



February 2017

More than just talk

By Linda Jovanovich

HMA Executive Vice President

For the past several months we've been detailing the agenda and other "specifics" of HMA's upcoming **National Conference and Expo** in Charleston, and now I'd personally like to thank the industry suppliers and conference sponsors whose participation is making this event a "win-win" for everyone.

First off - Expo 2017 is a **sell-out!** As we go to press, 37 industry suppliers have made plans to be "front and center" in Charleston. Beginning at 6 p.m. on Wednesday, March 22 and until 11 a.m. on Friday March 24, you'll find them - and their myriad of solutions, strategies and technical expertise - ready, willing and able to assist you in your efforts.

Thank you all! (For a preview of the Exhibit space, plus a list of participating suppliers to date, click [here](#).)

What's more, more than a few of them have enhanced their participation by being Conference Sponsors. That's what I call commitment! When you see them in Charleston, be sure to thank them for their extra financial support of the HMA.

In like manner, many **HMA member companies** are also going "**above & beyond**" by signing on as National Conference Sponsors! I'd especially like to thank you because your additional financial support enables HMA to enhance the overall Conference offerings for us all.

As in past years, HMA will be recognizing all of our generous supporters during the National Conference events, in all of the Conference promo material, in our monthly newsletter, *The Link*, and all year long on our member website, www.HMAmembers.org. Again, **thank you all!**

And so, it's National Conference and Expo time and all roads are leading to Charleston, South Carolina. If you've yet to finalize your plans to attend, now is as good a time as any. Looking forward to seeing you, soon!

Accepting Nominations for HMA Millennial Council

The purpose of the **HMA Millennial Council** is to engage the next generation of leadership in HMA member companies and the industry, and to seek their input as to how the HMA can better serve the professional development of future leaders. At present, HMA is seeking nominations for the next class of **Millennial Council Members**. Membership is open to anyone under the age of 40 who is currently employed in an HMA member company, has a minimum of one to three years industry experience, exhibits leadership qualities, and has been recommended by an HMA member.

During their three-year term, Council members:

- Are encouraged to attend HMA's National Conference and Expo, at least one HMA Regional Meeting, HMA Board of Directors meetings, (The fall Regional usually coincides with a Board Meeting), and at least one Hardwood Federation Fly-In, in order to become familiar with all aspects of HMA and to gain insight into industry issues.
- Must be willing and available to work on various HMA sponsored projects to help further develop each Council member and to offer insight and recommendations on improvements for the HMA.

Please submit candidates to Council Coordinator Julio Alvarez, jalvarez@bhlumber.com, or Linda Jovanovich, ljovanovich@hardwood.org, by **March 1, 2017**. Recommendations will then be presented to the Nominating Committee.

The new Council Members will be invited to attend the March 22nd Board of Directors meeting at HMA's National Conference and Expo in Charleston, as well as the Next-Gen Reception, Thursday, March 23.

"Overflow" Hotel for NatCon in Charlston

HMA's room block at the Francis Marion is booked to capacity, but not to worry. Just a few blocks away - at 560 King Street - is **The Hyatt Place Charleston**. Built in 2015, the hotel offers a modern twist to the distinctive charm of Charleston's Historic District.

Reservations at The Hyatt Place Charleston can be made by calling 1.800.993.4751 or online. Be sure to mention the **Hardwood Manufacturers Association** to get the 'special' rate of \$199 Single/Double. And please, don't delay in finalizing your accommodations. Springtime in Charleston makes it a favorite location for so many, not just the HMA.

Sessions 'on point' for business challenges

As 2017 kicks into gear, a crystal ball would certainly come in handy for a glimpse at what lies ahead. But who needs to rely on clairvoyance when the "on point" business sessions of HMA's National Conference and Expo are right around the corner.

On the dais to provide an "**Economic Outlook**" will be John B. Jung Jr., Senior Managing Director and Head of BB&T Capital Markets, a division of BB&T Securities, LLC. With an MBA from the University of Virginia, Jung joined BB&T Capital Markets in 1997 and today is responsible for leading the firm's debt and equity capital markets activities. An experienced speaker on economic issues, Jung has been sharing his wealth of knowledge and common sense virtues with audiences all across BB&T's vast footprint.

Hardwood Specifics

For a look at what's trending in **hardwood markets**, both globally and here at home, HMA has called upon industry analyst, Judd Johnson, to share his expertise. Far from being a "stranger" to HMA events, Judd and his *Hardwood Market Report* publication have been trusted sources of industry information for decades. We look forward to his presentation.

And if you're looking for insights on "**Advancing Your Hardwood Processing Technology**," be sure to be on hand for the presentation that will be conducted by industry suppliers, Duncan Ferguson, Sawmill MD, Robert Slater, Stiles Machinery, and Armin Von Grebmer, Microtec. They just may have the solution(s) you've been searching for. Don't miss this.

Register to attend, today!

All of the Conference and Expo details – Registration, Sponsorships, Exhibitor Descriptions, and the **'revised' Program Schedule** – are available at www.HMAmembers.org. See you in Charleston, March 22-24.

Spotlighting companies going 'above & beyond'

Over the past several months, we've made mention of the many companies who have signed on as National Conference Sponsors. We'd like to add the following supporters to that impressive list.



Thank you to **Platinum Sponsor** UPG/Unified Purchasing Group, South Jordan, ~~Utah~~! In addition to participating as a Strolling Supplier, UPG is also sponsoring the **SmartStation** Kiosk and a food station for the Vendor Expo Café. Be sure to track them down and give them a hearty HMA 'thank you!' (www.upg.org)



At the **Gold Sponsor** level is Bill Hanks Lumber Company, Inc., Danbury, North Carolina! HMA past president, Jeff Hanks, and the good people at Bill Hanks Lumber, will be sponsoring the In-room "Welcome" amenities that all Conference attendees will be enjoying. Yum! Thank you for keeping us all hydrated and comfortable. (336) 593-2022



Also at the **Gold Sponsor** level is Josey Lumber Company, Inc., Scotland Neck, North Carolina! Thank you to Joey Josey, and the entire Josey family, for sponsoring Thursday ~~afternoon's~~ **Technology Roundtable** session. Looking forward to seeing you all at the Industry Confab! (252) 826-5614



At the **Silver Sponsor** level is industry supplier CARBOTECH INTERNATIONAL, ~~Blessisville~~, Quebec! One of the Food Stations at the Vendor-Expo Café will be compliments of these fine folks. Be sure to check them out and offer your thanks. (www.carbotech.ca/en/)



Thank you to **Silver Sponsor** New River Hardwoods, Mountain City, Tennessee! Wayne Law and the fine folks at New River will be advertising in this year's NatCon Events Guide. Be sure to check them out and of course, offer your thanks for their generous support of the HMA. (www.newriverhardwoods.com)



At the **Silver Sponsor** level is Thompson Hardwoods, Inc., Hazlehurst, Georgia! The refreshments during one of our Coffee Breaks will be compliments of Thompson Hardwoods, Inc. To Darrell, Phil and everyone at Thompson Hardwoods, thank you for again 'stepping to the plate' for the HMA. (www.ThompsonHardwoods.com)



And at the **Bronze Sponsor** level is Frank Miller Lumber Company, Inc., Union City, Indiana! This time around, these generous folks will be sponsoring Friday morning's "Economic Outlook" learning session. To Bob Miller, HMA's Vice President, and to all at Frank Miller Lumber, a special thank you for all that you do! (www.frankmiller.com)

As a reminder, the financial support provided by the Conference Sponsors enables HMA to enhance the overall Conference offerings to all participants. See you in Charleston.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Can **"regulatory reform,"** a primary talking point on the recent Presidential and Congressional campaign trails, really happen in 2017? For decades, it's been a concept discussed in nebulous terms by both sides of the aisle - much like "tax reform" - but with very little meaningful legislative action to show for the rhetoric.

With the passing of H. Res. 5 however, the **new 115th Congress** has come out of the gate with a bit of a swagger on this formidable issue. And in the very first week that Congress was in town! Speaker Paul Ryan, just before House passage, signaled that regulatory reform would be among the top tier policy objectives of the incoming Trump administration and Congress.

"If we are going to get our economy back on track," he said, "we need to give people the freedom they need. We need to get the government out of the way of hardworking people so we can create jobs in this country. This is what regulatory reform is all about, and it will be one of the highest priorities for this new, unified Republican government."

This comprehensive legislation, which now awaits action in the Senate, is a combination of a number of bills that have passed the House over the last few legislative sessions. Among other things, the nearly 100 page bill:

- Requires federal agencies to choose the lowest-cost rulemaking alternative that satisfies existing legal requirements and requires greater opportunity for public input.
- Would require agencies to account for the direct, indirect, and cumulative impacts of new regulations on small businesses—and find flexible ways to reduce them.
- Would bar new billion-dollar rules from taking effect until courts can resolve timely-filed litigation challenging their promulgation.
- Would force agencies to publish online, timely information about regulations in development and their expected nature, costs, and timing.
- Would require federal agencies to publish plain-language, online summaries of new proposed rules, so the public can understand what agencies actually propose to facilitate better public input.

REINS Act

Shortly after the House acted on H.Res.5, they turned to H.Res. 26, the Regulations from the Executive In Need of Scrutiny, or REINS Act, and passed that as well. This bill simply requires major rules to be approved by Congress before they take effect. Sen. Rand Paul (R-KY), Sen. Todd Young (R-IN), Sen. Chuck Grassley (R-IA), and Sen. Joni Ernst (R-IA), and 29 other co-sponsors introduced a REINS Act companion bill in the Senate (S.21). The bottom line is that we have a lot of activity right out of the gate in the 115th Congress.

Keep in mind

When it comes to passing legislation, the Senate presents a much steeper climb than the House. Generally speaking, it takes 60 votes to move a bill through the upper chamber. Republicans currently hold 52 seats and there are few conservative Democrats that can be counted upon to vote with the majority. Getting from 52 to 60 votes will inevitably require serious negotiation and compromise by Leader McConnell and his team.

The Congressional Review Act

In addition to legislation reforming the way prospective regulations are developed and adopted, look for action in the first quarter of this year on a resolution overturning some of the Obama Administration's rulemakings that were proposed in the last six months of his administration. The vehicle to accomplish this is the Congressional Review Act process. Several proposed rules are in the cross hairs. Topping many lists is the **overtime rule**. Issued in May last year, the proposal more than doubles – from \$23,660 to \$47,476 – the annual salary threshold under which workers generally qualify for time-and-a-half pay when working more than 40 hours in a week.

Keep in touch

If interest remains high in effecting true regulatory reform, anticipate a number of proposed changes that will impact the hardwood industry. Hardwood Federation will keep focus on legislation as it is introduced and moves through Congress. We will also be looking for rules that specifically impact hardwood companies, and do our best to work with our congressional allies to create the best possible economic environment for the industry. Please let us know if you have ideas!

Excellent promotional tool coming your way

The second 'edition' of a sample kit of 20 of the most used hardwood species will soon be available for distribution to the specifying community, students and all industry advocates. Known as **The American Hardwoods Collection**, the 'refreshed' kit is an excellent tool to promote solid American Hardwoods, and will also contain:

- a clear, light, medium and dark **stain simulator** - to help visualize stain combinations of flooring, cabinetry, moulding and furniture co-existing in a single design space
- **The American Hardwoods Collection Brochure**– detailed information about the sustainability of American Hardwoods and their use in contemporary design and building, and in-depth profiles of the 20 species included in the kit - including working properties, physical properties, availability, workability, strength and mechanical properties

HMA would like to thank the many HMA member companies - and industry associations - for assisting us with this significant project.

Our northern neighbor on Wood Construction

In a seminar at the Toronto Wood Solutions Fair, architect, editor and adjunct professor, **Lloyd Alter**, discussed the uptick in construction of pre-engineered wood buildings, and blasted the false claims being made by the steel and concrete industries.

- In response to the argument that wood lacks "the strength or durability for construction applications in major buildings," Alter referenced the "medieval timber frame structures in Italy that continue to support masonry structures."
- As to the concrete sector's argument that wood is a fire hazard; Alter pointed to heavy timber and cross-laminated timber studies which show that the material "does not burn well" because a char layer protects the inner wood. "So if you design the wood for the dimension it needs after it burns," he said, "it is still just as strong."
- And contrary to common belief, wood is "favorable to concrete and steel in high-density neighborhoods and infill projects," says Alter, "because it is quiet, clean and quick to build with fewer trades." And it requires less complex foundation systems because it is lighter in weight.

Bottom Line: For low-to-midrise buildings, wood has proven itself. And if it is properly designed and properly maintained, "wood can last as long as any concrete building."

Information source: **Daily Commercial News**

Looking for Opportunities?

The American Hardwood Export Council (AHEC) and the National Wood Flooring Association (NWFA) are looking for co-exhibitors to join them in the **Wood Flooring Pavilion** at Domotex-asia/CHINAFLOOR, March 21-23, Shanghai New International Expo Center, Pudong. The Pavilion provides a unified presence for those who have an interest in expanding their business in the Asian market. And a private area will be provided for each co-exhibitor to conduct business meetings with potential clients.

Domotex-asia/CHINAFLOOR is the leading Asian-Pacific flooring trade exhibition. (In 2016, the event hosted 1,300 exhibitors from 40 countries, and attendance reached 47,000 plus.) If interested in participating, please contact Penny Key, NWFA Meeting & Trade Show Director, penny.key@nwfa.org, or call 800-422-4556. And to learn more about the event, [click here](#).

Tips for Sleeping and Eating well in 2017

If your PCP is insisting on immediate changes to your dietary habits, the transition to 'eating better' may not be as difficult as you think. Leslie Bonci, a registered dietitian and owner of Pittsburgh nutrition-consulting company, Active Eating Advice, suggests that taking a one week break from alcohol, sugar and caffeine will jump-start your effort and get you on the road to a healthier you. And increase your intake of fruits and vegetables, she says. "Instead of making it about less, make it about more, but more good stuff."

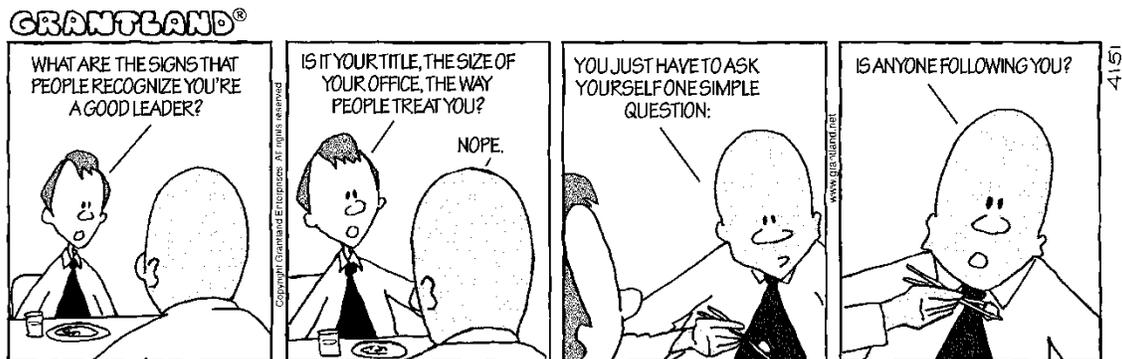
Building the "perfect plate" is easy. Fill 25 percent of it with lean meat, poultry or fish; 25 percent with whole grains, and 50 percent with veggies and fruit. Now, here's the 'less' part of it all. Step away from 'dead foods' (foods that have no nutrients because "refining" has removed almost all of the vitamins, minerals and fiber) such as:

- **Fillers** – bread, white pasta and rice, sugar, chips, soft drinks
- **Processed Food** – snacks, desserts, frozen meals, even ketchup
- **Fast Food** – burgers, fries, shakes, griddle cakes and anything 'fried' (Information source: *AARP THE MAGAZINE*)

Keep your eyes on the prize and ponder these encouraging words from dietitian Bonci. "When you start to eat well, you feel lighter and have more energy. You can then find a balance where you can enjoy things, but at lesser amounts, and still feel good."

And if you are having difficulty getting to sleep, you aren't alone. Sleep experts report that a third of adult Americans struggle with chronic insomnia. Those same experts also tell us that making certain behavioral changes, (rather than opting for chemical-based sleep aids) can get you sleeping like a baby, again. Here's how.

- Establish and maintain a "consistent wake-sleep cycle" by setting your alarm for the same time each day. Eliminate daytime naps. And avoid exercising within four hours of bedtime.
- Limit alcohol, tobacco and caffeine, especially in the evening. Plus, avoid large evening meals and high fluid intake.
- Avoid bedtime stimulation – television, bright lights, loud music/noises. Keep all pets in their crates and out of the bedroom.
- Develop your optimal relaxation technique - clear your mind; visualize a calm environment filled with your favorite things; relax your muscles, head to toe. Breathe deep and let the calm begin. (Information sources: American Family Physician; American College of Physicians)





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.

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