that, the main Oak raw material on display and on offer at the show was still American. A small, but effective, U.S. pavilion was hosted by the American Hardwood Export Council (AHEC), working in collaboration with one of its member association's, the National Wood Flooring Association (NWFA), and featuring individual members. Other American independent exporters included flooring manufacturer Lumber Liquidators offering their high-end finished flooring made in Virginia, such as their 'Bellawood' brand guaranteed for 100

The U.S. pavilion in the key Hall 5 was jointly staffed by AHEC and NWFA, from which a full range of publications was distributed. The footfall was brisk and without exception all the American exhibitors reported a good level of serious inquiries and appeared well satisfied with the show. It was noticeable this year that there were far fewer overseas buyers than normal and that Domotex Shanghai is now almost totally a Chinese show, as far as visitors were concerned. However, there were overseas exhibitors, especially from Europe, looking to expand their business in the fast-moving Chinese market in the absence of any real growth potential back home. Indeed almost all exhibitors interviewed agreed that their business was growing in China, from wherever they came, and including the Chinese manufacturers themselves.

Bill Secrest of Graf Brothers Flooring & Lumber, South Shore, Ky., a veteran of the show, said, "It is a busy show."

The Kelly team at PJ Lumber Co., Prichard, Ala., said, "We can't complain."

Jeff Fairbanks of Palo Duro Hardwoods Inc., Denver, Colo., and also representing NWFA, said, "The key is that it is encouraging to see the expansion of U.S. companies in Shanghai, for which credit must be given to AHEC and NWFA. I am pleased with the traffic and its quality."

Andrew Richey of Ashawa Bay Hardwood Floors, Cook, Minn., seemed very content with the show, having attracted much interest in the company's three grades of White and Red Oak, Cherry, Maple and Hickory engineered flooring, as well as some exotic species from Africa and South America.

Rick Barrett of Midwest Hardwood Corporation, Maple Grove, Minn., was very upbeat about the market, but cautious about supplies of American material for export this year as the U.S. domestic market improves.

Domotex in Shanghai, which is an annual show and reportedly number two in the world, was reported to be much more 'active' than its sister show in Hannover, Germany, earlier in the year. However, it clashes badly for the wood industry with the woodworking show Interzum in Guangzhou in southern China.

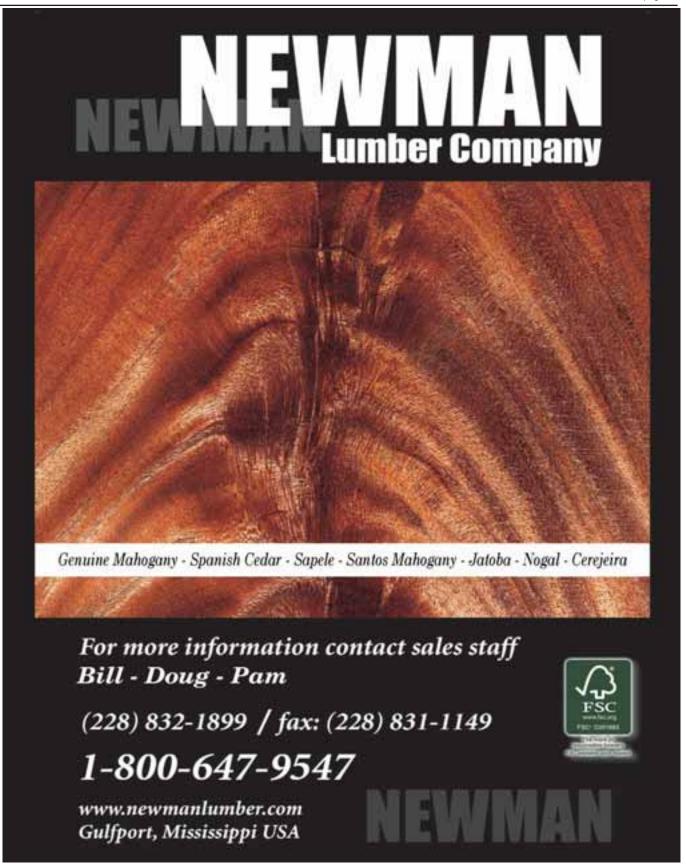
A number of side events included the Wood Flooring Forum, which was held in the afternoon before the show opened and presented official reports of Chinese and international markets. The forum kicked off with a comprehensive presentation on the "North American Wood Flooring Market and Forecast for 2013" by Don Finkell, president of the Hardwood Federation (U.S.), and attended by about 400 delegates.

Domotex also placed emphasis on new and innovative products. The 'InnovAction' flooring program presented more than 300 products all over the showground and additionally focused on some of them in a dedicated area, 'Materia,' giving exhibitors two opportunities to showcase their products, and visitors an easy way to locate some of the newest and innovative products at the show. The latter display drew a great deal of interest from visitors.

The next DOMOTEX Asia/CHINAFLOOR in Shanghai will be held March, 25-27, 2014. ■

DUBAI - Continued from page 1

exhibitor, and the U.S. provided keynote speakers at the seminar on day two of the show. The Dubai WoodShow is now established as the leading annual exposition for



Danny Foster, IHLO Sales & Import Co., Center, Texas; and Jim Pyburn, Tampa Port Authority, Tampa, Fla.



Romel Bezerra, InterSomma LLC, Pembroke Pines, Fla.; Jim Pyburn, Tampa Port Authority, Tampa, Fla.; and Rick McKinney, East Teak Fine Hardwoods Inc., Sultan, Wash.



Cindy Squires, IWPA, Alexandria, Va.; and Warren Spitz, UCS Forest Group, Mississauga, Ont.



John Mallough Sr., OHL International, Philadelphia, Pa.; John Andl, TradeLeaf LLC, New York, N.Y.; and Edward Fitzgerald, OHL International



Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.; Cindy Newman, Newman Lumber Co., Gulfport, Miss.; Golan Levy, West Wood Products, Rancho Dominguez, Calif.; and JoAnn Gillebaard Keller, Holland Southwest International, Houston, Texas



Sherri and Don MacMaster, Argo Fine Imports, Metairie, La.; Melinda Haeuser, guest, New Orleans, La.; John Pauwels, Robert Weed Plywood Corp., Bristol, Ind.; and Steve Allison, North American Wood Products, Portland, Ore.



Peter Keyes, Triton Logging Inc., Victoria, B.C.; and Trip Bailey, BalTerm LLP, Baltimore, Md.



Timothy Paul and Gavin Rostron, Wood United Source Pte. Ltd., Singapore; and Bob Johnston, Tropical Forest Foundation, Alexandria, Va.



Gregg Wilkinson, Liberty Woods International Inc., Carlsbad, Calif.; and Scott Beggs, American Pacific Plywood Inc., Holly Springs, Miss.



Luke Bentley, Upper Canada Forest Products, Burnaby, B.C.; Geoff Dodd, Interholco AG, Baar, Switzerland; and Mike Barr, Upper Canada Forest Products



Charlie Craig, AHC Craig Imports, Huntersville, N.C.; Twila and Bryan Hoyt, Sierra Forest Products, Kent, Wash.; and Rachel Butler, European Timber Trade Federation, Greater London, United Kingdom



Tom Herga, Olam Wood Products, Leland, N.C.; Jeevan Manhas, Canusa Wood Products Ltd., Vancouver, B.C.; Deac Wagner, IKE Trading Co. Ltd., Beaverton, Ore.; and Joe Hosinski, Robert Weed Plywood Corp., Bristol, Ind.



Letty Guarderas, Quito, Ecuador; Annie McIlvain, Alan McIlvain Co., Marcus Hook, Pa.; Thuy Murray, U·C Coatings Corp., Buffalo, N.Y.; and Pam Gosnell, Patriot Timber Products Inc., Greensboro, N.C.



Jim Morgan, IWPA, York, Maine; Annette Ferri, IWPA, Alexandria, Va.; John Aufderhaar, Bedford Falls Communications, Watertown, Wis.; and Cindy Squires, IWPA



Jesper Bach, Baillie Lumber Co., Hamburg, N.Y.; and Christopher Endsjo, Urufor S.A., Montevideo, Uruguay



Budijuwono Hanjaya and Gladys Kiong, Apkindo-Indonesian Wood Panel Association, Jakarta, Indonesia



Jim Haas, International Forest Products Corp., Sacramento, Calif.; and Ethan Powell, Alice Birnbaum and John Lorenz, Brown Brothers Harriman & Co., New York, N.Y.



Greg Simon, Far East American Inc., Los Angeles, Calif.; Gregg Wilkinson, Liberty Woods International Inc., Carlsbad, Calif.; and Jeffrey Grimson, Mowry & Grimson PLLC, Washington, D.C.

wood in the Middle East, organized by Strategic Marketing and Exhibitions, based in the United Arab Emirates (UAE).

Commenting recently, Rod Wiles, AHEC director for Africa, the Middle East, India and Oceania, confirmed that total U.S. exports of American hardwood lumber and veneer to the Middle East and North Africa (MENA) amounted to US\$87 million in 2012, of which sawn lumber was US\$62 million - up 19 percent in 2011. This seems to reflect the renewed economic and construction activity in Dubai in particular, and in the Gulf and Middle East region as a whole, despite the recent political turmoil. Wiles also predicted the trend is set to continue. The UAE, Pakistan, Jordan and Turkey were key markets for U.S. hardwoods, all of which regularly send buyers to the Dubai WoodShow. This year, close to 200 main exhibitors showed wood materials and woodworking machinery for three days at the event. The overseas contingent included large groups of wood suppliers from the U.S., China and France, with significant exhibitors from Canada, Malaysia and Africa (Ghana and Cameroon), and traders from all over the Gulf region. Machinery exhibitors were mainly drawn from Germany and Italy, some through their local regional agencies. The WoodShow was opened by Engineer Essa Al Haj Al Maidour, President of the Society of Engineers - United Arab Emirates. The AHEC group included the following exporting companies: Atlantic Veneer Corp., Beaufort, N.C.; Hanafee Bros. Sawmill Co., Troy, Tenn.; Wheeland Lumber Company Inc., Liberty, Pa.; Northwest Hardwoods Inc., Tacoma, Wash.; Allegheny Wood Products, Petersburg, W.Va.; American Hardwood Industries, Waynesboro, Va.; Northland Corporation, LaGrange, Ky.; The Freeman Corporation, Winchester, Ky.; Hermitage Hardwood Lumber Sales, Cookeville, Tenn.; Missouri Walnut LLC, Neosho, Mo.; Baillie Lumber Company, Hamburg, N.Y.; Oaks Unlimited Inc., Waynesville, N.C.; Kretz Lumber Co. Inc., Antigo, Wis.; Muth Lumber Company, Ironton, Ohio; Nina Company LLC, Arnold, Md.; Lawrence Lumber Company, Maiden, N.C.; American Lumber Company, Hamburg, N.Y.; and Snowbelt Hardwoods Inc., Hurley, Wis. Representatives from the Hardwood States Export Group (HSEG) said, "We have been

working under the AHEC umbrella for five to six years and this is a good, quality show with many regional leads for us."

Speaking on behalf of the American hardwood group, Michael Snow, executive director of AHEC, said, "The Dubai WoodShow this year has been good for many of our members who have seen buyers coming with inquiries from far parts of the region. It is clear that the economy and construction market in the GCC (Gulf Cooperation Council), and especially in Dubai, has improved radically since we were here last year."

"Promoting Wood Solutions in the GCC" was the title of a one-day seminar held during the show. It aimed to explore and promote wood solutions in the design and construction sectors, addressing trading issues in the morning and technical issues for architects and contractors in the afternoon. "Wood Markets in the Gulf – North America" was presented for AHEC by Rod Wiles during the trader's session, who said, "U.S. hardwoods in the Middle East and North Africa (MENA) region have risen 140 percent in the last 10 years. Today, Red Oak is the number one species followed by Ash and Walnut. About 35 percent of the volume imported by the UAE is re-exported regionally." He concluded by predicting greater strength in the market.

In the afternoon, Snow, of AHEC, presented the latest update on "Life Cycle Assessment for Wood" from the current work being undertaken by the American hardwood industry. He stressed the need for a level playing field for wood in such un-measurable rating schemes as LEED, and called for the ending of the monopoly requirement of FSC certified wood as the only acceptable wood to achieve credits for buildings.

The American Softwood Council has been a regular exhibitor at the Dubai WoodShow for the last several years. Craig Larsen, president of the Softwood Export Council, based in Portland, Ore., said that the show had been a good one for its diverse group of participating members, which included BCH Trading Co., Hot Springs, Ark.; Boise Cascade, Boise, Idaho; Cox Industries Inc., Orangeburg, S.C.; Patrick Lumber Co., Portland, Ore.; and Mauvila Timber LLC, Loxley, Ala.

The next Dubai WoodShow will be held April 8-10, 2014. For more information, visit online at www.dubaiwoodshow.com. ■

AHEC NEWS - Continued from page 2

Even the U.S.-based green building system LEED, which has been roundly criticized for its almost complete lack of scientific veracity, is beginning to see the light. The recently proposed updated LEED standard is taking concrete steps and moving toward incorporating LCA and science-based analysis in the new standard. It's about time! The new standard even includes a "responsible extraction" credit that should be good news for the world's suppliers of sustainable forest products. Sadly, however, as drafted the "responsible extraction" credit only further highlights the uneven treatment of wood under LEED. Other extractive industries, such as bauxite mining for aluminum or strip mining for iron ore to make steel, get credit simply for signing on to toothless, self-regulatory industry programs - none of which involve third party assessment or development of consensus-based standards governing performance at point of extraction. Wood, on the other hand, not only has to be certified, but certified to one single certification system to get the same credit. This is a real shame, as well as a missed opportunity. By its own admission, LEED was unable to identify equivalent sustainability verification paths for any non-wood extractive material. so essentially those industries were given a "free pass." Indeed, LEED seems to operate on the principle that the less progress that has been made toward sustainability, the lower the standard that should be set. As a result, wood is penalized rather than rewarded for its leadership role. This is a significant issue around the globe since LEED is not only a U.S. standard, but is rapidly becoming the de facto global standard for green building. There are now more than 1,000 LEED certified projects in China, 1,200 in the Middle East, 1,300 in Europe and well over 1,000 in South America.

Those of us in the American hardwood industry are optimistic that recent efforts by major consuming countries to eliminate illegal timber from the marketplace can help

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Geoff Dodd, Interholco AG, Baar, Switzerland; Emmi Herger, Interholco AG, Canton Zug, Switzerland; Lenny Shibley, Inter-Continental Hardwoods Inc., Currie, N.C.; and Jim Haas, International Forest Products Corp., Foxboro, Mass.





Scott Beggs, American Pacific Inc., Holly Springs, Miss.; Cindy Newman, Newman Lumber Co., Gulfport, Miss.; and Trip Bailey, BalTerm LLP, Baltimore, Md.



Don MacMaster and Robert MacMaster, Argo Fine Imports, Metairie, La.; and Michael Hawe, Westphal-Larsen Shipping, Alpharetta, Ga.



Romel Bezerra, InterSomma LLC, Pembroke Pines, Fla.; Giannina Vick, Bozovich USA, Evergreen, Ala.; and Drago Bozovich, Bozovich USA, Lima, Peru

DOMOTEX Photos - Continued from page 1



Jeff Fairbanks, Palo Duro Hardwoods Co., Denver, Colo.; and Jim Gould, Floor Covering Institute, St. Louis, Mo., at the National Wood Flooring Association booth at Domotex



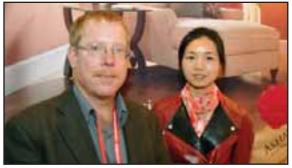
Jack Wang, Bill Secrest and Tim Wang, Graf Brothers Flooring & Lumber, South Shore, Ky.



Deevid van den Hurk, L.P. Rolle, The Netherlands; Mr. and Mrs. Ignacio J. Olavide and Russell Kelly and Jon Kelly, PJ Lumber Co. Inc., Prichard, Ala.



Brad Payne and James Costa, displaying Bellawood International brand flooring, manufactured in Williamsburg, Va.



Andrew Richy and Wang Jia, Ashawa Bay Hardwood Floors, Cook, Minn.



 $\label{thm:condition} \mbox{Tim Kassis, Kretz Lumber Co. Inc., Antigo, Wis.}$

DUBAI Photos - Continued from page 1



Mark Hayes and Peter Boling, Northwest Hardwoods Inc., Tacoma, Wash.



Ray Wheeland, Wheeland Lumber Co. Inc., Liberty, Pa.; and Jack Taylor, Atlantic Veneer Corp., Beaufort, N.C.



Dean Alenko and Kris Pallin, Allegheny Wood Products, Petersburg, W.Va.



Baillie Lumber Company, Hamburg, N.Y., hosted this exhibitor booth at Dubai WoodShow.



The American Softwood Council group at the Dubai WoodShow consisted of: (from left) Tom Rogers, Patrick Lumber Co., Portland, Ore.; Lance Merchant, Mauvila Timber LLC, Loxley, Ala.; Randy Barsalou, BCH Trading Co., Hot Springs, Ark.; Kristie McCurdy, Boise Cascade, Boise, Idaho; Charles Trevor, American Softwoods, London, England; Craig Larsen, Softwood Export Council, Portland, Ore.; Omar Shehzad Bhayani, Aveesa & Ezyan Ali Enterprises Inc., Plano, Texas; and Jonathan Whitehead, Cox Industries Inc., Orangeburg, S.C.

AHEC NEWS - Continued from page 13

advance the debate. The Lacey Act in the U.S., the EU Timber Regulation, the Gojo Wood Law in Japan, and the Australian Timber Regulation now assure architects, specifiers and manufacturers that the wood available in their markets comes from legal source. This allows them to turn their attention toward the actual environmental impacts of the different materials available to use. All of these systems rely on risk assessment as a tool— a pragmatic approach that helps to weed out the bad actors without adding undue costs to the responsible actors, through such things as mandatory certification. We need to judge sustainability by what is happening on the ground, not by what organizations get money in their pockets. So, while we may finally be heading in the right direction, all of us in the wood products industry still have lots of work ahead of us to move things along. Too often wood continues to be seen as the problem, when it should be viewed as the solution.

WHO'S WHO - Johnson - Continued from page 2

wood lumber.

A graduate of East Buchanan High School, located in Winthrop, lowa, she obtained a bachelor's degree in accounting from Kirkwood Community College. Johnson is a member of the Church of Christ United, Winthrop, lowa, a member of the East Buchanan Fine Arts and Athletic Department and also a member of the East Buchanan PTO. A member of the Wapsipinicon Snowmobile Association, she also served as past secretary of the association.

A member of the National Hardwood Lumber Association, Wieland & Sons Lumber is Forest Stewardship Council certified. The company has a dry kiln capacity of 500,000 board feet as well as a band mill with a 6-foot band resaw and three planers. Straight line ripping, Walnut steaming and container loading are value-added services offered by Wieland & Sons Lumber Co. In addition to their Winthrop location, they also have a sawmill in Muscoda, Wis.

Married to Rick, the couple has two children, Kira, 14 and Trey, 10. In her spare time Johnson enjoys boating, snowmobiling, golfing, bowling, attending her kids sporting events, helping her husband with field work and spending time at the family's cabin on the Mississippi River.

For more information visit <u>www.wlumber.com</u>. ■

WHO'S WHO - Bramlage - Continued from page 2

the board of the American Hardwood Export Council (AHEC).

Cole Hardwood Inc. manufactures kiln-dried hardwood lumber domestic to Indiana. Species offered include: Ash, Basswood, Beech, Birch, Cedar, Cherry, Elm, Hickory, Hard and Soft Maple, Genuine Mahogany, African Mahogany, Red and White Oak, Sassafras, Poplar, Walnut, and Hackberry. The company is a member of the NHLA, IHLA, Hardwood Manufacturers Association, Hardwood Distributor's Association, Appalachian Hardwood Manufacturers Inc., Kentucky Forest Industries Association and

the Lake States Lumber Association, as well as AHEC.

Bramlage and his wife of 34 years, Ardis, have two children. He enjoys spending time with his family, hunting, fishing and officiating high school football and basketball games. For more information visit www.colehardwood.com. ■

WHO'S WHO - Fritz - Continued from page 2

ucts industry for 13 years. He began his career as an office assistant, and has also worked as an order coordinator, as well as in distribution sales and purchasing. Fritz received a bachelor's degree in business administration from Gannon University in Erie, Pa. He graduated from Elk County Catholic High School, St. Mary's, Penn. Fritz is married to Jessica and they have a son, Ryan, and a daughter, Alicia. For more information visit www.fitzweller.com. \blacksquare

WHO'S WHO - Maury - Continued from page 2

grading. The recent installation of a gang-rip line now gives Hermitage the ability to offer ripped strips. The company has 4.5 million board feet capacity of sheds for airdrying lumber and currently has 5 million board feet of storage for kiln-dried lumber. Hermitage Hardwood carries Red and White Oak, Cherry, White Ash, Tulipwood, Hard and Soft Maple, Basswood and Hickory. The firm is a member of the National Hardwood Lumber Association, the American Hardwood Export Council and the Hardwood Manufacturers Association.

After graduating from White Station High School in Memphis, Maury received his Bachelor of Arts degree in mass communications from The University of Mississippi, Oxford, Miss. Two years later, he graduated in the 69th class of the NHLA Inspection School in Memphis. In 1980 Maury graduated from the Goethe Institüt language school in Rodolfzell, Germany.

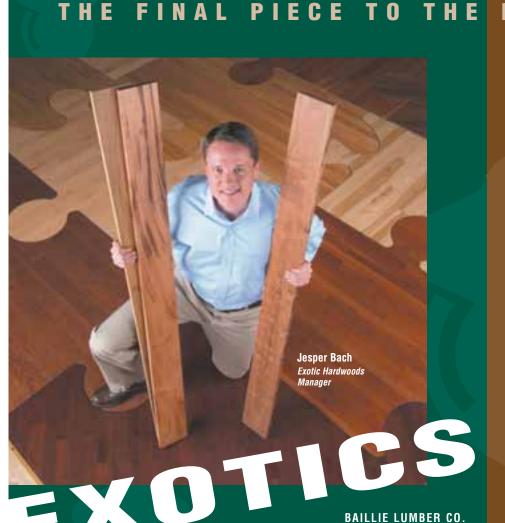
In his spare time, Maury enjoys woodworking, sailing, kayaking and canoeing. For more information visit www.hermitagehardwood.com. ■

SQUIRES - Continued from page 3

growing their people, and encourage dissenting views.

How an industry responds to a sudden change in market conditions or the regulatory landscape can also be effected by its mindset. Often when a major shift occurs (like the dramatic and painful shutdown of credit during the great recession) some companies are slow to react and continue to attempt to do business the same way – failing in the process. In contrast, more responsive companies quickly take advantage of the situation to innovate and encourage staff to try new ideas, fail at them (learning in the process) and then try something new yet again. Innovation can be born out of the constraints of a recession or a new regulatory framework or tough market conditions. But innovation can't occur if there is too much fear of failure. It is a difficult balance.

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Marc Kendrew and Daniel Martin, Maine Traditions Hardwood Flooring, Solon, Maine



Brian Greenwell, Mullican Flooring, Johnson City, Tenn.; Tom Inman, Appalachian Hardwood Manufacturers Inc., High Point, N.C.; and Paul Miller Jr., Import/Export Wood Purchasing News, Memphis, Tenn.

NWFA Photos - Continued from page 8

Mariusz Podpora, Acadian Flooring Center Ltd., Toronto, Ont.; and Jesse Joyce, Bill Joyce, Rick Bright and Eric Lacey, Middle Tennessee Lumber Co., Burns, Tenn.



Tom Supplee, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.; and Herman Sanchez, Pennsylvania Lumbermens Mutual Insurance Co., San Antonio, Texas

MESSAUR WALLAST LIS

Steve Arnold and Jason Boman, Missouri Walnut LLC, Neosho, Mo.



Archie Rafter, Andersen Pacific Forest Products Ltd., Maple Ridge, B.C.; Dean Gardofano, Westshore Specialties Ltd., Delta, B.C.; and Robert Sandve, Haida Forest Products Ltd., Burnaby, B.C.

NAWLA VANCOUVER Photos - Continued from page 6



Paul Harder, Dakeryn Industries Ltd., North Vancouver, B.C.; and Ernie Harder, retired, Col-Pac Lumber, Vancouver, B.C.



Scott Boats and Dick Jones The Teal-Jones Group Surrey B.C.



Les Timar, Woodtone, Chilliwack, B.C.; Janine Luce, Andersen Pacific Forest Products Ltd., Maple Ridge, B.C.; and John Gillis, Taiga Building Products Ltd., Burnaby, B.C.

WHA Photos - Continued from page 9



Tricia Kilrain, Pennsylvania Lumbermens Mutual Insurance Co., Colorado Springs, Colo.; and Ken Dunham, West Coast Lumber & Building Material Association, Folsom, Calif.



Michael Snow, AHEC, Reston, Va.; and Dana Spessert, National Hardwood Lumber Association (NHLA), Memphis, Tenn.



Rodney Wagner and Bill Long, Trillium Pacific Millwork Inc., Wilsonville, Ore.; and Quin Mainville, USNR, Eugene, Ore.



Michael Goldston and Bill Hendrix, Brewco Inc., Central City, Ky.



Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.; Cami Waner, The Collins Companies, Portland, Ore.; and Don Rice, GreenWood Tree Farm Fund, Boardman, Ore.



Cao Minh Thuy Trang, Handicraft and Wood Industry Association, Saigon, Vietnam; John Chan, AHEC, Hong Kong; Wong Tsz Hin, Furniture Design Manufacturer, Singapore; Rita Mak, AHEC, Hong Kong; YiChong Yang, 365f.com, Beijing, China; and Jiang Zheng, China Wood Industry Journal, Beijing, China



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Nils Dickmann, Bridgewell Resources LLC, Portland, Ore.; Doug Martin, Pollmeier Inc., Portland, Ore.; and Whitney LaRuffa, American International Forest Products LLC, Portland, Ore.