

Hardwood Federation Update

*By Dana Lee Cole
Hardwood Federation Executive Director*

As the Hardwood Federation continues to advocate for the priority issues that impact our industry, we also need every voice possible to keep our issues on the front burner. So, if you are one of the many members of the hardwood community that has been curious about the Hardwood Federation, interested in being more active, thought about coming to Washington but haven't been able to quite find the time, **this is your year!**

The Federation's Fall Fly-In, our most important event of the year, will be held September 11-13. When key members of Congress interface with you, our hardwood message is heard loud and clear. This year we'll be focusing on our industry's vitality and potential, and highlighting the **future**. And I'm especially pleased with the 'extra' participation coming our way from the Hardwood Manufacturers Association (HMA) and the National Wood Flooring Association (NWFA).

Seeing the Fly-In as an opportunity to bring together their '**Young Leaders**', HMA and NWFA will be hosting a special session/meeting for HMA's NextGen Leaders Council and NWFA's Emerging Leaders. This collaborative effort will allow them to network, share ideas and challenges, plus provide the opportunity to learn about the workings of Washington, and the importance of being front and center with federal representatives.

The Agenda

- **Welcome Reception** (September 11): Throughout the day, participants gather to meet and network with colleagues, old and new. And a **special meeting of Young Leaders**, hosted by the HMA and NWFA, will be held during the afternoon.
- **Breakfast Briefing** (September 12): HF will provide information on navigating the Congressional office buildings, a detailed briefing on issues to be covered during meetings on the Hill, plus what to expect during your meetings.
- **Capitol Hill Visits** (September 12): To demonstrate the depth and variety of our industry, small groups of participants will meet with elected representatives, via prearranged meetings coordinated by HF staff.
- **HF Political Action Committee (HFPAC) Events** (September 12 & 13): Additional opportunities to speak directly with and acknowledge the support of the members - the evening of September 12 will include a reception with Republican members of Congress, a dinner on Capitol Hill, and a tour of D.C. iconic monuments. The next morning, a breakfast reception with Democrats will conclude the Fly-In.

Final Comments

Hardwood companies depend on talented, young people to carry on their legacy. Our youth will be at the forefront of bringing new technology to the industry and discovering new, cutting edge applications for hardwood in every aspect of modern life. I strongly believe that a federal government that understands their role, their passion, will be much more likely to work with us to achieve our goals.

Join us in September! Online registration is available at www.hardwoodfederation.com. You'll find host hotel information there as well. But don't delay. The 'special' room rate expires **August 7**.