



August 2017

More than just talk

By Linda Jovanovich
HMA Executive Vice President

When was your last “**wake-up call**?” I’m not referring to the early morning rise and shine jingle “provided by most lodging establishments.” I’m talking about those earth shaking, reality-check events that cause us to pause; take stock of the “important” things in life, and encourage us to put aside whatever “pettiness” may be interfering with our thinking.

Mine came when I learned that industry colleague, HMA member, past HMA President, and friend, Pem Jenkins, was injured in a surfing accident. And if this is news to you, I’ll share here, the information released by his family.

“On Sunday, June 25, Pem was surfing in Nicaragua when he suffered a traumatic spinal cord injury. He was transported to Managua and then air ambulated to UNC, aided invaluablely by his brother Joe Jenkins, who was with him at the moment of the accident. Doctors then confirmed that Pem had a spinal cord injury at the C6 level, resulting in sensory and function loss below his chest.”

In early July, he began “rehabilitation at the Shepherd Center in Atlanta. This is excellent news. Shepherd is unanimously regarded as one of the best facilities in the United States for spinal cord injury treatment, and we’re hugely optimistic about the results his work there will deliver.

We should emphasize here that Pem is more himself than ever. Those of you who know him know that he is spiritually indomitable and physically tough as nails; you won’t be surprised, then, to learn that in the first days after sustaining the injury, he has risen to every physical and emotional challenge.” The Jenkins Family ...

I know that you join me in wishing the very best for Pem, and for all those who care for, respect, and appreciate him. You may email Pem at www.shepherd.org/about/email-a-patient, and the Center will print it off and deliver it to him. Or send him a card to:

Mr. Pembroke Jenkins, 503A
Shepherd Center
2020 Peachtree Rd. NW
Atlanta, GA 30309-1465

From all of us at the HMA, God Speed, dear friend!

Remembering an industry friend

HMA was saddened to learn of the recent passing of **George Emerson Kelly**, husband, father, grandfather, forester, and longtime hardwood industry stakeholder. "His career in forestry and wood products spanned decades." And HMA remembers him as an integral member and driving force of the Southern Hardwood Lumber Manufacturers Association, the organization that in 1984 became the HMA.

On July 9, a memorial service was held in Germantown, Tenn. HMA thanks industry friend and associate, Judd Johnson, for making us aware of Mr. Kelly's passing.

Survey results coming your way, soon

To all who participated in HMA's proprietary **Manufacturing Costs and Wage Survey**, the results are on the way. Soon, you will be comparing your operating costs to those of other companies in the industry. And the survey's "wage" data will enable you to compare your company's employee compensation and benefits information to regional and national compensation averages – all with the intent to identify departments that are running efficiently, and those that could be adjusted to run with greater efficiency.

Thank you to The Beck Group for implementing the 'redesigned' survey. And thank you to all of the participating HMA member companies. Your significant time investment was important to the overall success of the survey.

If you were unable to participate this time around, the plan is to again offer this '**members only**' benefit in 2020.

Fall Regional Meeting details finalized

For many HMA members, Regional Meetings top the list when it comes to favorite HMA Member Services and Benefits. And for good reason! Just take a look at what's in store for the **Mississippi Valley Regional, September 27-28**, Baton Rouge, LA/Natchez, MS.

Wednesday, September 27

Rise and shine! And have your packed bags with you. Because of the Louisiana/Mississippi tour site locations, everyone needs to **checkout** of the Hilton Baton Rouge. We'll be spending Wednesday night in Mississippi. But on our way there, we'll be visiting:

- **Fred Netterville Lumber Company, Woodville, MS** – 60+ years of harvesting, processing, and milling quality products, and offering a wide range of species including Red and White Oak, Ash, Poplar, and Cypress "from the forest to the finished product."
- **J.M. Jones Lumber Company, Natchez, MS** – supplying both domestic and international markets, and servicing many sectors of the lumber industry including furniture, paneling, flooring, frame stock, architectural, guitar stock, cabinets, molding and various specialty markets.

After lunch and before heading to Hotel Vue for check-in, an evening reception, and several hours of networking and good food, we'll tour the Natchez sawmill location of **Rives & Reynolds Lumber Company, Inc.** Established in 1984, with several mill locations in Mississippi, HMA last visited the Natchez operation in 2009.

Thursday, September 28

Following breakfast on Thursday, we'll head to Alexandria, Louisiana for a close-up look at **Stella-Jones Corporation**, a leading manufacturer of pressure treated wood products for the residential and industrial marketplaces, and serving many of North America's largest railroads, telecom providers, and electrical transmission utilities.

Now, if all of this has piqued your interest, it's time to get on board. Find all of the meeting details – registration, hotel info, sponsorship opportunities, and complete schedule - at www.HMAmembers.org. Finalize your plans, today. And don't forget your hardhat.

Meeting Sponsorships ripe for the picking

Looking for an easy way to enhance your reputation and grow brand awareness? Sign on as a Regional Meeting Sponsor. HMA will handle all of the 'heavy lifting,' while you and your company bask in the spotlight. Yes, it's that easy. Take a look at these sponsorship options.

- At the \$1000 **Gold** Sponsorship level – which includes one complimentary Registration - your company could help host Wednesday's [Cocktail Reception](#), help provide bus [transportation](#) to the Wednesday tour sites, or help host Wednesday's [lunch](#).
- At the \$500 **Silver** level, sponsorship opportunities include hosting Bus [Refreshments](#) or the [bus](#) for Thursday's tour.

Give us the opportunity to "spotlight" YOU! Call the HMA office, 412.244.0440, to learn more.

Live-Edge hardwoods still a home favorite

Taking cues from nature and blending rustic with modern are residential design trends that continue to delight and inspire - to such a degree that the American Hardwood Information Center, www.HardwoodInfo.com, has devoted its most recent news release to a niche technique that designers and consumers absolutely love.

"Natural Selection: Live-Edge Wood in Home Design"

"[Live-edge hardwood](#), in which the sides of the slab are left unmilled so that the natural profile of the tree trunk is retained, is an increasingly popular decorative trend in today's residential interiors. The technique is not only used for pieces of stand-alone furniture such as tables and benches, but also for built-in elements like shelving, mantles, counter tops, bars, and kitchen islands."

- According to New York–based designer Glenn Gissler, "It was George Nakashima, the legendary Japanese-American mid-century furniture maker, who pioneered the use of live-edge slabs in refined residential settings. With his gorgeous large-scale pieces, comprising multiple slabs of characterful woods like walnut and cherry connected with butterfly joints, Nakashima showed us how unfinished natural edges and richly figured knotted surfaces fit perfectly into even the most sophisticated urban interiors."
- "Today, original Nakashima pieces are highly collectible and command high prices at auction. But his free-edge aesthetic is more influential than ever as homeowners discover the ability of live-edge furniture to work with almost any decorative style."

If you like what you've read so far, you'll find "**Natural Selection: Live-Edge Wood in Home Design**" in its entirety at the "refreshed" website of the American Hardwood Information Center, www.HardwoodInfo.com, the authoritative resource for consumers and professionals seeking information about American Hardwoods.

Hardwood Federation Fly-In agenda set

By Dana Lee Cole

Hardwood Federation Executive Director

It is a critical time in Washington. On the legislative table are important issues like federal forest management restructuring, Farm Bill reauthorization, regulatory reform, and tax

reform. Significant political debates are taking place. Congress is tackling tough issues. It is vital that our hardwood voice be heard.

Of course, the Hardwood Federation staff is proud to represent the industry in Washington. And over the years, we've built excellent relationships with key members of Congress who look to us for advice and counsel on issues impacting the Hardwood industry. But your participation is very important also, because when members hear from you, their constituents, employers in their district, and community leaders, the message takes on a special significance and impact.

Slated for **September 12-14** is the Federation's annual **Fall Fly-in**, our biggest, most anticipated and most important event of the year. We hope you will take the time to join us in Washington. HMA members have a significant presence in important hardwood states, and your experience, insight and ideas should be shared directly with those who write the laws and legislation impacting your businesses and employees.

It is a commitment of both resources and time, I know. But I also know that our joint efforts can have direct impacts on your bottom line. So, the plan is to:

- **Meet** with Representatives, Senators and staffs from your state - and other important states. (Prior to the Fly-In, Federation staff will schedule meetings with your elected representatives or those you are interested in meeting.)
- **Share** our hardwood message and your personal and professional perspectives about what the most important issues affecting the industry are and how our businesses are being impacted...and what Congress can do about it.

All of the Fly-In details, including registration, can be found at [HFFLY-IN2017](#). And anyone related to the industry is welcome to join us in D.C. We will make every effort to prepare and brief you. If you are not already aware, this year's agenda includes the following:

September 12

Welcome Reception - Participants meet and network with colleagues, old and new.

September 13

Breakfast Briefing - The Federation provides a detailed briefing on issues to be covered during meetings on the Hill, navigating the Congressional office buildings, and what to expect during your meetings.

Capitol Hill Visits - Walk...and perhaps run...the halls and tunnels of Congressional office buildings to attend meetings, in small groups, to demonstrate the depth and variety of the industry.

HFPAC Event – an evening reception with Republican members of Congress, followed by a dinner on Capitol Hill

September 14

HFPAC Event - This breakfast reception with Democrats will conclude the Fly-In.

I hope that you will act soon. Our special rate at the host hotel expires on August 15. Please contact the Federation staff at 202-463-2705 or dana.cole@hardwoodfederation.com if you have questions.

New interactive tools available from AHEC

A recent press release issued by the American Hardwood Export Council (AHEC) announced the launch of its "new website featuring innovative, interactive tools designed to put architects and designers in the drivers' seat when it comes to specifying American hardwood." You'll find these great tools at www.americanhardwood.org.

The **Environmental Profiler** is an interactive forest map that “shows the distribution, growth and removal of American hardwood species from the whole of the United States down to individual counties. This technology presents accurate information in fantastic detail, and visually demonstrates the true sustainability of American hardwoods.”

The **American Hardwood Guide** is an “easy-to-use, illustrated species guide offering information on the appearance, machining properties, main uses, sustainability and availability of more than 20 American hardwood species. Users can select two species for a helpful, detailed, side-by-side comparison.”

A trove of **Case Studies** illustrates “the structural potential of American hardwoods from projects across the world. Users can discover the latest and most innovative examples of American hardwood use, from large-scale architectural structures to fine furniture and joinery.”

The American Hardwood Export Council (AHEC) is an international trade association for the U.S. hardwood industry, representing U.S. hardwood exporters and the major U.S. hardwood product trade associations. To learn more, please visit www.ahec.org.

The most renewable Resource – ‘wood’

Did you know that “organic aspirin comes from willows and that rayon fabric is made largely from wood pulp?” In an article entitled, “**Forest heroes: it begins with logging,**” educator, forester, and wildlife biologist Bill Cook reports that “Thousands of products that we use every day are made from wood or have wood elements in them.” And that “the only truly renewable and sustainable raw material is wood.” So, let’s use it because ...

- “Forests grow back after a harvest. Other natural resources such as metal ores, coal, petroleum, and natural gas do not grow back.
- A managed forest landscape captures solar energy, extracts carbon at no financial cost to us, and produces a wide range of goods and environmental services, including wood, water, and habitat.
- The extraction, processing, manufacturing and eventual disposal of wood products take far less energy, carbon, and water than other raw materials.
- Few industries are scrutinized as closely as the forest industry. Yet, few industries have as many collateral benefits as logging and the forest industry.”

Bottom line: “Every material thing we use begins with extraction of natural resources, and ends with disposal. Wood, by any measure, is the most environmentally-friendly raw material at our disposal. An environmentally-conscious person ought to be favoring wood use over other natural resources”

Visit www.msue.msu.edu to read the article in its entirety.

Sharing our hardwood message

In a recent newsletter, the Hardwood Federation offered a number of ways in which we, as industry stakeholders, could communicate our hardwood message. After all, not everyone is able to meet with officials in Washington. But most everyone can exercise the **power of the pen**.

Newspaper editorial sections offer a tremendous forum for our hardwood message. So how about submitting an editorial to your local publication? Readers should know that:

- We are **NOT** running out of trees: Harvesting levels are far below the levels of growth. Nearly twice as much hardwood grows each year as is harvested in the U.S.

For this reason, the volume of hardwoods in American forests today is 131 percent larger than it was in 1953.

- Science assists us in the management of our forest resources. Technology ensures the manufacture of superior wood products and the minimization of wood waste. Sustainability is at the heart of the forest products industry.
- Our companies are among the top ten (10) manufacturing sector employers in 47 states, providing jobs in rural areas where employment opportunities are limited. We employ nearly 900,000 people - more than the automotive, chemicals and plastics industries. And we produce \$210 billion in products annually, accounting for approximately four (4) percent of the total U.S. manufacturing GDP.

And should you need more information, visit www.HardwoodInfo.com, or give the HMA office a call at 412.244.0440.

Sun safety & Summer illnesses

Because the ultraviolet (UV) rays of the sun can damage our skin in as little as 15 minutes, the professionals at the **Centers for Disease Control and Prevention** suggest the following ways to help protect yourself and those you love.

- **Clothing** - long-sleeved shirts, long pants and skirts made from tightly woven fabric offer the best protection from UV rays – with darker colors offering more protection than lighter colors. If this is impractical, “at least try to wear a T-shirt or a beach cover-up,” but know that a T-shirt’s SPF (sun protection factor) rating is 15 or lower. (So don’t forget the sunscreen.)
- Wear a **HAT**. A dark one, made from a tightly woven fabric, like canvas, and with an all-around brim to shade your face, ears, and the back of your neck” works best. If a baseball cap is your chapeau of choice, be sure to protect your ears and the back of your neck with clothing, sunscreen, and shade.
- **Sunglasses** – protect eyes from UV rays; lessen the risk of cataracts; protect the delicate skin around the eyes from sun exposure. “Sunglasses that block both UVA and UVB rays offer the best protection.” Wrap-around sunglasses block rays from “sneaking in from the side.”
- **Sunscreen** – “products work by absorbing, reflecting, or scattering sunlight, and are assigned an SPF number that rates their effectiveness in blocking UV rays. Higher numbers indicate more protection.” A broad spectrum sunscreen with at least SPF 15 is recommended.

Before venturing outdoors, apply a broad spectrum sunscreen, SPF 15 or higher, even if the weather is cloudy or cool. Reapply after swimming, toweling off, sweating, or if in the sun for more than two hours. To prevent UV damage, “sunscreen works best when combined with other options.”

Gesundheit!

No one likes to be ‘under-the-weather’ in the summer! But viruses know NO boundaries. However, Pittsburgh-based Allegheny Health Network internist, Dr. Marc Itskowitz, says that the cough, runny nose, and other virus related ‘nasties’ can be avoided. Here’s how.

- Be aware. Exposure to re-circulated air, via air-conditioning at home, work, in airplanes, dries out the lining of the nostrils and increases the risk of viral infection. Avoid touching nose, mouth and eyes with unwashed hands. Frequently wash hands, using soap and water, for 20 seconds.
- If a family member or friend is sick, keep your distance. And be sure to clean and disinfect common areas and surfaces.

- When outdoors, wear long sleeve shirts, pants, socks to avoid mosquito and tick-borne infections. Using insect repellents will help. Contact a doctor, if bitten by a tick.
- Be extra cautious, if traveling to the Southern Hemisphere – Australia or South America. Flu viruses are more prevalent April and September.

Information source: *Tribune Review*



HMA Link is published each month exclusively for members of the Hardwood Manufacturers Association. Views expressed are not necessarily those of the HMA. *HMA Link* welcomes comments and questions.

Hardwood Manufacturers Association
 665 Rodi Road, Suite 305
 Pittsburgh, PA 15235
 Phone: 412.244.0440
 Fax: 412.244.9090
 www.HardwoodInfo.com
 www.HMAmembers.org

Darleen Licina-Tubbs
 Editor
 Darleen@hardwood.org

Follow us @AmericanHardwds

