Record-Breaking Attendance At 2015 IWPA World of Wood Convention

Las Vegas, Nevada–According to organizers, the International Wood Products Association (IWPA) closed a successful 59th World 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 Hardwoods Inc. IWPA expelled Wood.

American Lumber Represents Largest Presence At Interzum Guangzhou

China–The largest of Asia’s most comprehensive furniture production and woodworking machinery trade fairs - Interzum in Guangzhou, China - sprawled across 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 of Wood, The 26 exporting members of the American Hardwood Export Council (AHEC), and its own generic promotion booth.

AHEC Formally Launches New Promotion In Singapore

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...
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 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 surfaced 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 degree in Forest Business Management.

Jean Knittel is export sales manager for Goodfellow Inc., located in Denver, 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.

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 Lumber Division, located in Landel, NC. Hardwoods Import Lumber Division markets FAS quality tropical imports from Afromosia 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 customers and providing documents promptly.

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 forest sector.”

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 bend 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 Eastern and Western Hemlock, Douglas Fir, Eastern White Pine, and Western Red Cedar, and Eastern White Pine (KD, all thicknesses and grades) continues 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 Eastern and Western Hemlock, Douglas Fir, Eastern White Pine, and Western Red Cedar, and Eastern White Pine (KD, all thicknesses and grades) continues 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.

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 own peril,” the Service wrote. In Pennsylvania, where bats have suffered steep declines due to white-nose syndrome, a fungal disease that has devastated many bat populations, the Service is conducting habitat restoration projects to help bats recover. 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.

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Lacey Compliance Returns to the Fore

For most Americans the Lacey Act has not been a topic of conversa-
tion since the federal government’s raids of Gibson Guitar’s Tennessee
headquarters. Unfortunately recent developments with respect to aller-
gations 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 Con-
gress 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 mem-
bers as possible about steps they must take to com-
ply.

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
required by the Act?” Any lawyer would tell you that is nearly impossible
to know when well-meaning individuals can barely fathom the complex-
ity 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.

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

Continued on page 16

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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 import 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 going from the United States going overseas, sometimes it’s going from one country to another country without ever touching the States.”

—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.

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Robinson Lumber Company was originally established in Meridian, MS, by Charles Wesley Robinson, and moved its headquarters to New Or-
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 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 1985, 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...
PJ LUMBER CO. Evolves With Customer Base

By Paul Miller Jr.

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

PJ Lumber employs approximately 99 workers, 11 of which are qualified hardwood lumber inspectors. The firm maintains a kiln-dried inventory of about 4 million board feet and markets 15 million board feet annually.

When asked for the key factors in the company’s successful history, Kelly said, “There are several factors involved. First and foremost we have been fortunate to have a good, loyal customer base that we have worked with for many years. We greatly appreciate these long-term relationships. Another key factor is the hard work of all our employees. We have been very blessed to have a group of quality men and 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 very 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...”
Goals.

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

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

Jordan McInvain and Ian McInvain, Alan McInvain Co., Marcus Hook, PA

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

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

Chuck Degenaar, Hardwoods Specialty Products, Arlington, TX; and Michael Van den Bosch, Bree Mart Lame, Antwerp, Belgium

Charlie Craig, AHC Craig Imports, Huntersville, NC; Seth Staley, Northwest Hardwoods Inc., Curtice, NC; and Tom Herga, Hardwoods Import Lumber Division, Leland, NC

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

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

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

Tom Wesley, Pottinger Value Added Beech, Warren, MI; Troy Hais, Pittsburgh Forest Products Co., McMurray, PA; and Sergei Kulov, SGD Nordic, SA, Riga, Latvia

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Additional photos on page 10

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Online Resources:
- Product Locator
- Directory of Exporters
- Importer Purchase Inquiry
- Publications in 12 Languages

Meet our SP Export Team:
- Lumber Manufacturers
- Treaters
- Laminators
- Sales Agents
- Distributors

Plus representatives stationed in key regions around the globe to serve you.

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Continued from page 8

Additional photos on page 12
and Concannon Lumber from Oregon; Kampa 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., Wheeler 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.

Experience 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, offshore manufacturers and the service providers that facilitate trade.
IWPA Photos – Continued from page 10

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

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

Borissal Makmur, APKINDO-Indonesian Wood Panel Association, Agre, SC; and Elizabeth Baldwin, Metropolitan Handboard Flooring USA, Kent, WA; and Paul Gales, Trahtnik Wood Products Inc., Greensboro, NC

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

Joseph Gallagher and Jan Sprenger, Mediation Forest Products, Lake Oswego, OR

Robbie Weich, Tradelink Wood Products Ltd., Greater London, UK; Elizabeth Baldwin, Metropolitan Hardwood Flooring USA, Kent, WA; and Ernesto Ceballos Ramos, Cebra Forestal, Guadalajara, Mexico; and Sebastian Chaskielberg, Clarke Veneers & Plywood, Miami Beach, FL

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Dong Yongsang and Frank Wang, Jiangsu High Hope Aracr Co., Ltd., Nanking City, China; and Liu Wanglin, China Jiangsu International, Nanking, China

Jack Bindschlag Jr., ORL International, Philadelphia, PA; Joe O'Donnell, IWPA, Alexandria, VA; Ke Dong, Responsible Asia Forestry and Trade, Wattana, Bangkok, Thailand; and Michael Schults, Floor & Décor, Smyrna, GA

Dong Yongsang and Frank Wang, Jiangsu High Hope Aracr Co., Ltd., Nanking City, China; and Liu Wanglin, China Jiangsu International, Nanking, China

Zulof Ablbe, WoodBitea International, Copenhagen, Denmark; Rod McGuyton, Timber Resource Management, Panama City, Panama; Brian Logdwoed, U.S. Dept. of Commerce, International Trade Administration, Washington, DC; and Bert Kattenbroek, CEI-Bois, Brussels, Belgium

INTERZUM Photos – Continued from page 1

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

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Buniadi Makmur, APKINDO-Indonesian Wood Panel Association, Agre, SC; and Elizabeth Baldwin, Metropolitan Handboard Flooring USA, Kent, WA

Jack Bindschlag Jr., ORL International, Philadelphia, PA; Joe O’Donnell, IWPA, Alexandria, VA; Ke Dong, Responsible Asia Forestry and Trade, Wattana, Bangkok, Thailand; and Michael Schults, Floor & Decor, Smyrna, GA

Robert Glenn, Juhn Giles and Roy Noonhead, Holland Southwest International, Houston, TX

Min Chan, Guotai Theater Furniture (Shang), China; Lei Feng, China National Forestry Industry Association, Beijing, China; and Ke Dong, Responsible Asia Forestry & Trade, Bangkok, Thailand

Representatives of Anderson-Tully Lumber Co., headquartered in Violletburg, 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

Mick Chang and Weidong Liu, Somolong Corp., Anhwei, NH

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

American Softwoods, Shanghai, with exhibitors at Interzum.

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

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

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

Scott Seyer (Second from left), Northland Forest Products, Mansas, 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.
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 lauched 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 manufacturing by Asian producers, and the possibilities with sustainable American hardwoods, notably White Oak and Black Walnut, were prevalent with many of the top Singapore manufacturers, such as KODA, Eurostar, 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

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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.

Contact us today for a current stock list.

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**Hardwoods Import Lumber Division**
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www.hardwoods-inc.com

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

WHO’S WHO - Knittel - 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 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?

The answer is forests act as carbon sinks and harvested trees store carbon. Using pioneering environmental Life Cycle Assessment, we know the 11 m³ of White Oak decking stores the equivalent of 15.5 tons of carbon dioxide well in excess of the total carbon emissions of 8.4 tons. In addition, the deck will act as a carbon store for as long as it remains in use, which could be up to 50 years. At the end of life, the deck 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!

WHO’S WHO - Faircloth - Continued from page 13

WHO’S WHO - Lilley - Continued from page 2

AHEC NEWS - Continued from page 2

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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.”

Continued on page 16

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 forests 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 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-
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.

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.

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’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.

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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.,

EU FOREST STRATEGY - Continued from page 15

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 or 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.

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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

Continued on page 20
88% Renewal Rate in the 39th Forest Products Export Directory

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<td>Ralph Taylor Lumber</td>
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<td>Robinson Lumber Co., Inc.</td>
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<td>Softwood Export Council</td>
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<td>Tuscarora Hardwoods, Inc.</td>
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<td>Wieland &amp; Sons Lumber Company</td>
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