

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

Vol. 34 No. 3



Serving Forest Products Buyers Worldwide



December 2007/January 2008

## A Gala Affair Greeted NHLA Convention Attendees

Photos By Gary, Terry, Wayne and Paul Miller Jr. and Doug Knowles

**Washington, D. C.**—New programs and motivational speakers, who encouraged attendees to rise to challenges presented by the current market situation, headlined the recent 2007 NHLA 110th Annual Convention and Exhibit

Additional photos on pages 10, 12 & 14

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Dave Redmond, Highland Hardwood Sales Inc., Augusta, Ga.; Chuck Bice, Sweeney Hardwoods, Fort Worth, Texas; Orn Gudmundsson, Northland Corp., LaGrange, Ky.; and Jim Howard, Atlanta Hardwood Corp., Mableton, Ga.



Mark and Michelle Barford, National Hardwood Lumber Assoc., Memphis, Tenn.; and Jim and Rod Reader, Downes & Reader Hardwood Co. Inc., Stoughton, Mass.

## CLA Sets 100th Anniversary Event

By Doug Knowles

**Washington, D. C.**—Members of the Canadian Lumbermen's Association (CLA) met here recently for the organization's Hardwood Bureau meeting, held in conjunction with the 110th Annual National Hardwood Lumber Association's

Additional photos on page 16

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Peter McDonald, GMC Hardwoods Inc., Goderidge, Ont.; Peter Van Amelsfoort, Quality Hardwoods Ltd., Powassan, Ont.; Flo Côté, Lauzon Distinctive Hardwood Flooring, Papineauville, Que.; and Doug Knowles, Import/Export Wood Purchasing News, Peterborough, Ont.

## Lacey Act Among IWPA Topics

**Alexandria, Virginia**—Nearly 70 participants joined International Wood Products Association (IWPA) at three regional meetings held recently in New Jersey, Tennessee and Louisiana. The active schedule started with a meeting

Additional photos on pages 14 & 16

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Pictured at the IWPA regional meeting in Memphis, Tenn., are: Christian Mengel, DLH Nordisk Inc., Greensboro, N.C.; Mike Heitzman, Mike Heitzman Wood Imports, Memphis, Tenn.; Bill Cockcroft, Colco Fine Woods, Memphis, Tenn.; Rick Marino, Kuehne & Nagel Inc., Memphis, Tenn.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



The IWPA was well represented recently during a meeting held in conjunction with the National Hardwood Lumber Association's annual convention in Washington, D.C. Pictured are: Lenny Shibley, Inter-Continental Hardwoods, Currie, N.C.; Douglas Martin, Pollmeier Inc., Portland, Ore.; and Dan Lennon, Robinson Lumber Co., New Orleans, La.

## ZOW/FMC China Attracts Over 60,000

**Shanghai, China**—Several hardwood companies from North Carolina were among many North American firms that joined approximately 580 woodworking manufacturers and furniture raw materials suppliers from across the globe at the

Additional photos on page 3

Continued on page 3



More than 60,000 trade visitors entered the exhibit halls for ZOW/FMC China.

# Who's Who in Import/Exports



Trudy J. Burdge

**Trudy J. Burdge** recently joined **Gutchess Lumber Co.** in Cortland, N.Y., and handles lumber sales for the Midwest. She has been involved with the import/export industry for 20 years, and joined Interforest in 1986. Gutchess Lumber manufactures random widths of White Ash, Basswood, Cherry, Hard and Red Maple, Poplar and Red Oak. The firm

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Rob Gross

**Rob Gross** is the vice president of **Gross Veneer Sales**, located in High Point, N.C. He handles most of the buying and selling that the company does. He began his 31-year career in the industry in 1969, as a summer job for Elliott Hardwoods, located in Tupper Lake, N.Y. In that position, he marked timber to cut and drove a dump truck. Gross Veneer Sales specializes in rotary-cut tropi-

Continued on page 20



Jeff Ptacek

**Jeff Ptacek** was promoted to product manager at **Starmark Cabinetry**, located in Sioux Falls, S.D., seven years ago. In his position, Ptacek is in charge of new product development. Ptacek's first job in the industry was in 1988 in kitchen and bath sales. He joined Starmark Cabinetry, a manufacturer of kitchen and bath cabinets, 14 years ago. He is a certified kitchen designer. The 1983 graduate of Garner-

Continued on page 20



Harvey M. Ross

**Harvey M. Ross** has been president of **Caroline Lumber Co.** in Grasonville, Md., for 46 years. He began logging and sawmilling in 1949. He established two sawmills and a moulding plant in Guiglo, Ivory Coast. Caroline Lumber Co. manufactures flooring, decking, boards, patterns (KD, surfaced, resawed, ripped, fingerjointed) in Obeche, Agba, African Mahogany and Azobe. The company purchas-

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## THE WASHINGTON SCENE

### Forest Service Releases Strategic Plan

The U.S. Forest Service recently released a strategic plan for fiscal years 2007-2012. The plan includes the emphasis areas of climate change, water and involving youth in forest activities.

"Forests play a unique role in meeting our nation's future challenges associated with climate change, renewable energy, and sustaining abundant flows of fresh water to the American people," said U.S. Forest Service Chief Abigail Kimbell. "Because issues related to climate change and looming water shortages will take many years to resolve, the Forest Service is committed to instilling stronger land ethics in future generations."

The Forest Service Strategic Plan for FY 2007-2012 provides a clear yet broad direction to carry out its mission of natural resource management while focusing on critical programs and activities. The Forest Service strategy includes the integration of environmental, social and economic issues into its management decisions while accounting for present and future needs.

Through state foresters, tribal leaders and other partners, the Forest Service provides financial and technical assistance to help forest landowners, public and private, manage their lands for sustainability. The agency's goals are to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

Such threats to the nation's forests and grasslands include the risk of loss

from catastrophic wildland fire caused by hazardous fuel buildup; the introduction and spread of invasive species; the loss of open space and resulting fragmentation of forests and grasslands that impairs ecosystem function; and unmanaged recreation, particularly the unmanaged use of off-highway vehicles.

For more information, the Forest Service Strategic Plan can be found at [www.fs.fed.us/publications/strategic/fs-sp-fy07-12.pdf](http://www.fs.fed.us/publications/strategic/fs-sp-fy07-12.pdf).

### ITC Section 332 Investigation Continues

Sen. Ron Wyden (D-Ore.) and Deb Hawkinson, executive director of the Washington, D.C.-based Hardwood Federation, recently testified to International Trade Commission (ITC) commissioners on the competitive conditions facing U.S. hardwood flooring and hardwood plywood industries.

The ITC began the investigation earlier this year, following a request from the Senate Finance Committee. Wyden was instrumental in securing the investigation, which will look for other countries who are supporting wood products manufacturing with grants and loans; providing low-priced resources; and offering tax benefits or other subsidies.

The U.S. has already filed a formal request to the World Trade Organization (WTO) to investigate manufacturing subsidies in China. Misclassification of hardwood plywood and flooring imports in order to avoid paying duties is a continuing problem that the U.S. government is aware of and making an effort to address.

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## AHEC Eco-Promotions In Japan Return To Furniture Design

For more information on AHEC and the export promotion programs, call (202)463-2720, fax (202)463-2787, or visit the website, [www.ahec.org](http://www.ahec.org).

By **Michael Snow**  
Executive Director  
American Hardwood Export Council  
Washington, D.C.



The Japanese market historically focused on wood without any character marks, and a vital part of AHEC's marketing strategy in Japan is to bring attention to the contrast between created, plastic materials and the advantages of variability inherent in natural materials. AHEC uses its annual Eco Design promotion to emphasize the naturalness and beauty of character marks. This project began as a furniture design competition, and produced several impressive pieces. In recent years, AHEC worked closely with prominent interior designers to recreate public spaces in a manner that felt natural and was aesthetically pleasing;

such spaces included a doctor's office, daycare center, organic restaurant, and hair salon. Both the furniture and interior design projects were crafted in a way that highlighted the wood's character marks.

This year, the focus returned to furniture. While still emphasizing character marks in American hardwoods, this

new focus addresses another shortcoming in the Japanese market; a lack of cooperation between designers and woodworkers. For Japanese designers, furniture is an integral part of interior space, and the crafting of furniture is as vital as the crafting

of the rest of a building's space. However, Japan's best woodworkers tend to be in outlying regions and do not work with the designers as much as they could. This year, AHEC invited two interior designers to create furniture, and then arranged for five furniture makers in a region known for its woodworking skill to execute these designs, with both designer and creator highlighting natural character marks. The designers already have experience working with American hard-

woods, and they will gain valuable familiarity with the craftsmen who can create the pieces they design.

The pieces are on display through December 11 at a prominent forum for products and information in the design field in Tokyo, the OZONE Living

Continued on page 20

### Top 10 Markets Hardwood Lumber Exports (Jan.-June, 2007)

	% Change
China	-13.47
Mexico	-22.18
Italy	14.46
Spain	-14.92
United Kingdom	-11.47
Japan	-30.26
Vietnam	67.47
Germany	-2.74
Hong Kong	-29.57
Rest of World	-4.59

### Hardwood Log Exports World Totals

#### Jan.-Aug. comparisons

2006 totals all species: 436,096,179

2007 totals all species: 551,072,650

Percent change: 26.36

## Guyana Forest Bill Draws More Debate

Guyana Minister of Agriculture Robert Persaud recently sent that country's proposed Forest Bill to a special select committee for more consultation after government prime ministers voted against a petition seeking the withdrawal of the bill.

According to reports published in the Stabroek News of Guyana, the People's National Congress Reform-One Guyana (PNCR-1G), which offered support to the bill, beleaguered the fact that a motion filed recently to allow a petition to be laid in the House calling for the bill's withdrawal was voted down. PNCR-1G reportedly remains hopeful that more consultation chances exist when the select committee begins its work.

The Farm Bill sets the tone for providing sustainable management of state forests. Under Part Two of the Bill, the Guyana Forestry Commission must grant state forest authorization before any activities may be carried out, such as entering forests, harvesting forests or occupying land in state forests.

Part Two also allows for five state authorizations: concessions, exploratory permits, use permits, community forest management agreements and afforestation agreements.

The Bills allow the commission to

require a security bond to be paid upon grant or renewal of any state forest authorization, with the exception of a community forest management agreement.

Part Three of the bill—entitled Forest Conservation—protects and conserves forests. Under this provision, the Environmental Protection Agency (EPA) may declare some areas protected within state forests.

Part Four of the bill — entitled Forest Operations and Activities Relating to Forest Produce — oversees forest operations regulations as well as activities related to forest produce and quality control of value-added forest produce.

This part of the bill also forbids the importation and transport of unlawfully obtained or unlawfully exported forest produce, the under pricing of forest produce for export, the selling of timber as seasoned or graded timber, except timber graded and marked in accordance with the commission's guidelines, and certification of forest produce as complying with international standard for export from Guyana unless by accredited persons.

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## ZOW -

Continued from page 1

recently held Furniture Manufacturing and Supply China/ZOW China 2007 event.

The Shanghai New International Expo Center hosted the event, which was organized by the China National Furniture Assoc., Shanghai CMP Sinoexpo International Exhibition Co. Ltd., OIC International Advertising & Exhibition Co. Ltd. and Survey Marketing + Consulting GmbH & Co. KG.

Among the exhibitors affiliated with, or located in, North America were: Prime Lumber Co., of Thomasville, N.C.; Midwest Hardwood Corp., of Maple Grove, Minn.; American Lumber Co., Hamburg, N.Y.; Roy Anderson Lumber, Tompkinsville, Ky.; Weyerhaeuser Hardwoods & Industrial Products, Shanghai office; Besse Forest Products Group, China office; and American Forest & Paper Assoc., Beijing office.

A total of 65,232 trade visitors took the opportunity to visit during the collaborative event with 15,250 comprising foreign visitors from 144 countries.

Concurrent activities and conferences

were held throughout Furniture China 2007 and addressed such topics as: the 2nd World Furniture Congress and Globalization:

Influences on Cooperation and Development; the 2007 China Summit of Kitchen Furniture Development; customized mass production of furniture enterprises; and a presentation about Czechoslovakian home and office furniture industry.

The Chinese exhibitors confirmed that ZOW is a top quality show for the wood manufacturing and furniture raw materials suppliers. European exhibitors were reportedly impressed by the large general response from trade visitors, which they said were of high quality, as well as the volume of overseas visitors.

ZOW in Shanghai is one of six ZOW events worldwide. With shows in Germany, Italy, Spain, Russia, China and (starting in 2008) Turkey, this unique series of trade shows has earned an enviable international reputation. Founded in Germany in the mid-1990s, ZOW became synonymous for



Approximately 580 woodworking manufacturers and furniture raw materials suppliers from across the globe displayed their goods at ZOW/FMC.



The North American hardwoods industry was well-represented at the recent ZOW China 2007/Furniture Manufacturing and Supply China (FMC) shows, held in Shanghai.

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# FORECASTS 2008!

**Jesper Bach**  
Baillie Lumber Co.  
Hamburg, N.Y.



Baillie Lumber Co. is still fairly new to the imported hardwood market, so we foresee a period of growth in this segment of our business for 2008. The general market conditions lend themselves to being a little cautious though the low dollar may be great for U.S. export, but it is certainly not good for the imported hardwood industry. With the low U.S. dollar, a struggling domestic market and 2008 also being an election year, business will be difficult in 2008.

Our customers are somewhat cautious on their forecast for 2008. Most of them are trying to cut costs, reduce their inventory and stay as lean as possible to make it through the current market situation. They are definitely not as optimistic as when they entered into 2007, but they have had some time to make adjustments to their businesses over the last six months, and that may help them stay profitable going into 2008.

Continued on page 20

**Gary Knight**  
RB Lumber Co.  
Oregon City, Ore.



I feel 2008 will be a bit of a tough year. We have so many factors affecting the consumer. Lower U.S. dollar, interest hikes, fuel increases, housing starts down, real estate values dropping in most of the U.S. There will be less available expendable income for home improvements, travel, new vehicle purchases, etc. The Feds are going to have to get there act together and stop hiking interest rates and get some strength back into our dollar to make any significant improvements for the U.S. economy to strengthen again. This will lead to more positive press and better consumer confidence.

We are seeing record pricing from Cedar mills with a lot of resistance from the buyers to buy (a lot of hand to mouth buying), forcing them to look at alternatives just like every time we see this type of market. No visible sign the market will pick up for at least 6 months to a year.

Continued on page 20

**Ruth Callender**  
W.M. Cramer International Inc.  
Hickory, N.C.



W.M. Cramer International had a good year in 2007, and 2008 looks to be another slow, but steadily growing chapter in our long history of exporting. Long-term relationships between our customers and ourselves allow the ups and downs of the world economy to be easier to work through. We continually strive to keep their supply networks steady while maintaining our very firm commitment to high quality and excellent service.

Energy was a significant factor in 2007 and that will continue into 2008, regardless of potentially unsettling world events. Wood manufacturers all over the globe are having to find ways to reduce their energy costs so that their bottom lines stay as healthy as possible while seeing large increases in their fuel requirements and costs. And, energy is only one expense that is increasing; most other structured costs are also rising by

leaps and bounds.

The value of the U.S. dollar continues to help exports as it falls against the rest of the world's currencies. Sadly, with our costs continuing to increase and eroding profits, it is not as helpful as it might be

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**Romel Bezzera**  
Universal Forest  
Products Inc.  
Grand Rapids,  
Mich.

A weak housing market has had an impact on many sectors of the economy. In August 2007, the seasonally adjusted annual rate of housing starts was 988,000 — less than one-half the number of starts at the peak of the recent housing boom — and single-family starts were down 27 percent over August of 2006. Based on comments and forecasts from its customers, reports by industry analysts, existing inventory, the impact of foreclosures from its customers, and more stringent lending standards, Universal Forest Products said in October that it didn't expect improvement in single-family housing to begin until 2009. When the market does return, Universal believes it will be at a more modest pace than the highs of a few years ago, but also at a more sustainable pace.

Fortunately, Universal has other markets in which to deploy its resources, thanks to a business model that includes four markets: site-built construction, Do-It-Yourself/retail,

Continued on page 21

**Brent McClendon**  
International  
Wood Products  
Assoc.  
Alexandria, Va.



What do your members forecast for business in 2008? When we ask this question of IWPA members, we do not get a lot of responses that are overly positive. To begin with, the weak U.S. dollar continues to create tough conditions for importers and it does not seem anyone expects a stronger dollar in the short-term. Next, you combine a weak business environment with weak consumer spending, and we have a clear picture that home construction and remodeling, two very important markets for imported wood products, will have to fight hard for sales and profits in 2008.

As a response, I see our members keenly focused on lowering costs, closely watch-

Continued on page 21

# Furniture Mills Benefit From Dongguan City Product

By Lucas Ngu



Dongguan Dalang Chenyang operates an expansive factory in Dongguan City, which employs 100 workers.



Edgelanding veneer is used mainly for the production of coffee tables and cabinets.



Wood is sourced from various parts of the world for the production of edgelanding veneer.

**Dongguan City, China**—During the early years, Dongguan Dalang Chenyang Wood Materials Co. was involved in the trading of edgelanding materials. Eventually, the firm moved on to become a manufacturer of the product itself.

As one of the pioneers in the manufacture of the product in Dongguan City, the company set up a factory with just 40 workers that started producing edgelanding material. As the years went by, the production facility doubled in size. Today, the workforce totals 100.

"We have been making edgelanding material for five years now," said Lin Quan, the company's general manager. "Very soon, we shall be moving to a larger plant which is under construction."

An hour-and-a-half drive from Hong Kong, the plant manufactures edge-

banding materials mainly for local furniture mills that are largely Taiwanese investments. About 30 percent of the products are exported to Vietnam, Malaysia and Indonesia.

The product is marketed under the "Shenyang" or "Morning Sun" brand, which are used mainly for the production of coffee tables and cabinets for homes, offices and hotels.

Operating with the motto "Quality first; just-in-time delivery," the company marches forward as it strives to

achieve its goal of providing customers with good edgelanding materials at a reasonably good price, backed by an efficient aftersales service.

It's a five-and-a-half-day week for the employees who carry out tasks assigned to them with the daily routine stretching from 8 a.m. to 6 p.m. Occasionally, overtime work is required and this means an additional two hours of work before they call it a day.

Each day, the mill churns out an acre of edgelanding material.

As far as raw materials are concerned, they are obtained from Russia,

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Lin Quan is the company's general manager.



From the USA comes the species of Oak, Walnut, Ash and Maple.

The company claims it can outpace competitors by adopting its own way of making edgelanding veneer.



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# BRADFORD FOREST Focuses On Relationships

By Paul Miller Jr.



The Bradford lumber manufacturing facility covers 400,000 square feet and contains all of the operational elements under one roof.



The company has grown into a major lumber producer with three manufacturing locations in Bradford and Tioga, Pa., and Claremont, N.H.



Bradford is known by the saying, "To find the best Cherry, just look for the orange." Above, the company sign shows the end paint color the firm has always used.

**Bradford, Pa.**—Philosophically, Bradford Forest is more focused on forging successful, productive, long-term relationships with its lumber customers than what particular product is moving off the shelves at the moment.

The sales team at Bradford Forest wants to make sure they are providing premium quality lumber products that result in value and higher yield to their customers in the flooring, furniture, kitchen cabinet, millwork and regional distribution segments of the

marketplace.

"Before we sell a product, we want to build a relationship with our customer," said Patrick Hennebicque, manager of lumber/export sales and production planning. "When we visit a customer, just selling product is not the first objective. We call on them so we can understand their needs in order to build and sustain a relationship with them. Our desired outcome is one where Bradford Forest and the customer can work together to plan future needs and production in a mutually beneficial process."

Hennebicque said, "In the U.S. and Canada, we see our customers at

Patrick Hennebicque is the manager of lumber/export sales and production planning at Bradford. He has over 42 years of lumber experience in Europe, Latin America, Canada and the U.S. Patrick frequently travels worldwide to visit with sales partners and customers.



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Chris Wickersham is the territory sales manager for Bradford, covering the West Coast, Mountain States, Florida, Georgia, South Carolina and Western Canada. He has over 19 years experience in the veneer and lumber business and visits customers monthly in addition to attending trade shows.



Mike Mitchell is the territory sales manager for Bradford, covering the Central States and Eastern Canada. He also assumes the responsibility of managing sales on the East Coast. Mike has over 21 years experience in the lumber business and visits customers monthly in addition to attending trade shows.



Tony DeBock is a sales representative for Bradford Forest, covering North Carolina, Virginia, West Virginia, Pennsylvania, Maryland and Western New York. He joined the company in 1991 and also handles sales of green lumber for both the Bradford and Tioga facilities.

Tonette Feiro is the lumber sales coordinator at Bradford and has been with the company for 15 years. She oversees the flow and processing of all export/domestic documents, allocation of the lumber and coordinates international/domestic trade shows.



# Eastern White Pine Drives HANCOCK LUMBER

By Terry Miller



Kevin Hancock is the sixth generation chief executive officer and president of the Hancock Companies, headquartered in Casco, Maine.

**Casco, Maine**—For almost 160 years, Hancock Lumber Co., headquartered here, has depended on the area's lush supply of Eastern White Pine (*Pinus Strobus*). The species, which grows from North Carolina into Canada, has been a staple of the sixth generation company since its founding in 1848.

Hancock Lumber started as a small sawmill and retail operation, and today, employs over 450 people between the sawmill division and the eight retail lumberyards. The company operates three sawmills, located in Casco, Bethel and Pittsfield, Maine. The firm's products are used in all types of high value applications from furniture and millwork to moulding

Continued on page 23



The sales team at Hancock Lumber includes, from left, Matt Duprey, vice president of sales; Jack Bowen, vice president of sales; and Kevin Hynes, chief operations officer.



Eastern White Pine sawlog is sawn by a double cut bandmill.



This is just one of the many applications that can be done with Hancock's Eastern White Pine products.



A container of Hancock's Eastern White Pine is loaded for export.

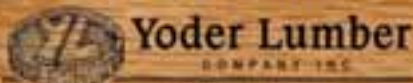
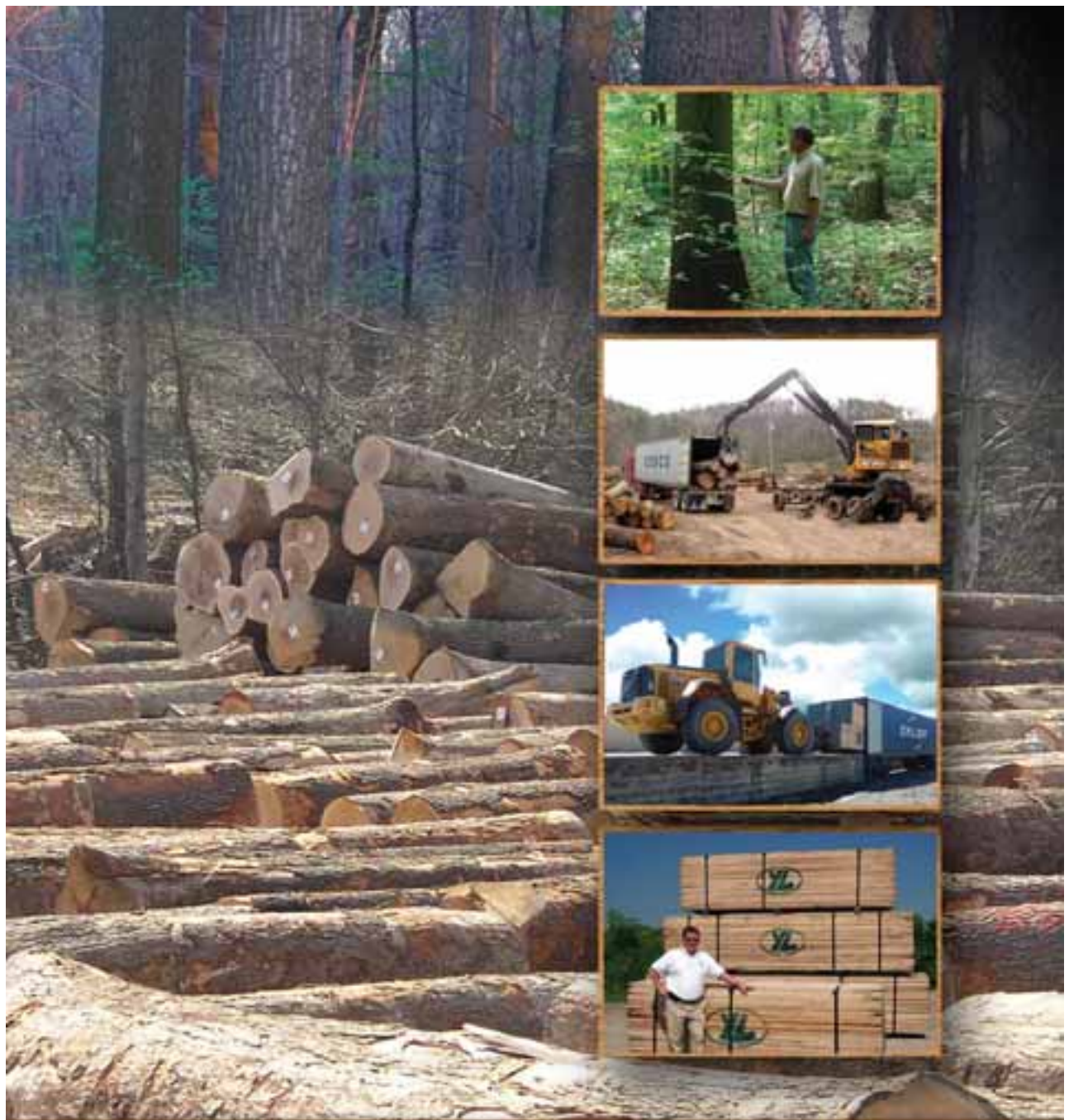


Hancock's highest grade of Eastern White Pine is C & Better Selects.



Eastern White Pine's advantage is its versatility and workability for window, door and furniture manufacturing.

Hancock produces 25 million board feet of pattern done on high-speed moulders in various grades and widths.



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Taiwan Office - Shawna Chou

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# Customers, Employees Are Family At ARGO

By Wayne Miller



The family-owned Argo Fine Imports, headquartered in Metairie, La., is led by Dan MacMaster, director of transportation; Kenny MacMaster, vice president; and Don MacMaster, president.



The New Orleans sales staff includes Joe Manguno, vice president of wholesale distribution, and Todd Wager (seated).



Key executives at Seaside World Trading, based in Palm City, Fla., includes Tom Lucas, president; Kristine Roth, administrative manager; and Tommy Lucas, sales and marketing manager.



New employees include Linda Cobb, IT department, and Joe Manguno, vice president of wholesale distribution.

**Metairie, La.**—Argo Fine Imports (AFI), headquartered here, has always prided itself on family values. Don MacMaster, who founded Argo in 1988, is joined by his son, Kenny, and has two other sons, Robert and Ryan, who are interested in joining the business.

MacMaster takes pride in keeping close relationships with his employees and customers. For employees, he offers competitive salaries and benefits, including health insurance and a 401K-retirement plan.

"I tell my employees that as long as the company does well, they are going to benefit in a big way," he said. "We have been able to follow through on that since the company started, and have never lost an employee. We continue to receive calls from individuals wanting to come to work here, because they learn of our philosophy and our goals. We're a big family looking after each other."

MacMaster said the company also maintains the same rela-

tionships with customers, most of whom have remained clients for decades.

"We really enjoy getting to know our customers on a one-on-one basis," he said. "We like to know how many kids they have, what football team they like, what are their interests, what are their churches, etc. We have what we'll call a 'Donism,' which is 'show me a customer you're not selling and I'll show you a customer you know nothing about.'

"We build a relationship of trust, and I am convinced that's what makes good long-term business," MacMaster added. "You can call it old school, but to me, that is the most successful way."

The firm specializes in importing Lauan/Meranti, Hardboard, Virola, Sande, TECO-certified Elliotts Pine and offers American Red Oak and Birch in various thicknesses and lengths according to customer specifications. With Meranti plywood truckload orders, Argo Fine Imports is able

to mix different sizes and lengths.

In the past year, AFI introduced Kaliawood UV Lacquer wood flooring, which is rich in aluminum oxide to ensure its resistance to abrasion while maintaining its natural character. The company also manufactures hand-scraped and distressed wood flooring that has the look of an old reclaimed wood floor but with fine finishes. The distressed flooring differs in that a machine does the markings in the face, while hand-scraped hardwood planes are done manually.

"Argo's customers can expect a competitively priced product of exceptional quality, delivered to the destination of their choice, with personalized care and understanding of their customers' needs," MacMaster said. "We take pride in reducing the hassles and wasted time that are often associated with the purchasing, tracking and scheduling of deliveries of plywood."

MacMaster said Argo has a knowledgeable staff with over 100 years of experience in the industry and "offers expertise and knowledge of the plywood market, that includes industry manufacturers, wholesale and chain retail yard distributors and home centers."

In addition to MacMaster, key executives include Tom Lucas, who heads the Palm City, Fla.-based operation, Seaside World Trading, and corporate sales staff in New Orleans includes Dick Olano, Buz Clanton, Kenny MacMaster and Todd Wager. Other managerial staff includes Dan MacMaster, transportation manager; Becky Harper, controller; and Linda Cobb, IT department. The firm also operates Wood Imports Northwest in Portland, Ore., which is managed by Jim Hildahl.

This summer, the company added Joe Manguno as vice president of wholesale distribution. Manguno, who has more than 20 years of experience in the business, has a history with Don MacMaster. MacMaster interviewed Manguno for his first job with J.D. Prince of Plywood Panels (PPI), and worked alongside him in the raw wood division.

Manguno said he is glad to be back in Metairie, where he grew up, and working for MacMaster again. "How many guys get to work in their hometown and have a boss like Don?" he asked.

"My role with Argo Fine Imports is to build distribution sales and share the knowledge that I have acquired over the years," he said. "I'm helping the sales team with product knowledge, sales techniques and getting to know customers."

In addition, Manguno will be running wholesale-retail, which includes purchasing and selling plywood, and helping expand the industrial side of the business.

The company is dedicated to providing customers with a broad range of cost effective, high quality wood products, and offers personalized customer-oriented value-added services from sale to delivery.

"Argo's forte has always been the lamination high-end grade such as Malaysian or Indonesian Meranti," he said. "We're going to continue that and expand more towards high-end products from China. We bring in

Continued on page 24

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# AUTOMATED ROUTING Offers Dependable Service

By Gary Miller



One of Automated Routing Inc.'s woodworking machines is working on moulding that goes around an examination table.



These are assembled chair frames that the company made that are about to be shipped to a customer.



In the forefront are wood parts for an examination table and in the background is a view of some bundles of Russian Birch plywood that just arrived from Russia.



This is a view of different styles of chair frames that are about to be shipped to different customers.



A woodworking machine is set up.



The original building Automated Routing Inc. had was 50,000 square feet, and it is joined by two other facilities called Plant Two and Plant Three. All three buildings are on the same tract of land on the outskirts of St. Meinrad, Ind.

**St. Meinrad, Ind.**—Since 1993, customers have come to know Automated Routing Inc., headquartered here, as a place to fill routing needs. The family-owned business, founded by Barry Schaefer, performs machining for customers “whether they need 100 parts or 100,000 parts.”

The St. Meinrad large woodworking facility is located just 500 feet from where the Schaefer children grew up. Barry was employed by local factories, while three of his brothers came up through the ranks of Thermwood Corp., located in Dale, Ind., where they manufactured CNC routers.

Barry said, “I started the company in 1993, working out of my garage in Mariah, Indiana. In the early days of the firm, often my mother would run the woodworking machinery in my garage while I traveled on the road trying to drum up business. Later, we built a larger building to house our woodworking equipment because a company in the area heard that we bought a CNC router and wanted us to help them. Their order was too big for us to handle in my shop so we built a 4,000 square foot building.”

Today, after many renovations, that original building covers approximately 50,000 square feet and is joined by two other facilities, Plant Two and Plant Three, at the St. Meinrad site. Automated Routing Inc. also operates an assembly plant in Ferdinand, Ind., nine miles north of St. Meinrad, which is 36,000 square feet in size. Plant Three, a 41,000-square-foot facility, will soon take over the chair assembly operations currently being housed in Ferdinand.

Automated Routing has 115 employees, 23 Thermwood CNC routers, two Holzma CNC panel saws, plus many other types of modern woodworking equipment. The firm covers all aspects of the manufacturing process from design through the packaging and delivery of the product for their many varied customers.

The company operates a CNC machining center and offers detailed routing, cut-to-size, boring, mortising, sanding, toning and shaping of solid wood, plywood, medium density fiberboard (MDF), particleboard and plastic items. The firm also operates a planer, gang rip saw, chop saws and has 50,000 square feet of dry storage capacity.

Continued on page 24

This is one of Automated Routing Inc.'s delivery trucks being loaded at the dock.



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**NHLA PHOTOS** - Continued from page 1



Desmond Johnston, Industrial Timber & Lumber Corp., Beachwood, Ohio; Keith McPherson, Sirianni Hardwoods Inc., Painted Post, N.Y.; Kyoung Ho Ahn, American Hardwood Export Council, Seoul, Korea; Bill McCauley, Weyerhaeuser Hardwoods & Industrial Products, Orchard Park, N.Y.; and Peter Tucker, Industrial Timber & Lumber Corp.



Mark Herskind and Phil Fenwick, Baillie Lumber Co., Hamburg, N.Y.; Rob Kukowski, Devereaux Sawmill Inc., Pewamo, Mich.; and Jeff Meyer, Baillie Lumber Co.



Claude Cadrin, C.A. Spencer Inc., Laval, Que.; Chris Castano, Champlain Hardwoods Inc., Essex Junction, Vt.; Mark Mah, UCS Forest Group, Mississauga, Ont.; Sam Glidden, GMC Hardwoods Inc., Dover, Mass.; and David Hubbard, GMC Hardwoods Inc., Norwich, Vt.



Nico Poulos, Weston Forest Group, Brampton, Ont.; Karl Seger, Falcon Lumber Ltd., Toronto, Ont.; Paul Jukes, American Lumber Co., Hamburg, N.Y.; Jesper Bach, Baillie Lumber Co., Hamburg, N.Y.; and Brin Langmuir, Falcon Lumber Ltd.



Parker and Debra Boles, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.; and Paul Miller Jr., Import/Export Wood Purchasing News, Memphis, Tenn.



Rick Wheeler, Gilco Lumber Inc., South Charleston, W.Va.; Cam Koons, Catawissa Lumber & Specialty Co. Inc., Paxinos, Pa.; Eric Porter, Abenaki Timber Corp., Kingston, N.H.; Ed White, Wagner Hardwoods LLC, Cayuta, N.Y.; and Jerry VanVeenendaal, Midwest Hardwood Corp., Maple Grove, Minn.



Phil Rosebrock, Prime Lumber Co., Thomasville, N.C.; Kevin Corder, AWMV Industrial Products, Indianapolis, Ind.; Lloyd Lovett, Transit King City/Northway Forwarding, Montreal, Que.; Steven Sievers, C/K International LLC, Durham, N.C.; and Paul Brooks, Quality Hardwoods Ltd., Powassan, Ont.



Hud Caldwell, Gutchess Lumber, Latrobe, Pa.; Chuck Beatty and Trudy Burdge, Gutchess Lumber, Cortland, N.Y.; and Ray Wheeland, Wheeland Lumber Co. Inc., Liberty, Pa.



Wendell Cramer, W.M. Cramer Lumber Co., Hickory, N.C.; Victor Barringer, Coastal Lumber Co., Weldon, N.C.; and Terry Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



Rob Young, Cole Hardwood Inc., Mableton, Ga.; Patrick Hennebicque, Bradford Forest Inc., Bradford, Pa.; Peter Ross, Ontario Hardwood Products Ltd., Toronto, Ont.; and Steve Staryak, Lawrence Lumber Co., Maiden, N.C.



Doug Wirkkala, Hardwood Industries Inc., Sherwood, Ore.; Doug Martin, Pollmeier Inc., Portland, Ore.; and Heidi and Chris Bingaman, Bingaman & Son Lumber Inc., Kreamer, Pa.



Ryan and Ron Andrews, Deer Park Lumber Inc., Tunkhannock, Pa.; Ray Wheeland and Bill Baker, Wheeland Lumber Co. Inc., Liberty, Pa.; and Eric Lacey, Blue Water Lumber Co., Daphne, Ala.



Bob and Joyce Miller and Chris Moore, Frank Miller Lumber Co., Union City, Ind.; and Jim Hamer, Jim C. Hamer Co., Kenova, W.Va.



Jason Twigg and Joe Montgomery, Tuscarora Hardwoods Inc., Elliottsburg, Pa.; Roberta Parodi, Interglobo Morra N.A. Inc., Jersey City, N.J.; and Bill Reese, Penn-Sylvan International Inc., Spartansburg, Pa.



Darwin Murray, North Pacific, West Plains, Mo.; Kris Palin, Allegheny Wood Products Inc., Petersburg, W.Va.; Sven Melbo, North Pacific, Portland, Ore.; and Peter King, Cersosimo Lumber Co. Inc., Hardwick, Maine



Brian Walsh, Cherry Forest Products, Guelph, Ont.; Doug Knowles, Import/Export Wood Purchasing News, Peterborough, Ont.; and Jim Stephenson, Cherry Forest Products

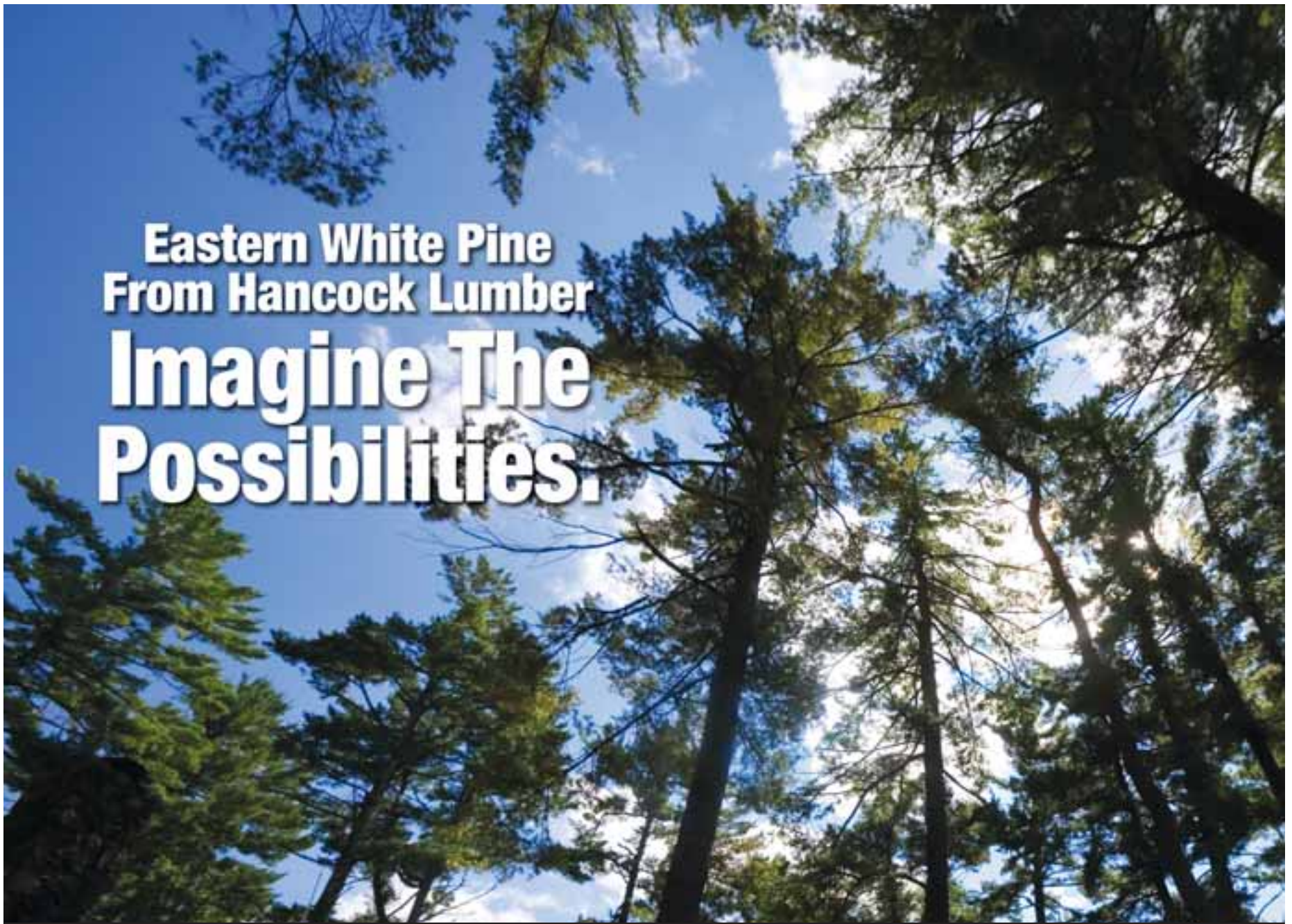


Karl Schmertzler, Yoder Lumber Co. Inc., Millersburg, Ohio; and Bobby Vargo, Hopewell Hardwood Sales Inc., Hopewell, Va.



Yves Lapointe, Prolam, Cap St-Ignace, Que.; Dennis Cuffley and Daniel Couturier, J.D. Irving Ltd., Clair, N.B.; and Terry Miller, Import/Export Wood Purchasing News, Memphis, Tenn.

Additional photos on page 12



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NHLA PHOTOS - Continued from page 10



Bill Rosenberry, Carl L. Rosenberry & Sons Lumber Inc.; Fort Loudon, Pa.; Rich Conti, Matson Lumber Co., Brookville, Pa.; and Bruce Horner, Taylor-Ramsey Corp., Lynchburg, Va.



Bucky and Cyndi Pescaglia and Amy and Ryan Pescaglia, Missouri-Pacific Lumber Co. Inc., Fayette, Mo.



Junior and Margaret Kessler, and Lawson Maury and Adam Moran, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.



David and Janice Mayfield, Mayfield Lumber Co., McMinnville, Tenn.; Greg and Cynthia Kitchens, Kitchens Bros. Manufacturing Co. Inc., Utica, Miss.; and John Clark, Kitchens Bros. Manufacturing Co. Inc., Hazlehurst, Miss.



Scott Seyler, Kuhns Bros. Lumber Co. Inc., Lewisburg, Pa.; Larry Sharp, Altenburg Hardwood Lumber Co., Altenburg, Mo.; Joseph Phaneuf, Northeastern Loggers' Assoc., Old Forge, N.Y.; and Richard Kordes, Kuhns Bros. Lumber Co. Inc.



Matt Begley, Begley Lumber Co. Inc., London, Ky.; Mark and Kim Vollinger, W.M. Cramer Lumber Co., Hickory, N.C.; and John Patterson, Begley Lumber Co. Inc.



Jack Clark, North Pacific, Portland, Ore.; Steven Sievers, C/K International LLC, Durham, N.C.; Lloyd Lovett, Transit King City/Northway Forwarding, Montreal, Que.; and Darwin Murray, North Pacific, West Plains, Mo.



Brad Todd, Fox Everett Insurance, Nashville, Tenn.; and Buddy Irby, Anderson-Tully Lumber Co., Vicksburg, Miss.



Larry Evans, Scott Holley, Peter Tucker, Ed Armbruster and Brad Schroeder, Industrial Timber & Lumber Corp., Beachwood, Ohio



Jamey French, Northland Forest Products Inc., Kingston, N.H.; Ted Rossi, Rossi American Hardwoods, Cromwell, Conn.; and Deb Hawkinson, Hardwood Federation, Washington, D.C.



Dave and Alora Gross, Baillie Lumber Co., Hamburg, N.Y.; Rob Kukowski, Devereaux Sawmill Inc., Pewamo, Mich.; Alysia Sargent, ACES division of Kuehne & Nagel Inc., Portland, Ore.; Loren Voyer, Champlain Hardwoods Inc., Essex Junction, Vt.; and Ted Rowe Jr., Aurora Timberland, Aurora, Ont.



Nathan Jobe, American Lumber Co., Hamburg, N.Y.; John Staranko, Baillie Lumber Co., Hamburg, N.Y.; Paul Staub, Taylor Lumber Inc., McDermott, Ohio; and Bruce Horner, Taylor-Ramsey Corp., Lynchburg, Va.



Keith Cole and Jeff Manges, Cole Hardwood Inc., Logansport, Ind.; Grant Willnow, U-C Coatings Corp., Buffalo, N.Y.; and Tom Oilar, Cole Hardwood Inc.



Kevin Davis, Appalachian Wood Products Inc., Clearfield, Pa.; Garry Drawbaugh, O'Shea Lumber Co., Glen Rock, Pa.; Chris Castano, Champlain Hardwoods Inc., Essex Junction, Vt.; and Shawn Covalt, O'Shea Lumber Co.



Jamie Coleman, Robert S. Coleman Lumber Co. Inc., Culpeper, Va.; and Jack Hatfield and Todd Webb, Jim C. Hamer Co., Kenova, W.Va.



Scott Anderson, St. Croix Valley Hardwoods Inc., Luck, Wis.; Janice Mayfield, Mayfield Lumber Co., McMinnville, Tenn.; and Mike Hilburn, TMX Shipping Co., Wilmington, N.C.



Ryan Oliver, UCS Forest Group, Salt Lake City, Utah; Bryan Hoyt, UCS Forest Group, Seattle, Wash.; Todd Hammond, Sierra Forest Products, Salt Lake City, Utah; and Joe Ventimiglia, Sierra Forest Products, Chicago, Ill.



Tony Honeycutt, Mullican Flooring, Johnson City, Tenn.; Gale and Kim Keener, Mullican Flooring, Ronceverte, W.Va.; and Jimmy Houck, Taylor-Ramsey Corp., Lynchburg, Va.

Additional photos on page 14

# Facility Tours Highlight HMA Meeting

By Wayne Miller



Kari Ort-Bunting, Wolf River Lumber Co. Inc., New London, Wis.; Troy Petzoldt, Lucas Hager and Ronnie Weber, East Perry Lumber Co., Frohna, Mo.



Jim Bailey, Buchanan Hardwoods Inc., Aliceville, Ala.; Leslie Rutland, Rutland Lumber Co. Inc., Collins, Miss.; Bill Buchanan, Buchanan Hardwoods Inc.; and Norm Murray, U-C Coatings Corp., Buffalo, N.Y.



Tim Kassis, Scott Bowe, Troy Brown and Al Quinney, Kretz Lumber Co. Inc., Antigo, Wis.



Tony Messina, Chris Moore, Bob Jones, Dwight Rodrigues and Bob Miller, Frank Miller Lumber Co. Inc., Union City, Ind.; and Alan Kitchens, Kitchens Brothers Manufacturing Co., Hazlehurst, Miss.



Ralph Yearick, Yearick-Millea Inc., Pittsburgh, Pa.; Tommy Wooley, Weyerhaeuser Hardwoods & Industrial Products, Little Rock, Ark.; and David Hopper, Atlanta Hardwood Corp., Mableton, Ga.



Gil Cagle, Jackie Duncan and Keith Snider, Graham Lumber Co. LLC, Linden, Tenn.

**Birmingham, Alabama**—A tour of Buchanan Lumber Co., located in Aliceville, Ala., kicked off the recent

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Bob Packman, RoyOMartin Lumber Co., Morrow, La; Tim Reid, Buckman Laboratories Inc., Memphis, Tenn.; and Jerry Hendrix, Ward Timber Ltd., Linden, Texas



Bruce Reynolds and Blake McMinn, Rives and Reynolds Lumber Co. Inc., Louisville, Miss.; and Wayne Miller, The Import/Export Wood Purchasing News, Memphis, Tenn.



Donald Hanafee and Beth Muse, Hanafee Brothers Sawmill Co. Inc., Troy, Tenn.; Butch Morgan, Roy OMartin Lumber Co., Morrow, La; and John Jones, Ward Timber Ltd., Linden, Texas



John Carithers, Kevin Funk, and Rhonda Kendrick, Kendrick Forest Products Inc., Edgewood, Iowa

Additional photos on page 16

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Kelly Hostetter and Jim Hartzell, Hartzell Hardwoods Inc., Piqua, Ohio; Toto Robinson, Robinson Lumber Co., New Orleans, La.; and Gordon McIlvain, Alan McIlvain Co., Marcus Hook, Pa.



Wally Fields, Walter M. Fields Lumber Co., Memphis, Tenn.; Clay Curtner, Curtner Lumber Co., Newport, Ark.; and Wayne Fendley, Linden Lumber Co. Ltd., Linden, Ala.



Stan Smith, Midwest Walnut Co., Willow Springs, Mo.; Charlie Craig, Craig Lumber Co., Collierville, Tenn.; and Tom Sheets, Blue Ridge Lumber, Fishersville, Va.



David Olah, Allegheny Wood Products, Petersburg, W.Va.; Diane Beauchamp, Northern Hardwoods, South Range, Mich.; and Dean Alanko, Allegheny Wood Products



Steve Arnett, Downes & Reader Hardwood Co. Inc., Greensboro, N.C.; Jim Howard, Atlanta Hardwood Corp., Mableton, Ga.; Tom Heard, Dixie Plywood & Lumber Co., Savannah, Ga.; and William von der Goltz, Downes & Reader Hardwood Co. Inc.



Troy Brown, Kretz Lumber Co. Inc., Antigo, Wis.; Jack Shannon III, J.T. Shannon Lumber Co., Memphis, Tenn.; and Len Barker, Meridian Forest Products, Sugar Hill, Ga.



Jeff Meyer, Baillie Lumber Co., Hamburg, N.Y.; Hud Caldwell, Gutches Lumber, Latrobe, Pa.; and Andy and Karen Middleton, Gutches Lumber, Cortland, N.Y.



Chris Bingaman, Bingaman & Sons Lumber Inc., Kreamer, Pa.; Paul Brooks, Quality Hardwoods Ltd., Powassan, Ont.; and Dale Heintzelman, NHLA Inspector, Middleburg, Pa.



Jim Garrard and Jack Shannon, J.T. Shannon Lumber Co., Memphis, Tenn.; and Skip Holmes, Thomas & Proetz Lumber Co., St. Louis, Mo.



Bob Cafiero, J & J Log and Lumber Corp., Dover Plains, N.Y.; Rae Ann Blair, Tradelanes Inc., Mobile, Ala.; Larry Randall, Better Built Dry Kilns, Villa Hills, Ky.; and Andy Watt, J & J Lumber Corp.



Phil Rosebrock and Jeffrey Neidert, Prime Lumber Co., Thomasville, N.C.; and Carter Rothbrock, MacBeath Hardwood Co., Edinburgh, Ind.



Rick Marino, Kuehne & Nagel Inc., Memphis, Tenn. and Brent McClendon, International Wood Products Assoc. (IWPA), Alexandria, Va.

**IWPA PHOTOS** - Continued from page 1



David Smith, Phyllis Carpenter and Cliff Harding, American Pacific Inc., Holly Springs, Miss.



David Poole, Craig Lumber Corp., Collierville, Tenn.; Kevin Ketchum, National Hardwood Lumber Assoc. (NHLA), Memphis, Tenn.; Charlie Craig, Craig Lumber Corp.; and Tom Walthousen, NHLA



Mark Barford, NHLA, Memphis, Tenn.; Mike Cowan, Hardwood Market Report, Memphis, Tenn.; and Tom Wilson, International Specialties Inc., Collierville, Tenn.



Scott Beggs, Jessica Zheng and David Smith, American Pacific Inc., Holly Springs, Miss.



Pictured at the IWPA's Camden, N.J., regional meeting are: Chris Strang, TBM Hardwoods, Hanover, Pa.; Christian Mengel, DLH Nordisk Inc., Greensboro, N.C.; Hugh Reitz, PRS Guitars, Stevensville, Md.; and Alan McIlvain, Alan McIlvain Co., Marcus Hook, Pa.



Pictured at the IWPA's regional meeting in New Orleans, La., are: Christian Mengel, DLH Nordisk, Greensboro, N.C.; David Williams, Specialty Lumber Services, Opelousas, La.; Lisa Richardson, The Port of New Orleans, New Orleans, La.; and Kenny MacMaster, Argo Fine Imports, Metairie, La.

*Additional photos on page 16*

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**IWPA PHOTOS** - Continued from page 14



Dan MacMaster, Argo Fine Imports, Metairie, La.; and Al Kropog, Capital One Bank, New Orleans, La.



Lee Richardson, The Collins Cos., Portland, Ore.; and Connie Grenz, Kane Hardwoods, Kane, Pa.



Yvon Millette and Eric Vigneault, Vexco Inc., Plessisville, Que.; Chantal Houde, Export Development Canada, Ottawa, Ont.; Mark Horne, National Hardwood Lumber Assoc., Raleigh, N.C.; and Eric Porter, Abenaki Timber Corp., Kingston, N.H.



Greg Devine, Abenaki Timber Corp., Kingston, N.H.; Mark Mah, UCS Forest Group, Mississauga, Ont.; Bob Pope, USNR, Woodland, Wash.; Mark Barford, National Hardwood Lumber Assoc., Memphis, Tenn.; and Orm Gudmundsson Sr., Northland Corp., LaGrange, Ky.



Mark Barford, National Hardwood Lumber Assoc., Memphis, Tenn.; Skip Heidler, Heidler Hardwood Lumber Co., Chicago, Ill.; Scott Anderson, St. Croix Valley Hardwoods Inc., Luck, Wis.; and Jean Francois Dion, Scierie Dion et Fils Inc., St-Raymond, Que.



David Hubbard, GMC Hardwoods Inc., Norwich, Vt.; Richard Keeso, J.H. Keeso & Sons Ltd., Listowel, Ont.; Greg Patenaude, Peladeau Lumber Inc., Laval, Que.; and Charley Fiala, GMC Hardwoods Inc., Long Beach, Calif.



Jean Desilets and Claude Cadrin, C.A. Spencer Inc., Laval, Que.



Daniel Dumoulin, Les Bois Maron Ltee, St-Eustache, Que.; and Julie Gowan and Joel Greenberg, Canadian Lumbermen's Assoc., Ottawa, Ont.

**CLA PHOTOS** - Continued from page 1



Martin Deschenes, Lauzon Distinctive Hardwood Flooring, Papineauville, Que.; Dennis Johnston and Tim Peterman, Peterman Lumber Inc., Fontana, Calif.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



Dennis Cuffley, J.D. Irving Ltd., Clair, N.B.; Sam Glidden, GMC Hardwoods Inc., Dover, Mass.; Daniel Couturier, J.D. Irving Ltd., St. John, N.B.; and Chris Castano, Champlain Hardwoods Inc., Essex Junction, Vt.



Loren Voyer, Champlain Hardwoods Inc., Essex Junction, Vt.; Pierre Drolet, Exact Modus Inc., Quebec City, Que.; Chip Buchanan, Hardwood Publishing Co. Inc., Charlotte, N.C.; and Mike Bartlett, Wesont Lumber, Burlington, Ont.



Joel Greenberg, Canadian Lumbermen's Assoc., Ottawa, Ont.; Nelson Levens, Lafferty & Co. Inc., Lemoyne, Pa.; Glen Peacock, Peacock Lumber Ltd., Oshawa, Ont.; Chad Johnson, Baillie Lumber Co., Hamburg, N.Y.; Dave Williams, Champlain Hardwoods Inc., Essex Junction, Vt.; and Earl Wangler, Salem Hardwoods Inc., Adamsville, Pa.



Ed Brindley, Industrial Reporting Inc., Ashland, Va.; Jeff McBee, Pallet Enterprise, Ashland, Va.; Richard Lavallee, Husky Lumber, Ste.-Therese, Que.; and Chuck Beatty, Gutches Lumber, Cortland, N.Y.



Riley Smith and Rob Kittle, T.S. Manufacturing Co., Lindsay, Ont.; and Peter Ross, Ontario Hardwood Products Ltd., Toronto, Ont.



Judd Johnson, Hardwood Market Report, Memphis, Tenn. and Raymond Langelier, Bois Langelier Ltee, Town of Mount Royal, Que.



Paul Brooks and Peter Van Amelsfoort, Quality Hardwoods Ltd., Powassan, Ont.; and Martin Deschenes, Lauzon Distinctive Hardwood Flooring, Papineauville, Que.

**HMA PHOTOS** - Continued from page 13



Devin Dearth and Bill Hendrix, Brewco Inc., Central City, Ky.; and Jack Shannon III, J.T. Shannon Lumber Co., Memphis, Tenn.



Jeff Booher, B&B Lumber Co. Inc., Jamesville, N.Y.; Matt Tietz, McDonough Manufacturing Co., Eau Claire, Wis.; Linda Jovanovich, Hardwood Manufacturers Association, Pittsburgh, Pa.; and Bob White, McDonough Manufacturing Co., Fernandina Beach, Fla.



Kevin Williams, Jerry G. Williams and Sons Inc., Smithfield, N.C.; Jim Howard, Atlanta Hardwood Corp., Mableton, Ga.; and Mark Williams, Jerry G. Williams and Sons Inc.



Chase Hales, Baillie Lumber Co., Hamburg, N.Y.; Bran Futral, Wellborn Cabinet Inc., Ashland, Ala.; Jimmy Jones, J.E. Jones Lumber Co., New Bern, N.C.; and Luke Brogger, Quality Hardwoods, Sunfield, Mich.



Lee Stockton, Stan Morgan, Roy James, Mike Parker, Chris Ratliff, Benjie Thomas, and Bubba Parker, Anderson-Tully Co., Vicksburg, Miss.



Craig Miller, Battle Lumber Co. Inc., Wadley, Ga.; Doug Fikes, Buchanan Hardwood Flooring, Aliceville, Ala.; John Jones, Ward Timber Ltd., Linden, Texas; Jamey French, Northland Forest Products Inc., Kingston, N.H.; Tommy and Thomas Battle, Battle Lumber Co. Inc.; and Matt Weaber, Weaber Inc., Lebanon, Pa.

Additional photos on page 18



# Vietnam Makes Waves On Hardwood Scene



Michael Snow, American Hardwood Export Council, Washington, D.C.; David Venables, American Hardwood Export Council, London, United Kingdom; Takahiro Tsuji, American Hardwood Export Council, Osaka, Japan; and Kyoung Ho Ahn, American Hardwood Export Council, Seoul, Korea



Steve Lawser, Wood Component Manufacturers Assoc., Marietta, Ga.; Lawson Maury, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.; Dorothy Tong, American Hardwood Export Council, Hong Kong; and Adam Moran, Hermitage Hardwood Lumber Sales Inc.



Peter King and Barbara Larson, Cersosimo Lumber Co. Inc., Brattleboro, Vt.; and Sven Melbo, North Pacific, Portland, Ore.



Victor Barringer, Coastal Lumber Co., Weldon, N.C.; Pem Jenkins, Turn Bull Lumber Co., Elizabethtown, N.C.; and Paul Miller Jr., Import/Export Wood Purchasing News, Memphis, Tenn.



John Chan, American Hardwood Export Council, Hong Kong; and Steven Sievers, C/K International LLC, Durham, N.C.



Andy Middleton, Gutches Lumber, Cortland, N.Y.; Joyce Miller, Frank Miller Lumber Co. Inc., Union City, Ind.; and Eric Lacey, Blue Water Lumber Co., Daphne, Ala.

**Washington, D. C.**—Though Europe has been a longtime leader in United States hardwood lumber exports, Vietnam is quickly becoming a country to watch.

Continued on page 25



Marty Cornett, Pine Mountain Lumber, Lexington, Ky.; Andy Godzinski, Rex Lumber Co., Acton, Mass.; Steven Li, American Hardwood Export Council, Shanghai, China; Michael Buckley, Turnstone Communications Pte Ltd., Singapore; and Bob Owens, Owens Inc., Duluth, Minn.



Tom Inman, Appalachian Hardwood Manufacturers Inc., High Point, N.C.; Dean Alanko, Allegheny Wood Products Inc., Petersburg, W.Va.; Takahiro Tsuji, American Hardwood Export Council, Osaka, Japan; and Kris Palin and Bob Mohr, Allegheny Wood Products Inc.



Parker Boles and Lawson Maury, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.; and Ron Carlsson, USA Woods International Inc., Memphis, Tenn.

Gary Miller, Import/Export Wood Purchasing News, Memphis, Tenn.; John Clark, Kitchens Bros. Manufacturing Co. Inc., Hazlehurst, Miss.; Luis Zertuche, American Hardwood Export Council, Mexico City, Mexico; Don Hamilton, Hamilton Lumber & Veneer Co., Dutton, Mich.



Additional photos on page 18

**Prized species from the Bolivian interior.**

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**HMA PHOTOS - Continued from page 16**



Charlie Netterville, Fred Netterville Lumber Co., Woodville, Miss.; David Lewis, Lewis Brothers Lumber Co. Inc., Aliceville, Ala.; Chuck Boaz, Corley Manufacturing, Chattanooga, Tenn.; and Jeff Lewis, Lewis Brothers Lumber Co. Inc.



Don Hanafee, Hanafee Brothers Sawmill Co., Troy, Tenn.; Bill Buchanan, Buchanan Lumber Birmingham, Aliceville, Ala.; Jack and Jack Shannon III, J.T. Shannon Lumber Co., Memphis, Tenn.



Rod Weaver, Kuhns Brothers Lumber Co. Inc., Lewisburg, Pa.; Phil Mann, Cersosimo Lumber Co. Inc., Brattleboro, Vt.; and Steve Jones, Ron Jones Hardwood Sales Inc., Union City, Pa.



John Wellborn, Wellborn Cabinet Inc., Ashland, Ala.; Norm Murray, U-C Coatings Corp., Buffalo, N.Y.; and Aaron Wellborn, guest



Harry Rogers, Big River Cypress and Hardwoods Inc., Blountstown, Fla.; and Paul Barringer, Coastal Lumber Co., Weldon, N.C.



Jeff and Gary Booher, B&B Lumber Co. Inc., Jamesville, N.Y.; Riley Smith, T.S. Manufacturing Co., Lindsey, Ont.; and Paul Johnson, Johnson Brothers Lumber Co., Cazenovia, N.Y.



Jimmy Jones, J.E. Jones Lumber Co., New Bern, N.C.; Ken Matthews, SII Dry Kilns, Lexington, N.C.; and John Lindeberg, Wellborn Cabinet Inc., Ashland, Ala.



Al Quinney, Kretz Lumber Co. Inc., Antigo, Wis.; Derick Metts, Taylor Machine Works Inc., Louisville, Miss.; Ken Burtram, Morris-Softac, Albertville, Ala.; and Aaron Wellborn, guest



John Chan, American Hardwood Export Council, Hong Kong; Larry Frye, American Walnut Manufacturers Assoc., Zionsville, Ind.; and Larry Wright, Hassell & Hughes Lumber Co., Collinwood, Tenn.

**AHEC VIETNAM PHOTOS - Continued from page 17**



Wayne Bender, Pennsylvania Hardwoods Development Council, Harrisburg, Pa.; Joe Pryor, Oaks Unlimited, Waynesville, N.C.; Adam Moran, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.; Jim Garrard, J.T. Shannon Lumber Co., Memphis, Tenn.; and Ron Carlsson, USA Woods International Inc., Memphis, Tenn.



Duncan King, American Hardwood Export Council, London, U.K.; Roberto Torres, American Hardwood Export Council, Mexico City, Mexico; Rich Solano, Pike Lumber Co. Inc., Akron, Ind.; and Stefanie Brown, American Hardwood Export Council, Washington, D.C.



Paul Miller Jr., Import/Export Wood Purchasing News, Memphis, Tenn.; Roy Cummings, Cummings Lumber Co. Inc., Troy, Pa.; and David Venables, European Director, American Hardwood Export Council, London, U.K.



Steve McKeever, Sitco Lumber Co., Dallas, Texas; Donna Bliss, Sitco Lumber Co., Baton Rouge, La.; and Terry Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



Takahiro Tsuji, American Hardwood Export Council, Osaka, Japan; Duncan King, American Hardwood Export Council, London, U.K.; Signal Bernstein, Foreign Agricultural Service, Washington, D.C.; and Kyoung Ho Ahn, American Hardwood Export Council, Seoul, Korea

**NHLA -**

Continued from page 1

Showcase, held at the Washington Hilton. Sponsored annually by the National Hardwood Lumber Association (NHLA), the Lumbermen's Underwriting Alliance presented this year's convention, which was attended by more than 800 people.

Approximately 75 exhibitors displayed their goods in the Exhibit Showcase, sponsored by Cole Hardwood Inc., as well as in Traders Alley, a new venue at the convention. Producers and distributors came together to share ideas, network and even do business with one another.

Several other new presentations were available to the attendees, including a "Truth About Trees" program, presented by U-C Coatings Corp. The Women's Network Program Book Drive proved to be a success as attendees donated hundreds of children's books. The Women's Network holds an annual brunch during the convention, and convened this year at the headquarters of the Daughters of the American Revolution in Washington.

Longtime lumbermen honored during the NHLA Legends of Lumber presentation included: Milt Cole, of Cole Hardwood Inc., Logansport, Ind.; Jim Hamer, of Jim C. Hamer Co., Kenova, W.Va.; Richard Krawze, of Pine River Lumber Co. Inc., Long Lake, Wis.; and Joe Long, of J.E. Higgins Ltd. These four gentlemen have been involved in the lumber industry approximately 190 years cumulatively.

Also honored as members of the NHLA for 100 years or more were three key companies that have contributed to the industry's growth through the years. They were: Frank E. Wilson Lumber Co. of Elkins, W.Va., a firm which is owned and operated by members of fifth and sixth generations of the Wilson family; Holt & Bugbee Co. Inc., which began in 1825 in Charlestown, Mass., as a modest sawmill for rough cutting Mahogany logs; and Alan McIlvain Co., of Marcus Hook, Pa., which began in 1798 and has been family-owned and operated ever since.

Ron Andrews, president of Deer Park Lumber Inc. was presented the Forestry Stewardship Award, which was established in 1996 by the NHLA to promote responsible stewardship of hardwood forests, recognize excellence in the utilization of forest resources, and to inform the hardwood community of good forestry practices—all goals within NHLA's mission.

Attendees took advantage of several informational seminars that addressed current issues, including: a rules forum, moderated by Chief Inspector Mark Horne; the domestic Hardwood Market Report, presented by representatives of *The Hardwood Market Report*; a look at the global market for U.S. products, moderated by the American Hardwood Export Council; and Judd Michael, associate professor at Penn State University, addressed the Seven Deadly Sins in the Hardwood Lumber Business.

Honored guest speakers at the NHLA Convention included General Colin L. Powell, USA (Ret.), who served as the 65th Secretary of State of the United States; and Oliver L. North, a decorated Marine colonel who is also a best-selling author, small business founder and host of WAR Stories on FOX News Channel.

The five-day convention was packed with various dinners and receptions, in addition to NHLA New Board Member Orientation, live musical entertainment, a golf tournament and a tour of Washington, D.C. For example, the Hardwood Distributors Association hosted a luncheon and a meeting, as well as dinner and a reception, for its members during the annual convention. Also, the Hardwood Federation, the International Wood Products Association and the Canadian Lumbermen's Association presented programs and hosted social gatherings as well.

Next year's NHLA Convention is set for Oct. 8-11 in San Francisco, Calif., at the San Francisco Marriott.

La. The programs featured a good mix of business and networking. The business program included updates on legislative and regulatory issues, market statistics and business trends, and included a strong mix of guest speakers from Ports and U.S. Customs and Border Protection officers to business leaders and association executives.

Upcoming events include meetings in the Los Angeles area on Dec. 4 and in Portland, Ore., on Dec. 6. For more information, visit [www.iwpawood.org](http://www.iwpawood.org).

Each regional program includes lunch with presentations on supply and market trends, the U.S. market for imported woods and legislative/regulatory issues impacting imported wood users.

Among the topics discussed at the recent meeting in Memphis were: tropical sustainable forest management, U.S. jobs and market quality, the Convention on International Trade in Endangered Species, illegal logging and the Lacey Act.

Brent McClendon, representing IWPA, addressed details of the Lacey Act during the regional meeting noting, "the easiest way to summarize (the Lacey Act)—it is the unintended consequences of well-intentioned commissions. That is why we're trying to work with the Hardwood Federation, with NHLA, with a wide audience, to get what we think are the most critical devils in the details issues solved. The main issue that seems to divide the group is the issue of innocent owners."

McClendon went on to state that the problem is "proving innocence prior to assumption of guilt."

He added that the innocent owner issue is critical because, "first, it puts the burden of proof on the government versus on you...Well, the fact is, you don't need to prove legality to clear customs and import goods...The challenge for our industry is if government in the results of their investigation has come back and said, 'This is illegal, now you need to prove to me it is not.' How do you do that? How do you now disprove that situation? Lacey still does it; if it truly was illegal then the government can seize and take it, Lacey will not protect you from that. But what it does do is raise the burden of proof. (Lacey) raises it from a preponderance of evidence to beyond a reasonable doubt."

Additionally, approximately 50 IWPA members recently attended the annual national convention in Washington, D.C., of the National Hardwood Lumber Association, which is located in Memphis, Tenn. McClendon addressed many of the same topics at that meeting as was covered at the recent regional meeting and the group enjoyed a casual networking reception as well.

**CLA -**

Continued from page 1

(NHLA) Annual Convention. The CLA's upcoming 100th annual convention, scheduled for Feb. 20-21 in Montreal,

Que., at the Fairmont Queen Elizabeth Hotel, was among the topics discussed. The event will include a 100th anniversary gala, a one day contact session, guest speakers and an industry hockey game.

The CLA, the oldest inspection service in Canada, is distinguished by its grading courses, networking opportunities, and an annual national convention, all of which are designed to help members advance their businesses. The CLA represents hardwood and softwood member companies in Ontario, Quebec, the Atlantic provinces, and the U.S., and protects such interests as quality control, import and export regulations, plant health regulations, tariffs, building codes, product standards, tax structures and transportation legislation.

The CLA Annual Convention, held traditionally in February in Montreal, draws leading industry executives and suppliers from throughout the U.S., Canada and overseas. The organization also introduced a new logo to celebrate reaching the very special milestone of 100 years.

The recent one-day meeting at the NHLA Convention began early with a buffet breakfast and included a presentation by George Barrett, chief editor of *Hardwood Review Magazine*. He offered his analysis of, and forecast for, the hardwood industry in North America. His speech also addressed growth opportunities for Canadian lumber producers and product manufacturers.

Also, P. Van Amelsfoort welcomed the association to the meeting, followed by

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**IWPA -**

Continued from page 1


aboard the USS Battleship New Jersey and port tour of S. Jersey Port Corporation's facilities in Camden, N.J. IWPA then traveled to Memphis, Tenn., for a meeting at the National Hardwood Lumber Association's headquarters and then concluded with a Port of New Orleans tour and meeting in New Orleans,

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**CLA -**

Continued from page 19

Joel Greenberg, who announced approval of the organization's financial statements and 2008 budget.

Mark Barford with the National Hardwood Lumber Assoc. addressed the group and provided an update on the activities and issues currently being addressed by that organization.

The CLA announced its Dec. 5, fall meeting in conjunction with the Wholesale Lumber Distributors Assoc.

**AHEC -**

Continued from page 2

Design Center. Here, both the consumers and designers who frequent the center will be able to see and touch these pieces firsthand, thereby increasing their familiarity with both American hardwoods and its character marks.

AHEC would like to thank its members, who have generously supported this project with donations of American hardwoods.

The American Hardwood Export Council (AHEC) is the leading international trade association for the U.S. hardwood industry, representing the committed exporters

among U.S. hardwood companies and all major U.S. hardwood product trade associations. AHEC's member companies service the growing global demand for U.S. hardwood and represent the full range of hardwood products. AHEC maintains offices in Japan, Europe, Southeast Asia, China, Korea and Mexico, in addition to its Washington, D.C. headquarters, to serve the needs of the global community. For additional information, please contact AHEC by phone at 202/463-2720, by fax at 202/463-2787 or consult our website at [www.ahec.org](http://www.ahec.org)

**WHO'S WHO - Burdge**

Continued from page 2

offers ripping, surfacing, moulding and produces 65 million board feet of lumber annually.

Burdge is a graduate of Southern Huntingdon County High School, in Orbisonia, Pa. She and her husband, Keith, have been married for 17 years and have one son. She enjoys gardening, hunting, archery, camping, racing, reading, sewing and spending time with her family.

**WHO'S WHO - Gross**

Continued from page 2

cal core stock veneers from Africa and South America, veneer core platforms from Brazil and China, and various veneer faces and backs.

The firm maintains a 40,000-square-foot warehouse in High Point, N.C., and delivers products by truck or ships directly from the port of entry.

Gross is a 1969 graduate of Phillips Exeter Academy, located in Exeter, N.H. He received a bachelor's degree from Duke University, located in Durham, N.C., in 1972 and a master's degree in English from the University of North Carolina at Chapel Hill, in 1973.

Gross Veneer Sales is a member of the Hardwood Plywood and Veneer Assoc. (HPVA), International Wood Products Assoc. (IWPA) and the Hardwood Forest Foundation. Gross is a member of the Veneer Committee of the IWPA.

Gross has been married for three years to his wife, Jan, and has two children and one grandchild from a previous marriage. He is an avid motorcyclist and horseback rider.

**WHO'S WHO - Ptacek**

Continued from page 2

Hayfield (Iowa) High School received a bachelor's degree in business administration from Iowa State University in 1988.

Starmark Cabinetry is a member of the National Kitchen & Bath Assoc. (NKBA).

Ptacek is married to his wife of 17 years, Debbie, and has two children. He enjoys spending time with his family.

**WHO'S WHO - Ross**

Continued from page 2

es five million board feet of lumber annually.

Ross is a graduate of Baltimore City College in Baltimore, Md., and received a bachelor's degree in economics from the Wharton School and the University of Pennsylvania in Philadelphia.

Ross and his wife of 58 years, Elaine, have three children and seven grandchildren.

**FORECASTS - Bach**

Continued from page 4

There are several larger issues for the imported hardwood industry at this time. The soft housing market is having an effect on business for sure. Customers are carrying less stock, and it is more necessary than ever to cater to just-in-time shipments. Raw material prices have been increasing for some time overseas, and the impact of this feels even stronger with the weak U.S. dollar that has now experienced a drop of about 12 percent versus the Euro over the last year. Hard work will be on the agenda for 2008 as these issues are really out of control, so working harder to meet our customers' requirements and service needs will be the key to a successful year.

As Baillie Lumber Co. continues to grow the imported hardwood segment, we will be adding an additional storage facility at our location in Cove City, N.C. This will enable us to carry more volume in kiln-dried lumber and better serve the just-in-time requirements of our customers. We have also been adding more species to our lineup in order to expand our capability to serve the needs of customers, who are sourcing a wide variety of lumber for their markets.

**J.J. Bourbeau  
Primewood  
Lumber Inc.  
Drummondville,  
Que.**



Primewood Lumber anticipates a 10 percent, or less, drop in business in 2008. The company's customers are projecting a similar decrease due to low construction competition from South America.

The company further anticipates a decline in lumber prices in 2008 and plans to counter this by being aggressive on pricing of products.

Primewood recently updated its grading facility and does not plan any further expansion or upgrades in the foreseeable future.

**FORECASTS - Knight**

Continued from page 4

It is not all gloom and doom though for a company like ours. We will be able to find levels that customers are willing to purchase at and match to willing mill suppliers. Most industrial sales should remain strong. The consumer will still purchase some home improvement items with what little expendable income may be left.

Most of our customers are having a wait and see attitude. See what the Fed's will do, what will happen to the interest rates, where will our dollar end up, how will the stock market react, etc. The days of the automatic 5-10-15% annual increase estimates for program business is off for next year. Most of our customers are willing to let inventories drop and feed the wood bin

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**FORECASTS - Knight**

Continued from page 20

more on a just-in-time delivery basis. For the customers dependent on offshore supply we feel this will leave them with an empty wagon to sell out of at times.

We are experimenting with increasing our sales with some more imports this coming year. We are also looking into contractual agreements with a couple of producers to represent their product line into the marketplace.

**FORECASTS - Callender**

Continued from page 4

under better U.S. economic conditions.

W.M. Cramer International will continue to address these and other problems of our customers, knowing that by doing so, we are, in effect, solving our own problems. The high levels of customer service and quality are what has brought W.M. Cramer International into the small circle of U.S. exporters who have been serving the world market for decades. We expect these standards to continue to add to our growing customer base across wood markets of the world.

We are utilizing all of our facilities to maximize the quality and quantity of our hardwoods so that we can better serve our various markets. This year, we have continued to improve our Millwood, Ky., concentration yard, from which we are primarily shipping White Oak. We have a full range of temperate hardwoods from our other locations in West Virginia and North Carolina.

**FORECASTS - McClendon**

Continued from page 4

ing inventory, improving operating efficiencies, expanding marketing initiatives, etc. We have already seen some difficult cuts across our industry, and more of this is likely next year.

Challenges ahead for IWPA include growing protectionism in the U.S. and how we can become even better as a timely solutions-provider for our members. I believe the Staples® Easy Button commercials hit the nail on the head. We are all looking for ways to speed up our problem solving, increase sales, improve efficiencies, and so on.

Understanding that a core part of IWPA's mission is to keep the U.S. market open for imported wood products, IWPA has increased our legislative and regulatory affairs programs. Growing protectionism threatens the ability of companies to use or distribute imported wood products. Every segment of our industry, U.S. manufacturers, distributors and consumers, has been impacted by political and regulatory challenges – and we see even greater challenges ahead in 2008. IWPA's three registered lobbyists actively recognize these threats and are aggressively working to expand IWPA's working relationship with other business coalitions, elected leaders, and regulatory officials.

Associations traditionally existed primarily for networking. Certainly there were other functions as well, government affairs and standards development to name a couple; but now more than ever, companies want clear, quantifiable proof of their Return on Investment. To get ahead of this trend, IWPA has rapidly increased our marketing and business-focused efforts. IWPA's *Imported Wood* magazine and increased IWPA participation in tradeshow assures that buyers of imported wood products know where to turn for sourcing decisions – IWPA members.

IWPA has also expanded the use of "business" speakers at our conventions to specifically address how their markets are changing and the impacts this has on their usage of imported wood products. Businesses are looking for any edge to stay ahead of the competition, and we're structuring our 2008 convention, scheduled March 5-7, 2008, to perform exactly this function.

We recognize that all we do must lead to results for IWPA member companies.

The initial results of this business and legislative affairs focus are quite positive. For example, the association has doubled revenue and increased membership by 25 percent over the past few years, a direct reflection on the value these companies

receive from IWPA.

However, the key determinant for how successful we are as a not-for-profit is how we prepare our membership (you) to emerge from difficult times stronger and better positioned to increase marketshare and profitability. We welcome the challenge that 2008 is likely to bring.

**FORECASTS - Bezzera**

Continued from page 4

industrial packaging and products, and manufactured housing. The company is strengthening its market position by targeting the following areas: sales of components and building materials for multi-family and light commercial construction; increased penetration with national customers in the industrial market; a foray into concrete forming products for large structure (high-rise buildings, parking garages, bridges, stadiums, etc.); and increased sales of consumer products, including composite decking and railing and a strong portfolio of accompanying accessories. In addition, Universal remains the leading supplier of pressure treated lumber, with 23 treating plants nationwide.

Even though consumer spending through August remained soft, Universal continued to take share in DIY, due, in part, to its acquisition of Aljoma Lumber. In addition, the company is adding industrial crating and packaging to the Aljoma operations,

an exciting prospect given the manufacturers and exporters located near the Port of Miami.

While Universal predicts modest growth at best in DIY in 2008, it expects to continue to grow share and believes that the industry will gain strength in 2009 as homeownership and turnover begin to increase again.

Universal continues to capitalize on its many competitive strengths. For example, the company's national footprint allows it to serve customers at their facilities from coast-to-coast, creating the potential to be a single-source supplier to those customers. Most recently, Universal began seeing this pattern in its industrial business in 2007 as national manufacturers for which the company provided industrial solutions to a single location began asking Universal to expand its service to other manufacturing locations.

Despite the impact of the housing market, Universal sees potential in each of its markets and is focused on building share, managing working capital, reducing costs, and enhancing its balance by adding new products and exploring new areas for growth. The company is seeing promising opportunities with new customers and markets, and is positioning itself for the housing market's return to full strength.



**Tom Inman  
Appalachian  
Hardwood  
Manufacturers  
Inc.  
High Point, N.C.**

Appalachian Hardwood Manufacturers, Inc. embarked on an exciting promotion in 2007 that we believe will pay dividends to



members in 2008.

The "Appalachian Hardwood Verified Sustainable" program is educating consumers of wood that the hardwood timber resource in the Appalachian Region as defined by AHMI is sustainable – meeting the demands of today without compromising the needs of the future. The determination is based on research from the U.S. Forest Service, which finds that the timber growth to removals ratio in the 344 counties of Appalachia is 2.3 to 1. The area has more than 65.4 million acres of timberland, an increase from 10 years ago, and the volume of timber stands at more than 115 billion cubic feet of trees.


That message is being received by manufacturers who are joining the "green" or "sustainable" movement. Many are seeking proof that the lumber resource they are using is sustainable so they can pass that information on to their consumers.

The AHMI program enables them to understand that Appalachian hardwood lumber is sustainable. We believe that

Continued on page 22

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**FORECASTS - Inman**

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questions about green sourcing will continue to rise in 2008 and the Appalachian Hardwood Verified Sustainable program will keep AHMI members in the marketplace for sustainable hardwood lumber products.

The overall forecast for American hardwood lumber in 2008 is maintenance, many producers and distributors believe. As market conditions for U.S. housing and wood products are projected as flat for the year, hardwood lumber producers are preparing for at least two quarters of production and sales matching the final quarters of 2007.

Many producers of Appalachian hardwood lumber reported slight declines in production in 2007 while sales for the quarters were mixed. A common report was sales gains one month, sales losses the second month and a stabilization the third month.

That is forecast to continue into 2008 until the housing market turns the corner and the inventory of homes for sale is reduced. Hardwood flooring, cabinets, millwork and furniture inventories are high and new home construction has declined.

A bright spot for Appalachian hardwood lumber is exports. Sales of Appalachian hardwood lumber into export markets have seen slight gains in the past 18 months. As furniture manufacturing has moved to off-shore locations, the demand for Appalachian hardwood species has transferred to these locations in China, Vietnam and Indonesia.

It is believed that the economies of these countries will continue to improve and exporters of Appalachian hardwoods will find emerging markets here. Exporters are learning from their trading partners that an increasing number of products are being built for markets within these countries.

The desire for the beauty of Appalachian Cherry, Appalachian White Oak and new looks for Appalachian Red Oak is increasing as the wealth of these new consumers increases. This should lead to increases in export sales in 2008.

The chief issue facing Appalachian hardwood lumber manufacturers in 2008 will be production. In the last six months of 2007, a handful of sawmill companies ceased operation. While difficult for these companies, the loss of this production capacity should enable the supply to move closer to the demand and improve the profitability for others.

The American wood industry, however, will face greater competition than ever before from international species of wood. The industry must remain focused on the promotion of the sustainability, beauty and working characteristics of American hardwoods to compete and win against this onslaught of species.

AHMI was founded in 1928 and represents more than 200 lumber manufacturers, distributors, consumers, foresters and suppliers to the industry. For more information, contact [info@appalachianwood.org](mailto:info@appalachianwood.org) or visit [www.appalachianwood.org](http://www.appalachianwood.org)

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**DONGGUAN -**

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the United States, Europe, South Africa and New Zealand. Local timber in the form of China Ash, is sourced from Heilongjiang and Yunnan provinces.

According to Lin, imported material accounts for half of the raw material used for making edgebanding veneer. From the U.S. comes the species of Cherry, Red Oak, Walnut, Ash and Maple. The choice of raw material is customer dictated as Lin explained: "It is the customer who makes the choice. Because furniture buyers in the U.S. prefer home-grown timber, furniture manufacturers will have to source for raw materials from that country and this, in turn, means we also have to use American timber for making our products."

However, as Lin further explained, American timber is not imported directly from suppliers in the U.S. Instead, the veneer strips, which are supplied in widths of 20-30 cm and 0.6 mm in thickness, are purchased from raw material markets in China.

Lin recalled that the company did contact suppliers in the U.S. at one time to place orders for raw materials. "But the problem arose when we were not given what we had asked for. Because of this, company officials now make it a point to go to the local timber yard, choose what they want and pay for what they get. And we are happy with the present way of getting supplies of wood."

Quality is heavily emphasized in the pro-

duction process and thus, only A and B grades of veneer strips are selected and delivered to the doorsteps of the factory. On arrival at the factory, they are ripped into smaller strips and joined to become longer pieces of up to 150 metres in length before they are packed in coils.

Some of the advanced machines used for making edgebanding material are imported from Germany. Others are locally manufactured and there are also self-made machines.

Lin went on to say that unlike other mills, the company has its own way of making edgebanding. "While the conventional method is to paste fabric to the veneer before lengthening it, we make it a point to join the veneer first before adding fabric to it. This way, we can make the product faster than others."

In the production of edgebanding veneer, the company has the medium-to-high segment of the market in mind. Its forte lies in its ability to churn out high quality products at a much faster pace than its competitors. "For example, orders that we received in the morning can be delivered to customers in the afternoon," said Lin.

For the future, the company intends to remain steadfast in what it is doing and strive to further expand its U.S. and European markets. Lin added: "We want to specialize in the production of edgebanding material. If we diversify, things will become complicated and we won't be able to focus on what we are doing. In the end, we cannot be professional in this trade."

For now, the situation is that the market is getting so competitive and to compound the problem, large furniture manufacturers, especially Taiwanese mills, are moving out of China into Vietnam, according to Lin.

**BRADFORD -**

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least once, but more likely two or three times a year. We are big believers in the value of face-to-face contact and meeting with our customers in person. We want to see how our products are being utilized in their plant or learn about what their customers are looking for, so we have a better understanding of their business and how we can better serve both the direct and indirect customer base."

Currently, Bradford Forest maintains approximately 60 percent of its business in the U.S., 25 percent in Canada and exports the remainder. The company has continuously serviced international customers worldwide since 1989.

Bradford Forest is located on the edge of the Allegheny National Forest and is able to take advantage of the region's mature hardwood forests. Additional facilities are located in Tioga, Pa., and Claremont, N.H., giving the firm access to native hardwoods like Pennsylvania Black Cherry and Red Leaf Soft Maple, White Ash and Hard Maple from Upstate New York and New England, and the Wheat-colored Red Oak New Hampshire is famous for. By having three mill locations in different high quality forest areas, the firm is able to procure timber with highly desirable characteristics from both the Northern and Appalachian regions.

Bradford Forest is a member of the Danzer group of companies and was founded specifically in Northwestern Pennsylvania for access to Black Cherry, its signature species since the beginning in 1988. Cherry comprises about 30 percent of the company's annual production. Another 40 percent is equally split between Hard and Soft Maple, followed by Red Oak and Ash at 10 percent each, with the remaining 10 percent coming from Poplar, Basswood, Birch and Walnut.

"To find the best Cherry, just look for the orange," Hennebicque said, noting the bundle end paint color Bradford has always used. "Everybody knows that orange color signifies Bradford Forest Lumber. We have a long tradition of excellence in Cherry."

Bradford Forest produces an unconventional product by offering up to 55 sorts of Cherry lumber in No. 1 Common and Better in various colors, widths and lengths. The species is available in standard thicknesses from 4/4 through 12/4, but also 7/4 and 9/4 through pre-planing.

"That's what I mean by unconventional," Hennebicque said. "A lot of companies will automatically turn down an unusual request and say 'no, that's too much trouble, we can't do that.' We take that challenge and will work with the customer to find a size and sort that most closely meets

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