



Record-Breaking Attendance At 2015 IWPA World of Wood Convention

Photos By Gary Miller

Las Vegas, Nevada- According to organizers, the International Wood Products Association (IWPA) closed a successful 59th World



Shawn Dougherty, Northwest Hardwoods Inc., Tacoma, WA; Don and Sherri MacMaster, Argo Fine Imports Inc., Metairie, LA; and Juhani Haikala, Plywood & Door Manufacturers Corp., Union, NJ

of Wood Convention, held here at the Cosmopolitan of Las Vegas, with the passing of the gavel from Immediate Past President Chris Connelly, of Wood Brokerage International, to Incoming President Craig Forester, of Rex Lumber Company.

The IWPA Convention also hosted the election of new Board Members Hugh Reitz, of UCS Forest Group, and Lenny Shibley, of Northwest Hard-



Christian Mengel, VM International LLC, Greensboro, NC; Jesper Bach, Baillie Lumber Co., Hamburg, NY; and Peter Baek, A/S Global Timber, Højebjerg, Denmark

Additional photos on pages 8, 10 & 12

Continued on page 11

American Lumber Represents Largest Presence At Interzum Guangzhou

By Michael Buckley

China-The largest of Asia's most comprehensive furniture production and woodworking machinery trade fairs - Interzum in Guangzhou, China - sprawled across



Dean Alanko, Allegheny Wood Products, Petersburg, WV; and Patrick Hennebicque, Bradford Forest Inc., Bradford, PA

16 halls of the Pazhou Complex venue recently with 1,269 exhibitors from 35 countries and regions. International participation at this year's fair included national pavilions from Germany, Italy, Spain, Chile, Turkey and the American Hardwood Export Council, as well as Canada

Wood.

The 26 exporting members of the American Hardwood Export Council (AHEC), and its own generic promotion booth



Brady Francois, Snowbelt Hardwoods, Hurley, WI; Troy Jamieson, Somerset Wood Products, Burnside, KY; Larry Krueger, Krueger Lumber Co. Inc., Valders, WI; and Tim Kassis, Kretz Lumber Co. Inc., Antigo, WI

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AHEC Formally Launches New Promotion In Singapore

By Michael Buckley

Singapore- Recently, the American Hardwood Export Council (AHEC) was an influential player at the International Furniture Fair Singapore Pte. Ltd. (IFFS), held here at the Singapore Expo Convention and Exhibition Center. The show represents large numbers of Singapore manufacturers and also includes many non-Singaporean companies.

AHEC launched and exhibited its new Asian promotion campaign "Designed in Asia and made in Asia with American hardwood," which had previously been



Pictured are Indonesian designer Joshua Simundjuntak and John Chan, AHEC SE Asia regional director at IFFS.

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Who's Who in Import/Exports

Keenan Eberhard is a sales executive for **Hardwoods Import Lumber Division**, located in Leland, NC.

Hardwoods Import Lumber Division markets FAS quality tropical imports from Afrormosia to Zebrawood, specializing in FSC African Mahogany, FSC Sapele and FSC Sipo.

The company offers prompt and reliable delivery services as well as handling the just-in-time needs of their customers. Products are imported directly by container to all U.S. ports.

Eberhard graduated from Highland Springs High School, Richmond, VA, in 1996. He started his career in the import/export industry with Rex Lumber Company in 1997, where he worked as a warehouse production manager, and later as logistics manager and assistant operations manager.

Eberhard joined Hardwoods Import Lumber Division in January 2015 and works alongside Tom Herga, managing existing accounts, developing new

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KEENAN EBERHARD



WILLIAM FAIRCLOTH

William Faircloth is a sales and purchasing agent for **Thompson Appalachian Hardwoods Inc.**, located in Huntland, TN.

Thompson Appalachian Hardwoods is a manufacturer of KD 4/4 and 8/4 Red Oak, KD 5/4, 6/4 and 8/4 White Oak, KD 4/4 and 6/4 Poplar, KD 6/4 and 8/4 Ash, KD 4/4 Cherry, and Green 4/4, 6/4 and 8/4 Walnut. The company also offers S2S surfacing and Red and White Oak, Ash, Walnut, Cherry and Hickory veneer logs. Lumber is offered to international markets.

Added-value services include a company flatbed fleet and logistic services, custom sawing with the capacity to cut 4/4 to 16/4 in all species, Rift and Quartered sawing and custom sorting for width and length, as well as mixed loads.

Faircloth graduated from Stratford Academy, Macon, GA, in 2009 and Georgia Southern University, Statesboro, GA, in 2013, where he obtained a

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Jean Knittel is export sales manager for **Goodfellow Inc.**, located in Delson, QC.

Goodfellow Inc. is an exporter of all species of hardwood and softwood, including exotic hardwoods. This list includes hardwoods of all thicknesses as well as Eastern and Western Hemlock, Douglas Fir, Eastern and Western Red Cedar, and Eastern White Pine (KD, all thicknesses and grades). The company also offers panels, decking, siding, flooring and other wood-based products.

Goodfellow has the ability to produce mixed loads of all hardwoods and softwoods.

A fully-staffed logistics department closely follows all overseas shipments and provides documents promptly.

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JEAN KNITTEL



SCOTT LILLEY

Scott Lilley handles export and domestic sales for **Granite Valley Forest Products Inc.**, located in New London, WI.

Granite Valley is a hardwood concentration yard, which has been in operation since 2001. The company also operates a sawmill in Richland Center, WI. Offering hardwoods from the Lake States and Appalachian regions, Granite Valley has an average kiln-dried inventory on hand of approximately 10 million board feet. The company offers Rough or S2S lumber, as well as straight line ripping and ripped to width products.

Lilley has been in the forest products industry since 1981. He is a graduate of Lane Community College and the University of Oregon, both located in Eugene, OR. In his current position he oversees sales across the U.S., as well as across the world.

A past recipient of the Western Hardwood Association's "Man of the Year" award, Lilley also served for 11 years as trustee on the association's board of directors.

Granite Valley Forest Products is a member of the National Hardwood

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Environmental Benefits of U.S. Hardwood Flooring to be Featured in the USA Pavilion at this Summer's World's Fair—the Milan Expo 2015

AHEC and the U.S. hardwood industry have combined to supply a solid White Oak floor for the second level of the USA pavilion at this summer's World's Fair—Milan Expo in Italy, which runs through Oct. 31. The flooring has been specially produced to blend seamlessly with the flooring on the first level, which was manufactured using reclaimed wood salvaged from the Coney Island Boardwalk after Hurricane Sandy. "Sustainability" is the main theme of the U.S. pavilion, and the widespread press coverage and global reach of the Expo will give AHEC the opportunity to use data derived from our Life Cycle research to spread the word about the environmental benefits of U.S. hardwoods, and that wood does not need to be "reclaimed" to be environmentally friendly.

Below is an excerpt from the AHEC press materials that will be distributed globally, as well as in the pavilion itself:

Count to 25 slowly and that's the number of seconds it takes for the forest to replace the American White Oak logs used for the stunning 500m2 of solid decking on the upper floor of USA pavilion and the Milan Expo 2015. How is this possible? Natural regeneration of hardwoods, such as

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Washington Scene

Northern Long-Eared Bat Habitat Update

The U.S. Fish and Wildlife Service recently announced it is protecting the Northern Long-Eared bat as a threatened species under the Endangered Species Act (ESA), primarily due to the threat posed by white-nose syndrome, a fungal disease that has devastated many bat populations.

At the same time, the Service issued an interim special rule that eliminates unnecessary regulatory requirements for landowners, land managers, government agencies and others in the range of the Northern Long-Eared bat. The public is invited to comment on this interim rule as the Service considers whether modifications or exemptions for additional categories of activities should be included in a final 4 (d) rule that will be finalized by the end of the calendar year. The Service is accepting public comments on the proposed rule until July 1, 2015, and may make revisions based on additional information it receives.

"Bats are a critical component of our nation's ecology and economy, maintaining a fragile insect predator-prey balance, we lose them at our

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Resolution On New EU Forest Strategy Adopted in European Parliament

As reported by Fordaq, The Timber Network, the new EU forest strategy must focus on managing forests sustainably, promoting efficient use of the raw materials that they produce, and boosting the competitiveness of forest-related industry so as to create jobs, said a non-legislative resolution voted by the European Parliament last week.

"The new EU forest strategy is a much-needed response to growing demands on forests and significant societal and political changes that have affected them over the last 15 years. Forestry has a huge potential to create jobs and spur growth. The new strategy must, therefore, promote sustainable use of timber and other forest materials without adding red tape for forest owners and the sector," said rapporteur on Parliament's reply to the new EU forest strategy Elisabeth Köstinger (EPP, AT).

The EU needs a new comprehensive strategy to tackle cross-border challenges such as forest fires, climate change, natural disasters or invasive alien species, but also to strengthen forest-based industries and improve efficient use of raw materials, such as timber, cork or textile fibers. This would boost the competitiveness of the EU's forestry, improve its self-sufficiency in wood, cut its trade deficit and boost employment in the

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Lacey Compliance Returns to the Fore

For most Americans the Lacey Act has not been a topic of conversation since the federal government's raids of Gibson Guitar's Tennessee headquarters. Unfortunately recent developments with respect to allegations of Lacey Act violations by Lumber Liquidators have made it a topic not only for our own industry but for national news outlets as well. Ever since the Lacey Act Amendments of 2008 were debated in Congress and signed into law, there has been a thirst for guidance about how those that import plant products into the United States can fulfill their compliance obligations. We at the International Wood Products



Association have been active in working with staff from the Lacey Act Office of the U.S. Department of Agriculture's Animal and Plant Health Inspection Service to provide as much information to our members as possible about steps they must take to comply.

Unfortunately, the way the Act was worded means that there is considerable legal uncertainty for importers working in good faith to comply. Importers can ask themselves, "was this shipment of lumber or panels sourced in accordance with all foreign laws as required by the Act?" Any lawyer would tell you that is nearly impossible to know when well-meaning individuals can barely fathom the complexity of our own legal system, let alone a completely foreign system that happens to be written in an entirely foreign language that in many cases rely upon different legal customs.

By Cindy Squires
Executive Director
International Wood Products Association
www.iwpawood.org



To address these challenges IWPA has taken a full spectrum approach. We continue to urge Congress to make a few reasonable changes to ease compliance

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ROBINSON LUMBER Introduces Its 5th Generation

By Wayne Miller

New Orleans, Louisiana—Family-owned and operated Robinson Lumber Company Inc., headquartered here, offers American hardwoods and softwoods, Central and South American hardwoods, Asian hardwoods

With over 80 employees domestically and internationally, Robinson Lumber has locations in New Albany, IN, Mobile, AL, Santa Barbara, CA, North Brazil, South Brazil and Europe. “Almost everything we do is im-



Robinson Lumber's owner Toto Robinson (middle) and his two sons Wesley Robinson (left) and Garner Robinson (right).

“One of our main strengths is our balance in different markets with different sources. If one part of the world is not economically functioning well, another part of the world will be, and that’s been the key to our long-term survival and our future prosperity.”
—Toto Robinson, Robinson Lumber Co. Inc.

and solid hard-wood flooring manufactured to set specifications. The company’s products are available in volume from their inventories in the United States and also for direct shipment to customers overseas.

Robinson Lumber Company was originally established in Meridian, MS, by Charles Wesley Robinson, and moved its headquarters to New Or-



Pierre Massenett, Maria Dantin, Vince Parry, Miro Roma, and Ravi Sarojanam



Melissa Stein and Danielle Mathis

leans in 1893. Fourth generation Toto Robinson said, “I think our identity as a company has a lot to do with being a family operation. My son, Garner, is the fifth generation working here now. We’ve just recently brought on my youngest son, Wes, as well as my cousin Court, who are also members of the fifth generation. We also have a lot of people who don’t have the Robinson

last name that have joined our family business. This year alone we have four employees celebrating their 35th anniversary with the company.”



(Seated) Wesley Robinson, Dan Lennon, (standing left to right) Laura Miller, Sam Robinson, Joe Buckhaults, Steve Stoufflet, Sasha Munchak, and Jackie Monteljh



Shannon Forrest, Marta Jimenez, Elizabeth Young, Garner Robinson, (back) Robert Peterson and Adam Hawf

port or export,” Garner Robinson said. “At our core, everything we do is leaving one country and going to another. Sometimes the product is coming to the United States from overseas, sometimes it’s coming from the United States going overseas, sometimes it’s going from one country to another country without ever touching the States.”

Toto added, “One of our main strengths is our balance in different markets with different sources. If one part of the world is not economically functioning well, another part of the world will be, and that’s



Bev Oliveri, Randy Ortega and Angelia Garcia

Denise Dalferes, Toto Robinson and Alexandra Ivashchenko



Continued on page 16

Three Decades Of Importing Success At Julian & Sons Fine Woodworking

By Bridget McCrea



A vanity manufactured from Birdseye Maple with Wenge highlights by Julian & Sons Fine Woodworking, located in Heber Springs, AR.



To make its products, Julian & Sons purchases over 100,000 board feet of African Mahogany, Afrormosia, Ambrosia Maple, Avodire, Bubinga, European Beech, Wenge, Sapele, Rustic European Beech, Paduak and other exotic species annually.

Heber Springs, Arkansas—When Tom Julian thinks about the many unique projects that his family-run business has been involved with over the years, it's hard to pinpoint just one that stands out from the

“We design and build complete environments – from the custom furniture grade cabinetry to the finished architectural milling and woodwork.”

—Tom Julian, Julian & Sons Fine Woodworking

rest. He does, however, proudly remember the time Julian & Sons Fine Woodworking was called upon to build a beautiful and unique kitchen for a \$3 million condominium in Wailea, Maui.

“We went in and removed an existing Koa kitchen and replaced it with one made of Bolivian Rosewood,” recalled Julian, president and sales manager. “Then, we used African Bubinga and Wenge to remodel the bedroom, bathroom, and entryway. The end result was pretty spectacular.”

To make its products, Julian & Sons purchases over 100,000 board feet of African Mahogany, Afrormosia, Ambrosia Maple, Avodire, European Beech, Bubinga, Wenge, Sapele, Rustic European Beech, Paduak and other exotic species annually.

The Julian family is no stranger to spectacular projects. Since 1885, the firm has been specializing in fine custom woodworking for a variety of national and international clientele. Nestled in the foothills of the Ozark Mountains in North

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Additional photos on pages 17 & 20



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PJ LUMBER CO. Evolves With Customer Base

By Paul Miller Jr.

Prichard, Alabama—PJ Lumber Company, based here, is a manufacturer and exporter of American hardwood lumber and related wood products, specializing in Red and White Oak and Ash. The company

date them. For example, we now are operating six multiple ripsaws, producing various sizes of ripped strips that meet these needs.” PJ Lumber’s products are shipped throughout Northern Europe, the



The outside of the company’s facility is pictured here with loaded containers on the yard.

continues to innovate and update equipment and services to provide quality products to customers worldwide.

“While we are interested in developing business in all areas, including the U.S., our species mix and many of our specialty products are best suited for markets outside the U.S. While we offer a lot of traditional random width and length material, we’re almost two different companies inside one building,”
Joe Kelly, PJ Lumber Co.

material, we’re almost two different companies inside one building,” Joe Kelly explained. “We have traditional lumber production on one side and then we do a lot of specialty products, like fixed width and ripped-to-width



Ripped or fixed-width strips coming off the chain are pictured here.

strips and planks, particularly in White Oak, ranging from 3” up to 12” in both FAS and Premium Character qualities. Additionally, we also develop wide specifications of 10-inch and wider, in White Oak 4/4 through 8/4, FAS quality. Further, we have an increasing number of customers to whom we supply specified lengths in both ripped-to-width and random

This is a bundle of 4/4 x 4-inch ripped FAS White Ash ready for export at PJ Lumber.



Owned by Joe Kelly, Jeff Kelly and Jonathan Kelly, the firm was established in 1977 to supply quality American hardwood to various export markets around the world. “While we are interested in developing business in all areas, including the U.S., our species mix and many of our specialty products are best suited for markets outside the U.S.

While we offer a lot of traditional random width and length material on the other side.” Kelly also said what originally started out as specialty products for specific customers, ended up somewhat becoming PJ Lumber’s niche.

Regarding the type of “niche” products offered, he explained, “We produce a range of ripped-to-width width stock.”

PJ Lumber has evolved and upgraded processing equipment and specifications in response to the ever-changing markets of their customers and the lumber products industry. As Kelly pointed out, most, if not all, of the specialty products the firm now produces began as a response to a specific need a customer had. “As their needs have changed, we have tried to modify our operations to accommo-

United Kingdom, Scandinavia, the Mediterranean areas of Spain, Italy and Portugal, Australia, New Zealand and South Africa, as well as the Far Eastern markets of China, Vietnam, Malaysia, Indonesia, Korea and Japan. The company’s current marketing mix averages about 75-80 percent into various export markets and about 20 percent to domestic clients.

PJ Lumber employs approximately 99 workers, 11 of which are qualified



PJ Lumber Company’s ripped 4/4 FAS White Ash that has just come off the chain is pictured here.

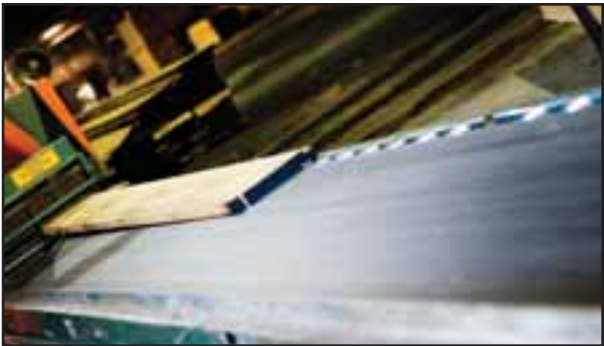


A load of 4/4 KD Walnut with the PJ Lumber logo ready for prompt export shipment is pictured.

ladies work for us over the years and we certainly could not have grown without their contribution. Finally, we have been fortunate to have a number of long-term supplying mills that have worked with us over the years as our business has developed. These three components are critical factors in our business.”

When asked about the future, Kelly said, “We have seen a tremendous amount of change over the past six years, both on the supply side here as well as changes within our customer base. Everyone is working hard to survive under the current worldwide economic conditions, but we are

PJ Lumber’s Mereen-Johnson ripsaw is utilized for custom ripping. confident that we will prevail. We are very fortunate to have several young men in key positions here that represent the next generation for PJ. Jeff and Jon began working here during their high school years and have been here



Additional photo on page 24

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NHLA Welcomes Members At IWPA Event

Photos By Gary Miller



Warren Spitz, UCS Forest Group, Mississauga, ON; Mark Fiquett, Robert Weed Plywood Corp., Bristol, IN; Graziano Pasqualetto, Romea Legnami S.p.A., Gambarare di Mira, Venice, Italy; and Juhani Haikala, Plywood & Door Manufacturers Corp., Union, NJ



Alvaro Orozco, U-C Coatings, Buffalo, NY; Loretta Cheung, World Resources Institute, Washington, DC; Jose Luis Canchaya, Maderacre SAC, Lima, Peru; and Cindy Newman, Newman Lumber Co., Gulfport, MS



John Halkett, Australian Timber Importers Federation, Sydney, Australia; Rachel Butler, Global Timber Forum, London, UK; Andre de Boer, European Timber Trade Federation, Almere, Netherlands; Brett Ellis, Sabra International, Miami Beach, FL; and Tom Herga, Hardwoods Import Lumber Division, Leland, NC



Norman Murray, NickelCityCowboy LLC, East Amherst, NY; Cindy Squires, International Wood Products Assoc., Alexandria, VA; Jason Loveland, Rukert Terminals Corp., Baltimore, MD; and Zhanna Shnipke, Atlantic RO-RO Carriers Inc., Hoboken, NJ



John Forbes, National Wood Flooring Assoc., Chesterfield, MO; Fabiola Camilotti, Wood Colours, Curitiba, Brazil; Lan McIlvain and Jordan McIlvain, Alan McIlvain Co., Marcus Hook, PA; and Zahid Abbas, WoodBois International, Copenhagen, Denmark



Mark Barford and John Hester, National Hardwood Lumber Assoc., Memphis, TN; Pem Jenkins, Oceana Hardwoods LLC, Elizabethtown, NC; and Russell Forester and Craig Forester, Rex Lumber Co., Acton, MA

Las Vegas, Nevada—Members of the National Hardwood Lumber Association (NHLA), headquartered in Memphis, TN, were hosted at an invitation-only reception during the Inter-

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Lenny and Beth Shibley, Northwest Hardwoods Inc., Currie, NC; and Wendell Oliveira, Legno Co., Curitiba, Brazil



Gary Miller, Import/Export Wood Purchasing News, Memphis, TN; Gabriela Almeida, Global Forest Lumber Co., Curitiba, Brazil; and Kris Kanagenthiran, Goodfellow Inc., Campbellville, ON



Gavin Rostron, Wood United Pte. Ltd., Singapore; Tim Wooley, Pollmeier Value-Added German Beech, Warren, AR; and Timothy Paul, Wood United Pte. Ltd.

Rod McGuyton, Timber Resource Management, Panama City, Panama; and Debbie and Joe Buckhaults, Robinson Lumber Co. Inc., New Orleans, LA



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Chuck Degenaar, Hardwoods Specialty Products, Arlington, TX; and Tom Herga, Hardwoods Import Lumber Division, Leland, NC



Cindy Newman, Newman Lumber Co., Gulfport, MS; and Chris and Sheila Connelly, Wood Brokerage International, Lake Oswego, OR



Tarik Hodzic, Exott, Brussels, Belgium; and Christopher Strang, Downes & Reader Hardwood Co. Inc., Stoughton, MA



Jordan McIlvain and Lan McIlvain, Alan McIlvain Co., Marcus Hook, PA



Charlie Craig, AHC Craig Imports, Huntersville, NC; Beth Shibley, Northwest Hardwoods Inc., Currie, NC; and Michael Van den Bosch, Maersk Line, Antwerp, Belgium



Sergey Lebedev, Nelidovsky Plywood Mills, Nelidovo Tver, Russia; and Jose Luis Canchaya, Maderacre SAC, Lima, Peru



George Swaner, Swaner Hardwood Co. Inc., Burbank, CA; Graziano Pasqualetto, Romea Legnami S.p.A., Gambarare di Mira, Venice, Italy; Gary Swaner, Swaner Hardwood Co. Inc.; and Michael Shapiro, Weston Premium Woods Inc., Brampton, ON



Lenny Shibley, Northwest Hardwoods Inc., Currie, NC; and Andre Franco, Five Trading-South American Hardwoods, Belem, Para, Brazil



Joe and Debbie Buckhaults, Robinson Lumber Co. Inc., New Orleans, LA; and Alan Futscher, CDC Distributors Inc., Cincinnati, OH



Nick Pronesti and Gregory Robinson, OHC Inc., Mobile, AL; Andre Franco, Five Trading-South American Hardwoods, Belem, Para, Brazil; and Kris Kanagenthiran, Goodfellow Inc., Campbellville, ON



Robert, Ryan, Rebecca, and Kenny MacMaster, Argo Fine Imports Inc., New Orleans, LA



Danny Foster, Ihlo Sales & Import Co., Center, TX; and Jim Canter, Northwest Hardwoods Inc., Erie, PA



Alvaro Orozco, U-C Coatings, Buffalo, NY; Andy Nuffer, Thompson Mahogany Co., Philadelphia, PA; Gabriela Almeida, Global Forest Lumber Co., Curitiba, Brazil; and Wendell Oliveira, Legno Co., Curitiba, Brazil



Tim Wooley, Pollmeier Value Added Beech, Warren, AR; Troy Halo, Pittsburgh Forest Products Co., McMurray, PA; and Sergei Kotov, SGK Nordic, SIA, Riga, Latvia



Norm Murray, NickelCityCowboy LLC, East Amherst, NY; Arifin Lambaga and Budi Tjahyono, MUTU Certification International, Depok, West Java, Indonesia; and John Hester, National Hardwood Lumber Association, Memphis, TN



Kim Koteff, Let's Meet, Huntingtown, MD; Gary Miller, Import/Export Wood Purchasing News, Memphis, TN; and Felicia Johnson, IWPA, Alexandria, VA



Kathleen Haines, Frans Zwanenburg and Reza Tehrani, Pacorini Metals USA, Baltimore, MD



Victor Bobrov and Tatiana Medvedeva, Syktyvkar Plywood Mill, Syktyvkar Komi Republic, Russia; Stuart McDiarmid, Elof Hansson USA Inc., Greensboro, NC; and Zhanna Shnipke, Atlantic Ro-Ro Carriers Inc., Hoboken, NJ

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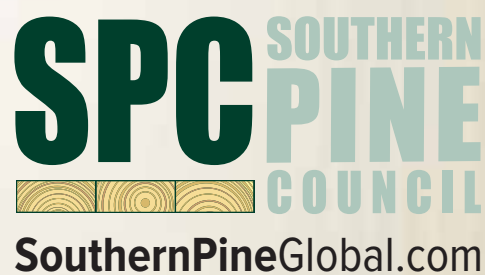
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Joseph Hosinski, David Weed and Mark Fiquett, Robert Weed Plywood Corp., Bristol, IN



Roberto Melgar, Peruvian Amazon Line, Lima, Peru; Kenny MacMaster, Argo Fine Imports Inc., Metairie, LA; and William J. Burns, Coastal Cargo Co., Houston, TX



Amy Smith, World Wildlife Fund, Washington, DC; Gilbert Burgman, Wijma Trading, Kampen, Netherlands; and Cindy Squires, IWPA, Executive Director, Alexandria, VA



Art Pond and Elisa Engel, Evergreen Hardwoods Inc., Mercer Island, WA; and Bobby Abeleda, PT. Kayu Lapis Indonesia, Apex, NC



Chris Connolly, Wood Brokerage International, Lake Oswego, OR; Dani Sjahalam, Lynn-Nusantara Marketing Co. Inc., Henderson, NV; Chris Chalkley, USPLY Trading Co. LLC, Medley, FL; and Arifin Lambaga, MUTU Certification International, Depok, West Java, Indonesia



Dong Yongsheng and Frank Wang, Jiangsu High Hope Arser Co. Ltd., Nanjing City, China; Curtis Kimble, Innovation Forest Products, Houston, TX; and Azelechen Chen, Jiangsu High Hope Arser Co. Ltd.



Beth Shibley, Northwest Hardwoods Inc., Currie, NC; Thuy Murray, NickelCityCowboy LLC, East Amherst, NY; Fabienne Poot, Blue Roots Timber, Kuala Lumpur, Malaysia; and JoAnn Forester, Rex Lumber Co., Acton, MA



Cory Antosh, Hardwoods Specialty Products, Langley, BC; JoAnn Gillebaard, Holland Southwest International, Houston, TX; and Linda Davis-Wallen, C.F. Martin & Co., Nazareth, PA



Joe Hosinski, Robert Weed Plywood Corp., Bristol, TN; Kur Antono, International Wood Products Inc., Apex, NC; Bobby Abeleda, PT. Kayu Lapis Indonesia, Apex, NC; David Weed, Robert Weed Plywood Corp.; Sherri and Don MacMaster, Argo Fine Imports Inc., New Orleans, LA; Mark Fiquett, Robert Weed Plywood Corp.; and Robert MacMaster, Argo Fine Imports Inc.



Paul Gosnell, Patriot Timber Products Inc., Greensboro, NC; Fabienne Poot, Blue Roots, Kuala Lumpur, Malaysia; and Gilbert Burgman, Wijma Trading, Kampen, Overijssel, Netherlands



John Lynn, Ron Liberatori and Curtis Lynn, RPL International, Henderson, NV; and Derek Rushton, RPL International, Salem, MA



Doug Rogers and Steve Bouwman, Canusa Wood Products Ltd., Vancouver, BC; Pat Bennett, American Pacific Plywood Inc., Solvang, CA; and John Andl, TradeLeaf LLC, New York, NY



Marc-Andre Gaboury, Boa-Franc, St. Georges, QC; Maider Mace and Luc Auguin, Rougier Afrique International, Paris, France; and Thomas Slottved, MBS Trading, Geneva, Switzerland



Tim Karsten, F.W. Barth Co., GmbH, Hamburg, Germany; and Craig and Beau McIntosh, Great Atlantic International Inc., Greensboro, NC



Isaac Linhares, Ipex com de madeiras Ltda, Belem, Brazil; Brian Lotz and Gregg Mathews, Timber Holdings USA, Bedford, NH; and Marco Poot, Blue Roots Sdn BHD, Kuala Lumpur, Malaysia



Wendell Oliveira, Legno Co., Curitiba, Brazil; Gabriela Almeida, Global Forest Lumber Co., Curitiba, Brazil; and Rick McKinney, East Teak Fine Hardwoods, Sultan, WA



Craig Forester and Russell Forester, and Liz Tretiak and Nate Tretiak, Rex Lumber Co., Acton, MA

Additional photos on page 12

perienced a 26 percent growth in attendance over last year’s convention, with attendees representing every segment of the global market for wood products, as well as several trade facilitators and service providers, non-governmental organizations, and government partners.

“I look forward to an active year as the new IWPA president,” said IWPA President Craig Forester. “Our industry faces many challenges and opportunities in the growing global trade market and my focus will be on growing our membership to meet them head on. I also look forward to developing and implementing our Due Care training program in conjunction with the World Resources Institute to help ensure our members have access to the most up-to-date resources for Lacey Act compliance.”

World of Wood 2015 hosted numerous presentations, including: innovative sales strategies from keynote speaker Don Cooper, who markets himself as The Sales Heretic; critical market updates from Scott Clemons, the Chief Investment Officer of Brown Brothers Harriman & Co., New York, NY; and John Min, the Chief Economist of World First Currency, which operates offices worldwide.

Attendees were also able to get the latest information about legality verification and sustainable sourcing from both industry associations and non-governmental organizations working on the ground in producing countries, as well as tips and trends from government partners at U.S. Customs and Border Protection, USDA-APHIS and the International Trade Administration. Another well-received panel at the convention was

a joint presentation by World Wildlife Fund and The Borneo Initiative on sustainable sourcing.

World of Wood 2015 also hosted a meeting of the Executive Committee of the Global Timber Forum (GTF), the new international timber sector networking and communications body that links timber trade federations, national and regional industry bodies in this dynamic sector of the economy. GTF members participated in panel discussions on global legality verification schemes and regional developments affecting global trade in wood products.

IWPA now begins planning World of Wood 2016, which will take place at the JW Marriott Hotel in Austin, Texas, on April 6-8, 2016.

Established in 1956, the International Wood Products Association (www.IWPAwood.org) is the leading international trade association for the North American imported wood products industry, representing 220 companies and trade associations engaged in the import of hardwoods and softwoods from sustainably managed forests. Association members consist of three key groups involved in the import process: U.S. importers and consuming industries, off-shore manufacturers and the service providers that facilitate trade. ■

INTERZUM – Continued from page 1

alongside the National Hardwood Lumber Association (NHLA), comprised the largest group of wood suppliers in attendance.

Exporting members were Somerset Wood Products and Northland Corp. from Kentucky; PJ Lumber Co. from Alabama; American Lumber and Baillie Lumber Co. from New York; Bridgewell Resources

and Concannon Lumber from Oregon; Kamps Hardwoods from Michigan; Mayfield Lumber Co. and J.T. Shannon Lumber Co. from Tennessee; Sonoking Corp. and Northland Forest Products from New Hampshire; Boss Lumber from Missouri; Anderson-Tully Lumber Co. from Mississippi; Robinson Lumber Co. from Louisiana; Ron Jones Hardwood Sales Inc., Wheeland Lumber Co. Inc. and Bradford Forest Inc. from Pennsylvania; USA Hardwood LLC and Turman Wood from Virginia; Kretz Lumber Co. Inc., Snowbelt Hardwoods and MacDonald & Owen Lumber Co., all from Wisconsin; Northwest Hardwoods Inc. from Washington State; and WHG Investments from California.

Such a list of companies gives strength to the view that the USA has a vast, diverse and active offering of hardwoods from the forests of the Eastern United States and Pacific Northwest to China.

For Chinese buyers looking to source wood materials at Interzum, the offering overall from other countries was limited. As far as could be ascertained, there was no tropical wood directly on offer, although there was Red Grandis (Eucalyptus) from Urufor in subtropical Uruguay. Hardwoods from ProChile/Monte Alto in Chile, a group of Canadian producers and the American Softwoods group from the U.S. were also among the wood material exhibitors. There were three German wood suppliers, two within the large German pavilion, but no French wood suppliers participating. At both Interzum and at the Domotex flooring show in Shanghai a week earlier, there were reports that French sawmills are under pressure from Chinese log buyers, or their local agents, at the regular auctions in France, depriving French sawmills and pushing prices higher.

Continued on page 13

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IWPA Photos – Continued from page 10



Ken Peabody, Global Plywood & Lumber Inc., Poway, CA; Ernesto Ceballos Ramos, Cebra Forestal, Guadalajara, Mexico; and Sebastian Chaskielberg, Clarke Veneers & Plywood, Miami Beach, FL



Robbie Weich, Tradelink Wood Products Ltd., Greater London, UK; Elizabeth Baldwin, Metropolitan Hardwood Flooring USA, Kent, WA; and Paul Gates, Tradelink Wood Products Inc., Greensboro, NC



Juhani Haikala, Plywood & Door Manufacturers Corp., Union, NJ; and Marc Gaboury, Boa-Franc, St. Georges, QC



Patrick Gallagher and Jan Sprenger, Medallion Forest Products, Lake Oswego, OR



Buniadi Makmur, APKINDO-Indonesian Wood Panel Association, Apex, NC; and Elizabeth Baldwin, Metropolitan Hardwood Flooring USA, Kent, WA



Jack Mallough Sr., OHL International, Philadelphia, PA; Joe O'Donnell, IWPA, Alexandria, VA; Ke Dong, Responsible Asia Forestry and Trade, Wattana, Bangkok, Thailand; and Michael Schultz, Floor & Décor, Smyrna, GA



Dong Yongsheng and Frank Wang, Jiangsu High Hope Arser Co. Ltd., Nanjing City, China; and Liu Wanglin, China Jiangsu International, Nanjing, China



Zahid Abbas, WoodBois International, Copenhagen, Denmark; Rod McGuyton, Timber Resource Management, Panama City, Panama; Brian Ledgerwood, U.S. Dept. of Commerce, International Trade Administration, Washington, DC; and Bert Kattenbroek, CEI-Bois, Brussels, Belgium



Jianing Du and Daniel Du, Xuzhou Jiangheng & Jiangyang Wood Products Co., Pizhou, China

INTERZUM Photos – Continued from page 1



Robert Gilland, JoAnn Gillebaard and Roy Moorehead, Holland Southwest International, Houston, TX



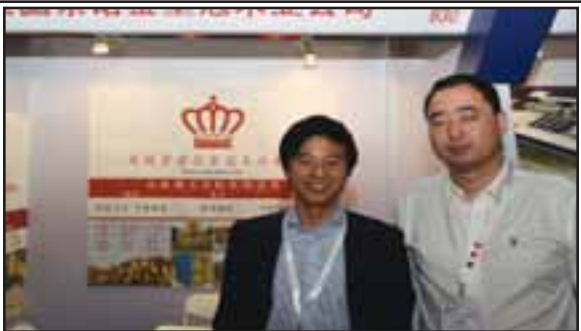
Min Chen, Global Timber Forum, Beijing, China; Shi Feng, China National Forestry Industry Association, Beijing, China; and Ke Dong, Responsible Asia Forestry & Trade, Bangkok, Thailand



Scott Seyler (Second from left), Northland Forest Products, Manassas, VA



Tom Inman, Appalachian Hardwood Manufacturers Inc., High Point, NC; Dave Hunter, Robinson Lumber Co. Inc., New Orleans, LA; Sharon Shek, AHEC Hong Kong; and Shannon Forest, Robinson Lumber Co. Inc.



Mick Chang and Weidong Liu, Sonoking Corp., Amherst, NH



Representatives of Anderson-Tully Lumber Co., headquartered in Vicksburg, MS, at work at Interzum Guangzhou.



Jon Kelly, PJ Lumber Co., Prichard, AL; Michael Snow, American Hardwood Export Council (AHEC), Reston, VA; Wan Ke, Guangzhou Interzum; and John Chan, AHEC, Hong Kong



Dana Spessert, Chief Inspector, National Hardwood Lumber Assoc. (NHLA), Memphis, TN; and Jonny Wang, NHLA, China



Xu Fang (far right), director, American Softwoods, Shanghai, with exhibitors at Interzum.

INTERZUM – Continued from page 11

At the end of the first day at Interzum, AHEC held a reception attended by AHEC exhibitors, customers, local industry associations, media from China and Southeast Asia and the NHLA team of three, led by Chief Inspector Dana Spessert. Six staff from AHEC in the U.S. and Hong Kong were in attendance, including AHEC Executive Director Michael Snow.

AHEC's Regional Director John Chan, together with Sharon Shek, Jean Lai and Rita Mak from their Hong Kong office, are now involved in the AHEC Southeast Asia and Greater China Convention, to be held June 25-26, in Nanning, Southwest China, where at least 30 AHEC members are expected to attend together with a delegation from the NHLA, just prior to Sylvawood (June 29-31).

For more information, visit online at www.americanhardwood.org.

AHEC – Continued from page 1

soft launched at furniPRO (wood industry show) in Singapore last November. The campaign's purpose, by showing a variety of well-designed and well-made furniture, is to recognize design talent in Asia, quality of manufacturing by Asian producers, and the possibilities with sustainable American hardwoods. American White Oak veneer was also supplied by AHEC for the backdrop of the official IFFS opening ceremony and seminar auditorium.

American hardwoods, notably White Oak and Black Walnut, were prevalent with many of the top Singapore manufacturers, such as KODA, Eurosa, Star Furniture and several others. What was new was the emergence of American Ash in many collections, not seen in recent years. It is interesting to note that globally American Ash represented the species with the greatest increase in recent export volume shipments of hardwood lumber – up 21 percent – after Walnut. Commenting at the show, John Chan, AHEC's regional director for Greater China and Southeast Asia, suggested that this is “a return to fashion of one of America's most characterful species.”

The footfall at IFFS on the opening day was brisk and, depending on which exhibitor was asked, most of those questioned were satisfied with the visitor attendance. Although it may have been down in number it was apparently high in value. For the international buyers the variety of products was comprehensive and the standards of furniture well up to Singapore's solid reputation in SE Asia. The show was international with 480 exhibitors from 39 countries around the world.

The official opening ceremony featured presentations from Ernie Koh, chairman of SFIC, who referred to Singapore's strategy of developing the future by focusing on the three I's – Improve, Innovate and Integrate. He is determined that the industry abandon OEM to become fully ODM and OBM, “so as to broaden our reach in the world and transform Singapore more and more into a furniture business hub,” and concluded by referring to the industry as “furniture family.”

Senior Minister of State for Trade & Industry, Lee Yi Shyan, talked about the need to stay competitive

amidst a changing economic landscape and the growth opportunities in urbanizing Asia. “Having an understanding of what export markets need is, therefore, critical to our ability to provide furnishing solutions to the end customers,” he said and pledged “ample government support,” including the setting up of a new furniture hub to include a training institute, design lab and showrooms in Singapore.

Co-located with The Décor Show and furniPRO Asia, the next IFFS show will take place from March 10-13, 2016, in Singapore EXPO. **For more information, visit online at www.iffs.com.**

WHO'S WHO – Eberhard – Continued from page 2

accounts, inspecting loads abroad and assisting with daily operations.

Hardwoods Import Lumber Division is a member of the Forest Stewardship Council, National Hardwood Lumber Association and the International Wood Products Association.

Eberhard has been married to Nichole for nine years and the couple has one son and one daughter. **For more information visit www.hardwoods-inc.com.**

WHO'S WHO – Faircloth – Continued from page 2

Bachelor of Business Administration degree in Logistics and Intermodal Transportation, and a Bachelor of Business Administration in Marketing

Continued on page 14



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WHO'S WHO - Faircloth - Continued from page 13

with a sales emphasis. In 2015 he graduated from the National Hardwood Lumber Association Inspector Training School in Memphis, TN.

Thompson Appalachian Hardwoods is a member of several industry associations, including the National Hardwood Lumber Association and Hardwood Manufacturers Association.

In his spare time Faircloth enjoys hunting, fly fishing, scuba diving and outdoor activities.

For more information visit www.thompsonappalachian.com. ■

WHO'S WHO - Knittel - Continued from page 2

Knittel graduated with a bachelor's degree from Lycée des Métiers du Bois, Mouchard, France. His first job in the forest products industry was helping with maintenance at his father's sawmill as a child in Alsace, France. His career in the import/export lumber business started 17 years ago, and he has held his current position as export sales manager for nine of his 13 years at Goodfellow Inc.

Goodfellow Inc. is a member of the North American Wholesale Lumber Association, National Hardwood Lumber Association and the Forest Stewardship Council.

In his spare time Knittel enjoys woodworking and the outdoors. He has been married to Regine for 10 years and the couple has one son. **For more information visit www.goodfellowinc.com.** ■

WHO'S WHO - Lilley - Continued from page 2

Lumber Association, Indiana Hardwood Lumbermen's Association and the Lakes States Lumber Association.

In his spare time Lilley enjoys water sports, outdoor activities, spending time with his daughter, son and friends. **For more information visit www.granitevalley.com.** ■

AHEC NEWS - Continued from page 2

White Oak, is so prolific in American forests that growth far exceeds harvest year-on-year. In the last 50 years the volume of standing trees has more than doubled. This astonishing growth is also a reflection of generations of very effective forest management and stewardship. But sustainability is not just about growing more trees; it is also about ensuring we use this wonderful material nature has provided, responsibly and with minimum impact on the environment. So how can it be right to transport materials halfway round the world when everyone is so concerned about climate change and carbon emissions?

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use, which could be up to 50 years. At the end of life, the decking can be recycled, or burnt as a renewable fuel generating 40,000 KWh of energy. Move over concrete and steel this is the age of timber! ■

WASHINGTON SCENE -

Continued from page 2

peril," said Service Director Dan Ashe. "Without bats, insect populations can rise dramatically, with the potential for devastating losses for our crop farmers and foresters. The alternative to bats is greater pesticide use, which brings with it another set of ecological concerns."

Comments may be submitted on the interim 4 (d) rule until July 1, 2015 at www.regulations.gov or by mail to Public Comments Processing, Attn: FWS-R5-ES-2011-0024, Division of Policy, Performance, and Management Programs, U.S. Fish and Wildlife Service, 5275 Leesburg Pike, Falls Church, VA, 22041-3803.

Duane Vaagen Testifies Before Senate Committee

American Forest Resource Council (AFRC) and Vaagen Bros. Lumber President Duane Vaagen testified before the Senate Energy and Natural Resources Committee during a hearing entitled, "Improving Forest Health & Socioeconomic Opportunities on the Nation's Forest System." The Committee's Chairman is Senator Lisa Murkowski (R-AK) and Senator Maria Cantwell (D-WA) serves as the Ranking Member.

Vaagen Bros. Lumber operates sawmills in Colville and Usk, WA, and has heavily invested in collaboration through the Northeast Washington Forestry Coalition.

Continued on page 15

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While collaboration has been extremely effective in eliminating appeals and litigation on the Colville National Forest, treatment and the desires of the Coalition, Vaagen Bros. Lumber and other local sawmills have suffered a shortage of raw materials that has become all-too-common within the federal forest management system, according to AFRC.

Vaagen spoke about how forest health continues to decline in eastern Washington, including insect and disease outbreaks and fuel buildups, which helped trigger the Carlton Complex wildfire that burned over 250,000 acres last year in north central Washington. Vaagen stressed that not only are the forests and industry suffering, rural communities that once counted on forestry related jobs are hurting, and unemployment is 2.5 times higher in these communities than in the Seattle area.

Vaagen then outlined the need for more management on our national forestlands nationwide by pointing out that the Forest Service has identified 60-80 million acres as being overstocked and at particular risk from lack of sound management. At the same time the Forest Service is only mechanically treating 250,000 acres per year through commercial timber sales. Obviously at these small levels of management, more and larger wildfires are on the horizon for the Forest Service.

Wood Products Industry Releases Weights And Measurement Guidelines

The American Wood Council has collaborated with companies and organizations in the lumber industry to release recommended guidelines for Weights and Measurement Labeling.

The guidelines can be found on the AWC website for reference at www.awc.org/newsreleases/2015/weightsandmeasures.php.

All states have laws and regulations describing how lumber must be labeled in order to protect consumers. Many states use the *Uniform Regulation for the Method of Sale of Commodities*, otherwise known as National Institute of Standards and Technology (NIST) Handbook 130, as the basis for these regulations.

“Concern has been raised recently on how lumber is being labeled for retail sale,” said AWC President and CEO Robert Glowinski. “To assist industry manufacturers in understanding the requirements of NIST Handbook 130, as applied to lumber, we have placed an easily digestible synopsis on our website and encourage the industry to use it as a resource.”

Given the potential variation among individual state requirements, however, manufacturers are strongly encouraged to consult with their own counsel and advisors regarding labeling of their products.

AWC And AF&PA Release Statement On Proposed Ozone Standards

American Wood Council (AWC) President and CEO Robert Glowinski and American Forest & Paper Association (AF&PA) President and CEO Donna Harman issued the following statements following the organizations’ joint testimony at a recent House Committee on Science, Space and Technology hearing on impact and

achievability of the Environmental Protection Agency’s (EPA) proposed national ambient air quality standards (NAAQS) ozone standard.

Robert Glowinski, president and CEO, AWC:

“We support clean air and realistic, science-based air quality standards. However, a further restriction is not justified because the health effects evidence for ozone has not changed significantly since EPA last tightened the ozone NAAQS in 2008. In fact, EPA just published the 2008 Ozone Implementation rule earlier this month, seven years after it set the new standard. So before EPA again changes the rules, the 2008 standard should first be fully implemented by the states and its impacts assessed before the goal posts are moved once more.”

Donna Harman, president and CEO, AF&PA:

“The costs of further tightening the standard are significant when there is such scientific uncertainty. EPA’s own cost benefit analysis would make the ozone rule one of the most expensive air regulations ever. The proposed revisions could place most of the country in nonattainment, putting five times more paper and wood product mills at risk.” ■

sector, said the resolution, which was passed by 566 votes to 66, with 45 abstentions.

Member states to manage, EU to coordinate

Members of the European Parliament (MEPs) back the European Com-

Continued on page 16



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EU FOREST STRATEGY – Continued from page 15

mission’s plan to develop, in close cooperation with EU member states, local authorities and forest owners, an ambitious and objective set of criteria for managing forests sustainably. But they also insist that specific measures must remain a matter for member states. The EU must strive to coordinate its forestry-related policies better, but should not make forestry a matter of EU policy, said the resolution.

Energy policy and fighting climate change

As energy demand grows, forests should play a more important role in the EU’s future energy mix, said the resolution. But MEPs also want to clarify the greenhouse impact of various uses of forest biomass for energy and to identify the uses that can achieve the greatest mitigation benefits.

More support for R&D and young foresters

To create new production niches and ensure smarter use of available resources, MEPs want the Commission and member states to:

- use current EU R&D programs (such as Horizon 2020) and promote targeted research on cost-effective new timber products,
- focus on long-term data collection within the newly-created European forest information system, so as to better understand forestry trends and also use the Copernicus program and other EU space initiatives to this end, and
- set up new training programs for young foresters and use all available

EU instruments and funds to attract them into the industry, better protecting forests worldwide

- MEPs called on the Commission to finalize the review of the effectiveness of the EU Timber Regulation, which aims to combat illegal logging and the placing of illegal timber on the EU market and to develop an action plan to prevent deforestation and forest degradation.

The new EU forest strategy should replace the one in force since 1998. Forests cover some 40 percent of the EU land surface and absorb and store around 10 percent of EU carbon emissions. About 60 percent of the EU’s forests are private property. The EU forest sector currently employs over 3 million people. ■

IWPA NEWS – Continued from page 3

and allow limited enforcement resources to be directed at those who are trying to import illegal products into the U.S. market. We have also begun development of a new training program for compliance staff. Our goal is not another standard or certification scheme, but rather a program to arm those buying and selling wood products with the latest information about resources and procedures that will allow them to tailor a compliance system for their own market niche. It is our hope that this training program will also incubate a new group of compliance professionals that will build a culture of professionalism and expertise that will be an asset not only to individual companies, but to our industry as a whole.

As we move forward with development of this program, we would like to

invite you to participate in our first training session, which will take place during IWPA’s Mid-Year Meeting Friday, October 22nd and 23rd, 2015 in Alexandria, VA. Please contact Joe O’Donnell (Joe@IWPAwood.org) if you or your staff are interested in participating.

Legal uncertainty is a huge drag on growth. While the recent news items about additional Lacey enforcement are seen by some as a troubling development, our industry can seize on this opportunity to build a healthy culture of efficient compliance. ■

ROBINSON – Continued from page 4

been the key to our long-term survival and our future prosperity.”

As for new things happening at Robinson Lumber, Toto said, “What’s new at Robinson Lumber Company? The biggest change is that the fifth generation is taking charge and taking over from the fourth generation. In addition to a core of long-term employees, we’re adding a team of newer, younger employees, along with seasoned lumbermen. We have our seasoned core members training the younger newcomers, and we have more products and in-house training. We have updated our IT department and we’re renovating the building to accommodate new departments.”

With over \$10 million in inventory, Robinson’s product list varies from hardwoods and softwoods, including Southern Yellow Pine and Honduras Pitch Pine, U.S. domestic hardwoods and imported tropical hardwoods. “Breaking it down further,” Toto explained “we buy tropical hardwoods from South and Central America, Africa and Southeast Asia. Our domestic species of Oak, Ash, Poplar, etc.,

Continued on page 17

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ROBINSON – Continued from page 16

come from our own facilities. We're very strong in traditional markets of Europe and we are developing exciting business in Asia."

Garner added, "We're hitting markets that we've never entered before and we're happy to say that after many years of holding on and downsizing, we are in growth mode. We're leveraging our experiences, and as a result, we're a strong, dynamic company with a combination of talent, experience and young people with fresh ideas."

With a sales team numbering over a dozen, Toto said he believes the key to the company's continued success is being versatile and flexible. "What comes to mind when I think of how long we've remained in business is the word trust," he explained. "We meet face-to-face with our customers and our suppliers on a regular basis to reaffirm that trust. Our name and our integrity gain the trust of our customers and suppliers. You can't establish trust with an email; you have to lay a foundation down. We are people-oriented and we do business person to person."

Robinson Lumber has customers and suppliers that have been doing business with the company for generations. "We have customers today that initially did business with my grandfather," Garner noted. "My brother Wes came back from visiting one of our suppliers in Brazil and he sent me a photo of the supplier's desk, which had a framed photo of the supplier and my grandfather shaking hands in front of the same desk and in the same office—30 years ago."

Toto added, "We are still in the solid wood business. We manufacture

and we trade. Almost all of it is in lumber and solid wood flooring. We market to dealers and manufacturers who add value to primary material. That hasn't changed; it's increasing. Our focus is not to vertically integrate, but to horizontally spread our efforts across the globe."

Robinson Lumber is a member of the American Hardwood Export Council, Indiana Hardwood Lumbermen's Association, International Wood Products Association, National Hardwood Lumber Association and National Wood Flooring Association.

For more information visit www.roblumco.com. ■

JULIAN – Continued from page 5

Central Arkansas, Julian & Sons has made a name for itself as a manufacturer of high-end millwork and cabinetry. With 30 employees, the company operates from a 30,000-square-foot facility that's run by Julian and his sons Jacob Julian, treasurer and general manager, and Joe Julian, vice president and operations manager.

Julian's discerning approach to lumber selection dates back exactly 30 years to a time when he followed his father's footsteps right into the woodworking industry. After making the switch from general contracting to fine cabinetry, Julian found he could leverage his artistic vision and extensive travel experience into some very beautiful pieces of work.

"I basically just put all of my money into a shop and equipment

and then struggled for awhile," said Julian, who found building a name for himself in the high-end market to be quite challenging. "It's not easy finding clients to pay you for going five degrees further than anyone else will."

Over time, Julian was able to chip away at the resistance and build up a work pipeline that drives his firm's year-over-year growth.

According to Julian, his firm's mission is to produce an architectural product that more than satisfies its clients' aesthetic and functional requirements, utilizing the same time honored skills of the "old world" craftsmen. From high-end gunrooms to wine rooms to boardrooms, the company has literally "done it all" when it comes to fulfilling its clients' high-end woodworking needs. Julian credits his commitment to using



Since 1985, the firm has been specializing in fine custom woodworking for a variety of national and international clientele.

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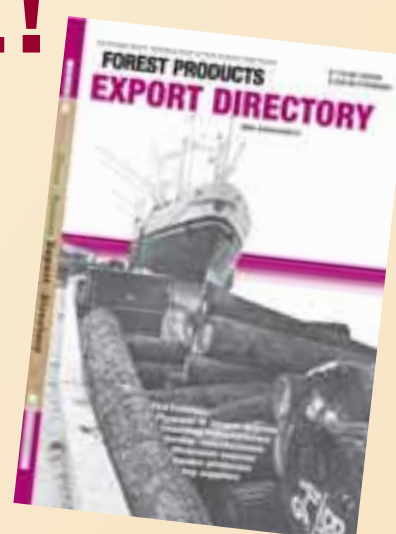
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