

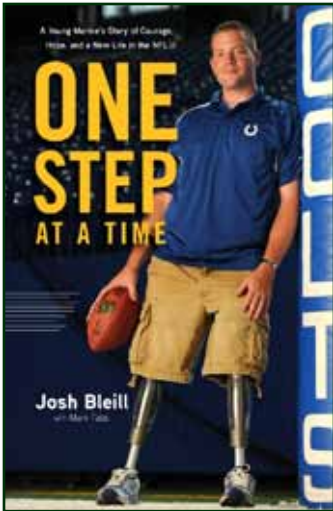


IHLA Hard News

Volume 16, Number 3

October 2011

Keynote Speaker Knows Real Meaning of Adversity



**2012 IHLA Convention
brought to you by Indiana
Lumbermens Mutual Ins. Co.
Feb. 8-9, 2012**

Even a prolonged business slump can be put in perspective when you hear Josh Bleill talk about adversity.

Bleill, the author of the autobiography "One Step at a Time," had both legs amputated after a roadside bomb explosion that occurred while he was in Fallujah, Iraq and riding in his military Humvee. Two of his friends perished in the explosion, and his life was forever changed, just because he was in the wrong place at the wrong time.

Bleill went through intensive physical therapy and vowed not to return home to Indiana until he could walk off the plane. With determination and prosthetic legs, he returned home walking, and married his college sweetheart, with his groomsman who had lost a leg in the same explosion. The couple had their first child in January, 2011.

Indianapolis Colts owner Jim Irsay met Bleill while he was recovering, and made good on a promise to give Bleill a job with the Colts once he recovered. He now represents them through their community relations department.

"It's a win-win," said Bleill about the job. I support the team and talk a lot about them, but it's gotten me back on my feet, and they've given me the platform that I knew God had given me but didn't quite know how to use."

The book is an inspirational application of the Marine Corps motto "adapt and overcome," and shows how his enthusiasm, joy for life and sense of humor helped him overcome unimaginable pain and suffering cause by what he calls "one bad day."

You are guaranteed to never look at your problems the same way again after hearing and meeting Marine Corporal Josh Bleill.

The Super Bowl-themed IHLA Convention will be held February 8-9 in Indianapolis.

PLM is Sending Two to the Super Bowl!

With two Super Bowl contenders in their home state, Pennsylvania Lumbermen's Mutual Insurance Company is sending two lucky people to the 2012 Super Bowl in Indianapolis, and entering is as easy as signing up for the IHLA Convention. The winners will be going in style, as their package will include several VIP perks, including:

- Tickets to the game
- Game day hospitality access including premium menu and open bar
- NFL player appearances
- Interactive activities
- \$50 in-stadium merchandise certificate
- Exclusive Collectible Game Program
- Super Bowl XLVI lanyard with ticket sleeve
- VIP Access to Stadium
- Express Security Entrance on Super Bowl Sunday
- Preferred on-location stadium parking

PLM President John Smith announced the giveaway on September 20, noting that it's their way of giving back to their customers and the hardwood industry. The su-

Continued on page four

Inside This Issue

President's Message	Page 2
Hardwood Federation	Page 3
2012 IHLA Convention	Page 4
Chuck Spry Golf Tournament	Page 5
Indiana State Fair	Page 6

Hardwood Checkoff	Page 7
Hardwood Federation(cont'd.)	Page 8
Industry News	Page 9
American Chestnut	Page 10



Hard News

Published
by the
Indiana Hardwood
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President's Message

Conventions Offer Advantages, Optimism



Jeff Manges
IHLA President

Having just returned from the NHLA Convention in Nashville, a couple of things have become very clear to me.

First of all, the major hardwood industry conventions have become essential events in our business. In a short time, you can see everyone you need for business services, networking, customer contact, and the latest in industry news and trends.

These conventions not only provide a huge competitive advantage for those who attend, but also help us share ideas, recharge our enthusiasm levels, motivate our employees, and renew our optimism for success. I never leave disappointed.

The other benefit is the chance to learn, learn, learn. The key leaders of all the top industry organizations and media outlets give us up-to-the-minute market and trade data on a global basis, then teach us how to turn that information into increased sales and profits.

If you think the last decade's changes in our industry are temporary, you are simply setting yourself up for more struggles. It's just not the same industry of 30, 20, or even ten years ago. Production is less than two thirds of its peak in 1999, and consumption is off 45%. Buyers for our products have shifted to global markets, and when the US housing market returns, it too will look different. Nearly 40% of our exports now go to China, whose rate of consumption has also grown dramatically and will continue to do so.

When the world's economies recover, the new customers will look completely differently at species, grades,

and prices. Are we ready? Are you ready? Low-cost, non-distinct species will be in greater demand, taking share from traditional appearance species.

Other trends, such as apartments and condos for sale (rather than rent) will likely use more high-end hardwoods. So many other trends and changes are likely, with no room to detail here. If you aren't already attending these industry conventions, I honestly don't know how you are staying current and relevant.

For those who know what it takes to succeed tomorrow, you can truly look forward to a great IHLA meeting in Indianapolis February 8-9. This issue of the Hard News is loaded with details on what you can expect there, including a chance to win tickets to the 2012 Super Bowl just for registering. Plan to join 900 or so of the industry's finest. You won't be sorry and you'll leave excited about the future!

2012 IHLA Convention & Exposition Sponsors

(As of 9/27/11)

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Simply Computing International, Inc.

Hardwood Federation

Hardwood Federation News Updates

By Deb Hawkinson, Executive Director
Hardwood Federation, Washington, DC

Hardwood Federation Joins in Call for Planning Rule Hearings

This month the Hardwood Federation joined more than 20 forestry, business, community, and natural resource groups in calling on the House Resources Committee to schedule hearings into the Forest Service's new Planning Rule. The joint letter, sent to Committee Chairman Doc Hastings (R-WA), requests the hearings be held by the Subcommittee on National Parks, Forests, and Public Lands chaired by Rep. Rob Bishop (R-UT), and that they be held in Washington, DC so that the USFS Chief will be compelled to participate.

The Forest Service plans to release the final Rule in November - and the rule is currently a wide departure from the National Forest Management Act and the Multiple Sustained Yield Act. The industry coalition's position is the new rule will increase gridlock and result in declining yields and deteriorating forest health.

The hearing calendar is rather full, but there is hope a late October hearing will be possible and help focus

Congressional attention on the proposed rule's shortcomings.

Taking the LEED Fight to the Navy

Ray Mabus, the Secretary of the Navy and former Mississippi governor, recently announced a goal to make all U.S. Navy construction Gold certified under the LEED® system. Given his background as a tree farmer and the anti-wood bias inherent in the LEED system, the Hardwood Federation has been working to secure an opportunity to educate the Secretary on our industry's concerns with a LEED only policy.

HF spearheaded an effort to point out the LEED shortcomings when it comes to sustainable wood materials and the importance wood plays in our economy by working with the entire Mississippi Congressional delegation, 5 Republicans and 1 Democrat, to send a joint letter to Secretary Mabus urging him to meet with the wood products industry to learn more about U.S. hardwood and green building guidelines. Given the tight spot a LEED-only position put the Department of Defense (DOD) in at Camp LeJeune (see next story) the Federation is hopeful Secretary Mabus will reconsider the current approach.

Continued on page eight

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“Touchdown Indy” IHLA Convention

Convention Seminars will be a Big Win

There will be something for everyone at the 2012 IHLA Convention & Exposition. The convention program will include many seminars spanning all different topics important to our industry. These will include:

- ***“What’s Bugging You?”*** presented by **Philip Marshall**, Entomology & Plant Pathology Division Director, Indiana Department of Natural Resources

This seminar will provide the most up-to-date information on a wide variety of invasive species plaguing the forestry and lumber industry, including Powder Post Beetles, Thousand Cankers Disease and Emerald Ash Borer.

- ***“Exporting Opportunities”*** presented by **Michael Snow**, Executive Director of the American Hardwood Export Council

Hear all you need to know about current hardwood export markets from the person watching them closest each and every day. During continued economic difficulties it is crucial to capitalize on exporting opportunities and “be ahead of the curve.”

- ***“What Keeps You Up at Night: Tax, Accounting and Business Issues”*** presented by **Jason Patch**, Director in Katz, Sapper & Miller’s Audit and Assurance Services Department & **Mark Flinchum**, Partner in Katz, Sapper & Miller’s Business Advisory Group

Katz, Sapper & Miller is the largest Indianapolis-based accounting firm. In business since 1942, the firm has earned a reputation as a leader in the areas of accounting, audit, tax and consulting services. This session will focus on three important topics that everyone needs to hear:

1. Creating a Profit Culture: Using KPIs and Your Employees to Make Your Business More Profitable
 2. Tax Update and Strategies: 2011 Tax Law Changes and How They Affect Your Business
 3. Accounting Update: Latest Trends Affecting Manufacturing and Distribution Companies
- ***“Profiting from Internet-Based Marketing, Procurement and Intelligence”*** presented by **Dan Meyer**, Editor, Hardwood Publishing Company and **Michael Barrett**, Editor, Hardwood Publishing Company

You won’t want to miss a live demonstration and training session on profiting from Internet marketing, procurement and market research, followed by a focus group discussion to help envision new technologies to benefit the hardwood industry.

Super Bowl

Continued from front page

pervised drawing will be conducted by the IHLA Convention Committee on Friday, January 6, 2012, and only those entries received by December 31 will be eligible.

There are three ways to enter:

1. Simply register for the IHLA Convention by December 31, 2011, and your name will automatically be entered in the drawing.
2. Recruit a new member into IHLA between now and the end of the year. Their dues will be paid through the end of 2012, and both the new member AND the person who recruited them will receive a free entry into the drawing.
3. Purchase an entry for \$25, or five for \$100 (approved Raffle License Number TBA). At the low cost, several companies are planning to purchase blocks of tickets to express appreciation to employees, customers, etc, and offer them a chance to win the experience of a lifetime. No more than 1,500 tickets will be sold.

Visit our Convention Web Page for ALL convention news, including registrant, sponsorship and exhibitor information.

Chuck Spry Golf Tournament

Quality Hardwood Products Wins North Golf Title for Fourth Consecutive Year



The Champions: Mark Donathan, Gary Henselmeier, Roger Presl & Ben Vineyard

It was a great day for our 2011 North Golf Outing in Monticello on July 16th.

The winning Quality Hardwood Products sponsored team of Mark Donathan, Gary Henselmeier, Roger

Presl & Ben Vineyard reigned victorious once again.



Finishing in second place, was the Pike Lumber Company sponsored team of Melissa Jones, Kirk Jones, Kyle Gunderson and Jimmy F.

Thanks to all of our sponsors as well as

Pacer, Pepsi, Rockland Flooring and Wood-Mizer for donating great raffle items. To see pictures from the 2011 North Golf Outing click here.

Lumber Grading Short Course

IHLA will host a four-day Lumber Grading Short Course **November 1st-4th** at Fort Harrison in Indianapolis, Ind. This popular workshop, taught by NHLA Inspector Barry Kibbey, will give yardmen, sawyers, edgermen, sales, office staff and management level personnel an introduction to lumber inspection. Click here for a registration form.

Register your team for the **15th Annual Ross Gilp Jr. Fun Shoot** coming up on **October 8** at the Triple H Gun Club in Linton, Indiana. A registration form can be found here.

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Pike Lumber Company, Inc.
Rudd Equipment Company
Weas Engineering, Inc.

Weekly Hardwood Review
Wertz Timber and Veneer
Worley Lumber Co., Inc.

Fall Logger Training

Registration is now open for our October Logger Training. Training will take place **October 24-28** at Starve Hollow SRA Nature Center and Jackson-Washington State Forest in Brownstown, IN. Click here for a registration form.

Hardwood Log, Lumber and Tree Grading Workshop

Purdue University is sponsoring a workshop on **October 27th & 28th** at the **Southeast Indiana Purdue Agr. Center in Butlerville**. Anyone needing a basic understanding of how log and tree quality affects final lumber value will find the session useful. Please contact Daniel Cassens at dcassens@purdue.edu for more information.

Indiana State Fair

Hardwoods at the Indiana State Fair

The 2011 Indiana State Fair was once again a busy time for IHLA. In addition to promoting our industry and the IndianaWoodisGood.com website at our booth in the Pioneer Our Land Pavilion, several companies donated their products and time to the Second Annual Habitat for Humanity House Ag build. With the house being open to the public for tours, fairgoers had an opportunity to see the visual impact of quality hardwoods in a home. Many thanks to our volunteers and companies who made this project possible.

- **Indiana Hardwood Specialists** supplied and installed Red Oak flooring.
- **Big C Lumber** donated baseboard and window trim.
- **Kountry Wood Products** supplied kitchen cabinets.
- **Accent Cabinets** donated counter tops.
- **Koetter & Smith** will provide mulch once the house has been moved to its permanent location.



Mark Williamson, Tom Derleth, Ronda Derleth, Rich Solano & Chris Moore spent a day at the fair installing the hardwood floor.



Mista Feist & Darin Hollingsworth at the IHLA Booth.



Hardwood Checkoff

Hardwood Checkoff Update

After being submitted to the USDA this spring, the hardwood industry checkoff program is expected to be put to a vote in early 2012. Those who will decide its eventual fate are the manufacturers who would be paying into the program based on a percentage of their sales.

The money generated annually will go into an industry fund aimed at increasing demand for hardwood lumber through marketing and research program. Among the more recognizable checkoff programs are those of the dairy ("Got Milk") and pork (The Other White Meat) industries.

As currently drafted, funding for the checkoff would be subject to the following:

- United States producers only.
- Green sawmills and kiln operations (867 facilities) with annual sales in excess of \$2 million will pay \$1 per \$1000 of sales.
- There will be credit applied (no assessment) for lumber purchased.
- Hardwood plywood mills producing over \$10 million in sales (10 facilities) will pay \$3 per \$1,000 in sales.
- Unfinished strip flooring, molding and machined lumber coming from eligible sawmills and yards (49 facilities) will be assessed at 75 cents per \$1000.
- Targeted revenue from these sources would currently be \$9.15 million, with 50% coming from mills producing 3-10 million board feet per year.

The referendum which will determine the fate of this program will be a weighted vote based on a simple majority of the total value of sales. A Checkoff Board comprised of a cross-section of 28 participating companies will govern the program. Five will be from the plywood sector. Nominations for Board seats will come initially from the organizational committee, then permanently from the Checkoff Board. Nominations may also be made directly to the Secretary with 20 signatures from eligible participants.

The checkoff program, if approved, will only be around as long as it is doing well in the eyes of the hardwood producers. After the first four years, the program will be independently evaluated, then afterwards every five years. A new referendum from the members will occur after five years, then in seven-year increments.

For more information on the checkoff, please visit www.hardwoodcheckoff.com.

IHLA Welcomes New Members:

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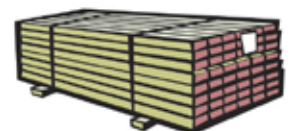
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Hardwood Federation (cont'd.)

Continued from page three

Department of Defense Officially Rethinks Bamboo Gym Floors

In August, the Department of the Navy approved the re-issuing of invitations to bid on new construction at North Carolina's Camp LeJeune, with the bamboo-only gymnasium floor specification removed. Now bids for maple flooring are being accepted and we have every reason to believe that American maple will be used in the final project.

Dan Carullo with Action Floor Systems first brought the issue to the Hardwood Federation's attention, and we, in turn, worked with Congressman Larry Kissell (D-NC) and others to educate the DOD on the benefits of wood products, and the inherent anti-wood bias included in the LEED standards.

Lacey Act in the Wall Street Journal

On September 2, The Wall Street Journal featured an article on the Lacey Act and its implications to the wood industry. The article seemed to pit wood construction companies and interests against those of the makers of musical instruments, whom recently have been running up against tough Lacey Act enforcement.

HF Board Member Don Finkell of Anderson Hardwood Floors and HF Executive Director Deb Hawkinson are quoted in the article, which goes a long way to explaining that the Lacey Act will both help protect endangered forests and keep reputable companies competitive by helping to stamp out illegal logging around the world.

Others in the article argue that it is difficult for manufacturers to comply with what they see as a vague standard in the Act, but that further supports HF's position that Congress needs to adequately fund the enforcement of the Act.

Federal Forest Resource Coalition Launches in DC

Several forest products companies concerned with the direction the government's federal timber sales and public lands programs have been taking for several years, have launched a new advocacy group, the Federal Forest Resources Coalition (FFRC). With a concentrated focus on federal land issues, the new group will be a valuable ally to the hardwood industry's ongoing efforts to address this critical issue. Hardwood Federation looks forward to working with FFRC on this priority policy and where other concerns of our members intersect.

Patriotic Project to Support Veterans

(Buffalo, NY) U-C Coatings employees have been packaging posters for mailing, kicking off a project to benefit servicemen & women -- past and present.

The poster, titled "Vigilance and Sacrifice", was designed by U-C Coatings to capture the strength of the American spirit in the face of attacks on freedom and democracy. Inspired by our nation's enduring resolve in the aftermath of the 9/11 attacks on the World Trade Center and the Pentagon, the poster was originally created for use within the company.


"We decided to share it with a wider audience, and donate a portion of any proceeds to veterans support organizations," said Norm Murray, U-C Coatings CEO. "It reminds us that Vigilance and Sacrifice truly do make up the fabric of American character and determination."

\$5.00 from each poster sold will be donated: \$1.00 will go to each of these five organizations:

- Disabled American Veterans (DAV)
- Special Operations Warrior Foundation
- TAPS (Tragedy Assistance Program for Survivors)
- Homes For Our Troops
- Injured Marine Semper Fi Fund

In addition, U-C Coatings will send a poster, at no charge, to APO and FPO addresses (U.S. Armed Forces personnel serving overseas) to the first 5000 individuals to request it. Requests can be made by e-mailing UCC at V&S@uccoatings.com.

The unmounted poster is available for purchase online at www.uccoatings.com for \$16.95 each, including shipping.



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Industry News

Obama Administration: “Wood Should be Primary Green Building Material”

News release from the Hardwood Federation

Washington, DC – The US Forest Service released a long-awaited report that confirms what the Hardwood Federation has been saying for years: that wood is a “greener” building material than alternatives, yielding fewer greenhouse gases, improving the health of our forests and environment, and supporting hundreds of thousands of American jobs.

The report, “Science Supporting the Economic and Environmental Benefits of Using Wood and Wood Products in Green Building Construction,” called for the greater use of life cycle analysis in building standards and codes to give a more complete picture of the environmental impact of materials. As a result, wood wins out.

“The argument that somehow non-wood construction materials are ultimately better for carbon emissions than wood products is not supported by our research,” said David Cleaves, the U.S. Forest Service Climate Change Advisor.

“It’s gratifying to see this report,” said Deb Hawkinson, Executive Director of the Hardwood Federation. “We’ve known all along that sustainably managed wood was not getting the respect and credit it deserves as an environmentally preferable material. Hopefully this report will help open up people’s eyes to the fact that many green building standards are deeply flawed for their direct or indirect exclusion of wood products.”

Secretary of Agriculture Tom Vilsack said the report demonstrates that wood should be a primary green building material, and that using more wood will further encourage land owners – both public and private - to grow wood and take care of their forests.

The study, which can be found online at the US Forest Service website and here, also encourages research and development into using smaller diameter trees that may have been felled as a result of insect, disease, or natural disaster. This will have a positive impact on forest health.

“The more wood that is used in green building, it is obviously better for our members,” said Hawkinson, “but it’s also better for the environment. It’s something we’ve been saying for years, and now have the U.S. government – the largest green builder in the world – saying it too. This is good news for everyone who cares about long-term sustainability.”

IHLA Safety Group to Return Dividend to Members

IHLA is pleased to announce that our members who participate in the Safety Group program with Indiana Lumbermen’s Mutual will be receiving a 5% (of premium) dividend this fall. To participate in the IHLA Safety group, you must be a member of IHLA. For more details on how you can participate, contact Nate Mathis at ILM (317) 875-3660, or Gary Henselmeier at the IHLA Agency (317) 752-9679.

“This program shows real, measurable value for our members,” said IHLA Executive Director Ray Moistner. “Just a single year’s premium can pay for your association dues for many years to come,” he added.

2012 Convention & Exposition Exhibitors

(As of 9/27/11)

- A.W. Stiles Contractors
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- B & B Machinery Co. Inc.
- Better Built Dry Kilns
- Brewco, Inc.
- Bridgewell Resources LLC
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- EcoVantage/Valutec
- eLIMBS
- Forestry Systems Inc.
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- Indiana Division of Forestry
- Indiana Lumbermen’s Mutual Insurance Co.
- Industrial Adhesives of Indiana
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- Laidig Systems Inc.
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- Lumbermen’s Underwriting Alliance
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- PA Lumbermen’s Mutual Insurance Co.
- Pendu Manufacturing, Inc.
- Pierce Construction & Machine
- ProLift Industrial Equipment
- Purdue University
- Rudd Equipment Company
- SII Dry Kilns
- Simply Computing Intl. Inc.
- Stone Belt Freight Lines
- TMX Shipping
- TradeTec
- TS Manufacturing
- U-C Coatings Corporation
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- USNR
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- Vollmer of America
- Weas Engineering
- WEIMA America, Inc.
- Wood-Mizer Blades
- Wood-Mizer Industrial Prod.

American Chestnut

Restoring American Chestnut to Indiana Forests: the Indiana Chapter of the American Chestnut Foundation

By Bruce Wakeland and Jim McKenna

According to a USDA report published in 1915, the American chestnut tree was a common and important species in 15 counties of south central Indiana and was most common in the Knobs region. Stands of American chestnut occurred in lesser numbers in many other counties including Putnam, Knox, Gibson, Posey, Hamilton, Jay, Randolph, Wayne, Delaware, and even as far north as St. Joseph Counties. The tree grows best on well-drained, acidic, sandstone derived soils. The chestnut blight fungus, an exotic import from China, was well established in the Appalachian Range and reached Indiana by 1935. By the early 1950's most of our Indiana trees had been killed.

Our Indiana chapter of the American Chestnut Foundation has great relationships with the Hardwood Tree Improvement and Regeneration Center (HTIRC), Department of Forestry and Natural Resources (FNR) at Purdue University, the Indiana Department of Natural Resources Division of Forestry (IN-DNR DOF), and the Hoosier National Forest. We are all working together to bring this tree back to our Indiana forests. Among the most exciting things we are doing now in Indiana are the first of what will be many tests out planting a variety of chestnut trees to get ready for the introduction of blight resistant American chestnut planting stock.

The chestnut breeding program began in Indiana in 1996. We are one of more than a dozen state chapters of the national American Chestnut Foundation (TACF) throughout the American chestnut range. The program follows a back cross breeding strategy where initially, a pure American is crossed to a pure Chinese chestnut creating a batch of F1 hybrid seedlings. The "F" stands for filial or family. Seedlings are inoculated, and the most resistant and most American in growth form are selected; and once they flower are crossed back to a different pure American.

The goal of such a breeding strategy is to add the genes of the related species, in this case blight resistance, from the Chinese chestnut while maintaining most of the characteristics of the main species – American chestnut.

A variety of other chestnut research has begun since 2007 and remains ongoing at Purdue. This past spring, the HTIRC and IN-TACF collaborated with TACF and the Hoosier National Forest to establish the first fully

resistant planting in Indiana with seedlings from the national TACF. This plot is located in the former natural range of American chestnut on a one-acre forest regeneration opening. The planting contains 15 resistant BC3F3 families, 2 Indiana BC3F2 families, and a batch of 50 pure American and 50 pure Chinese seedlings to function as susceptible and resistant controls. This test is one of several already planted in Tennessee, Virginia, and West Virginia that began in 2009. These plantings are long-term trials designed to be "proof-of-concept" of the full resistance expected. We have seedlings to plant a 2nd trial at another site in the Hoosier National Forest spring of 2012 and hope to plant 3 more trials in Indiana after that.

Purdue professors and graduate students are conducting a wide range of trials aimed at understanding the ecology and silviculture of chestnut to aid and support reintroduction of the species. Research topics include how chestnut competes with other species of trees and at different spacings, establishment under different forest canopies, effects of deer and rodents on growth and survival, effects of soil pH, light levels, drought, and other pests and pathogens. A number of Purdue researchers have teamed up to lead larger scale investigations into carbon fixation of chestnut and how reintroduction of chestnut to its former native range could mitigate atmospheric carbon dioxide increases. In the last two years, Purdue FNR has partnered with energy companies to test extra chestnut from our breeding program testing chestnut for mine site reclamation. Wildlife and entomological studies are looking at the role chestnut will play in the food web in future forests. Wood products staff are drying and testing different dimensional lumbers of pure American, hybrid, and Chinese chestnut to determine structural characteristics.

We hope to begin producing the first crops of Indiana seed by 2021. By the end of that decade, we should have our seed orchards completed and blight resistant chestnut along with silvicultural prescriptions will be available for Indiana landowners. Breeding work from the national TACF is already moving toward enhancing and creating more durable resistance, and we will continue to incorporate more durable resistance and more genetic diversity into the program over time as well.



As a courtesy for attending the 2011 IHLA Convention, you now have the opportunity to secure your room TODAY for 2012!

**“Touchdown Indy”
February 8-9, 2012**

**Indiana Hardwood
Lumbermen’s Association
Annual Convention & Exposition
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Call the Marriott at 800-266-9432 or visit www.ihla.org to make your room reservation. Rooms are \$179 a night.

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