



February 2019

### More than just talk

*By Linda Jovanovich*

*HMA Executive Vice President*

For the past several months we've been talking about our National Conference and Expo, and wow, here it is, just about a month away, now. So, if you have yet to do so, I hope you'll finalize your plans today, and join us in Savannah.

As a memory refresher, we've built NatCon 2019 around the theme of "**Emerging Risks.**" And we've compiled a dais of presenters, and developed an agenda of events to aid you - and all industry stakeholders - in the management of and preparation for the uncertainties and exposures that could jeopardize decades of hard work and sacrifice.

So meet up with us at the Hyatt Regency Savannah. The stage is set. Registration totals are nearing record numbers. The Expo is a Sell-Out! All that is missing is You. Register to attend, today.

Keep in mind that we'll have company in Savannah. The Southern Cypress Manufacturers Association (**SCMA**), and the Wood Component Manufacturers Association (**WCMA**) will again be conducting their annual meetings in conjunction with our event. That means great opportunities to network and mingle. Don't delay.

You'll find all of the Conference details – Registration, Program Schedule, Hotel Information, Expo Participants and Sponsors – on our HMA member website, [www.HMAmembers.org](http://www.HMAmembers.org). And of course, the HMA staff is available to answer any questions you may have. Call us, 412.244.0440, and we'll help take care of business.

I'll close with this - you certainly do not need me to remind you that these are challenging times. Just know that especially in the most challenging of times, HMA's bottom line is the furtherance of the hardwood industry and the interests of our members. Let's take on these "**Emerging Risks,**" together. See you in Savannah

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### Hardwood Manufacturers Certificate Inaugural Class

Last year our industry, in conjunction with the Northcentral Technical College, Antigo, Wisc., launched The Hardwood Manufacturers Certificate Program, a unique, 16 week/14 credit course of study designed to prepare learners for fast growing, in-demand positions within the hardwood manufacturing industry. The great news is that five young men have completed the program, and are "eager to further their careers in the Hardwood Lumber Industry."



Congratulations graduates! Pictured from left to right are: Tray Hardwick (Specialty Wood Products – Monticello, KY), Isaac Dick (Specialty Wood Products – Monticello, KY), Hunter Cartrette (Turn Bull Lumber Company – Elizabethtown, NC), Trevor Geer (Gates Milling, Inc. – Gatesville, NC), and Nick Hood (Turn Bull Lumber Company – Elizabethtown, NC).

When asked for feedback regarding the Program, **Isaac Dick** said, “In a sense, every class was beneficial to me, but in particular, the Wood Drying Science and Hardwood Grading & Merchandising courses gave me the knowledge that will help me advance my career.”

Classmate **Nick Hood** said, “The class that will benefit me the most is Wood Manufacturing Processes because I learned how to break a log down into lumber, while getting the best yield possible out of the log. I also enjoyed the Wood Science & Technology class because I learned what makes up wood and how it grows, start to finish, throughout the tree’s life! This is an awesome program and I would recommend it to anyone that is considering the hardwood industry, or anyone that is already in the wood industry.”

Thank you to Northcentral Technical College Wood Science Instructor, Travis Allen, for providing this update. Looking ahead, Travis tells us that the 2019 Program, August 26<sup>th</sup> through November 15<sup>th</sup>, will cover the same curriculum and application information will be available, soon.

So employers, this is your opportunity to grow, groom and inspire the supervisors, lumber inspectors, Kiln operators, quality control technicians and plant managers so desperately needed in your hardwood facilities. Stand by.

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### **Hendricks Scholarship recipients announced**

Congratulations to University of Wisconsin-Madison College of Agricultural and Life Sciences students **Noah Fredel** and **Travis Schmitt**, recipients of the 2018-2019 **Robert B. Hendricks Memorial / Hardwood Manufacturers Association Scholarship**.

In a ‘thank you’ letter to the HMA, **Noah** said, “In addition to my Forest Science major, I am also pursuing an entrepreneurship certificate. This will allow me to combine forestry and business in pursuit of a full-time position as an industry Forester. Currently, I’ve accepted an internship with Kretz Lumber in Antigo, Wisconsin, working as a field Forester, and I hope to transfer this to a full-time position with the same or a similar company. Thank you for your generosity.”

In a ‘thank you’ letter from **Travis Schmitt**, the second-year Forestry major said, “I have found Forestry to be an amazingly complex and engaging study, and I enjoy researching the field as it relates to both private industry and management. I hope to one day become a

professional Forester, run my own business, and help manage my family's woodland. I am beyond grateful for your generosity."

The College's Associate Dean for Academic Affairs, Karen Wassarman, also sent a letter of gratitude and said, "On behalf of the college, thank you for helping our students. You are truly making a difference in their lives, and for that we thank you!"

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### **"Overflow" hotel for NatCon in Savannah**

HMA's room block at The Hyatt Regency Savannah is booked to capacity. But not to worry! The **Andaz Savannah** - 14 Barnard Street, Savannah, GA 31401 - is just a few blocks away, and waiting to welcome you.

Reservations can be made by calling 912.233.2116. Be sure to mention the **Hardwood Manufacturers Room Block** to get the 'special' rate of \$205 Single/Double.

And please, finalize your accommodations today. The negotiated, discounted room rate expires **February 25, 2019**, or whenever the block is full.

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### **2019 NatCon and Expo Sessions & Events**

If HMA's upcoming **National Conference and Expo**, March 20-22, in Savannah is not on your calendar, it should be! The networking opportunities will be over-the-top. And that goes double for the lineup of on-point business sessions. Take a look.

The Opening Reception and Expo, set for the evening of **Wednesday, March 20**, will provide the perfect opportunity for all attendees to browse the technology Expo, enjoy a sumptuous array of refreshments, plus meet, greet, network, catch-up, make new contacts, and connect with industry colleagues and old friends. And that's just the prelude to all of this ...

#### **Thursday, March 21**

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|----------------------|--|
| 8:30 a.m.            | Welcome & HMA Business Meeting   |
| 9-10:15 a.m.         | <b>Enterprise Risk Management + HMA Member First-hand Experiences</b> , John Smith, President/CEO Pennsylvania Lumbermens Mutual Insurance   |
| 10:20-11 a.m.        | <b>Today's Top Priorities</b> , A moderated, interactive discussion on current industry topics   |
| 11-11:30 a.m.        | <b>American Hardwood Promotion Update</b> , Linda Jovanovich, HMA Executive Vice President   |
| 11:45 a.m.-1:30 p.m. | <b>Vendor Expo Café</b> , Enjoy a luncheon Buffet while visiting the industry's leading suppliers  |
| 1:30-2:30 p.m.       | <b>Best Business Practices SoundBytes</b> <ul style="list-style-type: none"><li>• Social Media Marketing – Isaac Oswalt, Founder and Owner 21 Handshake</li><li>• Benchmarking – Bree Urech-Boyle, Chief Financial Officer, National Wood Flooring Association</li><li>• Advocacy – Dana Lee Cole, Executive Director, Hardwood Federation</li></ul> |
| 2:30-3:30 p.m.       | <b>Counting Growth Rings: Building Upon a Legacy of Hardwood</b> , HMA NextGen Leaders Council   |
| 5:15-6pm             | <b>NextGen Reception</b> , Hosted by HMA's NextGen Leaders Council   |
| 6-7:30 pm            | <b>Reception and Expo</b>  |

## Friday, March 22

8:30–9:30 a.m.

***An Economic Outlook***, Brendan Lowney, Principal, Forest Economic Advisors LLC

9:30–10:30 a.m.

### ***Hardwood Market Trends***

- Cabinetry – Angela O’Neill, Director of Marketing, Wellborn Cabinet
- Moulding/Shiplap – Matt Weaber, CEO, Weaber, Inc.
- Flooring – Emily Morrow Finkell, CEO, EF Floors & Design

And remember, the Southern Cypress Manufacturers Association (**SCMA**), along with the Wood Component Manufacturers Association (**WCMA**), will be with us in Savannah, once again conducting their annual meetings in conjunction with HMA’s National Conference and Expo. Don’t miss this. [Register](#) to attend, today.

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## Going the extra mile for NatCon 2019

And the listing of Conference Sponsors just goes on, and on, and on... as yet another HMA member company has stepped up to the plate. Thanks for going the extra mile for the HMA!



At the **Bronze Sponsor level** is Haessly Hardwood Lumber Company, Marietta, Ohio! These generous folks will be sponsoring one of the Conference learning sessions. To Jack Haessly, and everyone at Haessly Hardwood Lumber, thank you and looking forward to seeing you in Savannah. (740.373.6681)

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## Hardwood Federation Update

*By Dana Lee Cole*

*Hardwood Federation Executive Director*

The hardwood sector wrapped up 2018 with a number of wins in the Farm Bill, including a complete retooling of an existing program that we think will help address our biomass residuals problem.

The legislation that was signed by the President, in the final days of 2018, authorizes \$25 million per year - over the life of this Farm Bill - to install high efficient heat and power systems that operate on wood pellets and wood chips. This was a very positive development. However, another legislative step is involved before funding begins to flow to these projects.

While the Farm Bill authorized the program at this level, it did not grant what is known as **mandatory funding**. In other words, Congress has to appropriate funding for it, as part of the annual appropriations process. While we have seen this year that the appropriations process is fraught with uncertainty, the good news is that there are several strong supporters of biomass energy - and this program in particular - on the Senate and House Appropriations Committees.

The process for making appropriations requests for Fiscal Year 2020 is already ramping up. Typically, to be eligible for consideration by the respective Appropriations Committees, requests must be submitted in March. Thus, in the coming weeks the Hardwood Federation team will be working with our champions in Congress to put forward bi-partisan appropriations requests in both the House and Senate, seeking full funding for this important initiative.

We will keep you apprised of our progress, and likely be reaching out for help, as the process unfolds throughout the year.

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## A closer look at an industry resource

For over a year now, HMA has been involved with The Wood Industry Resource Collaborative (**WIRC**), the consortium of trade associations working to improve industry perception, attract and retain employees, and resolve other workforce challenges. That collaboration has led to our work with **Cue Career**. What's Cue Career? Take a look.

Cue Career, [www.CueCareer.com](http://www.CueCareer.com), is a great platform for students looking to access information about careers in skilled trade industries, manufacturing and other industries. The site offers:

- access to webinars and videos presented by professional associations;
- professional development opportunities such as mentorships and internships;
- and for the HMA, a venue to spotlight the work of our association, and the education and career opportunities available through us.

Please take the time and visit HMA's page at [www.CueCareer.com](http://www.CueCareer.com). There you'll find information about the Susan M. Regan Memorial Scholarship, the Wood Technology Center Hardwood Manufacturers Certificate Program, and a [video](#) interview with Trevor Greer, Gates Milling, Inc., as he shares his personal testimony regarding our industry, his recent Wood Technology Center experiences, and much more.

And for a memory refresher about the work of **WIRC**, visit [www.woodindustryed.org](http://www.woodindustryed.org).

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## Spotlight on Cypress in new Case Study

The Southern Cypress Manufacturers Association, (SCMA) is charged with promoting cypress building products to design professionals and consumers. To accomplish that, we use a variety of media tools including collaborative home projects with renowned TV personalities and home designers.

A recently published Case Study, "**Cypress in Hill Country Home Design**," documents and details a wonderful project by nationally acclaimed designer, Vicki Payne. As you will see, she recognizes and greatly appreciates Cypress' beauty and versatility. Here are the highlights.

"Nestled in a wooded lot nine miles south of Charlotte, North Carolina, stands the True Residence—a home perfectly situated in its surroundings, and the essence of Hill Country Design. It's sprawling. It's contemporary. And it's comfortably pleasing. Warmed, inside and out, by the distinctive beauty of all natural and locally grown Cypress.

On the exterior of the True Residence, multiple sections of cypress siding were incorporated to add warmth, complementing the white limestone façade. Cypress also was used for the home's soffits and fascia, as well as for the ceilings of the front entry and back terrace. In addition, the design team crafted a custom pergola with cypress beams and posts that spans over an outdoor dining space.

Inside, the home features an open-concept floorplan and soaring 14-foot ceilings, all supported by massive cypress timbers. Throughout the first and second floors of the home, twelve-inch-thick cypress beams run from outside to inside, and back outside again. Cypress ceilings also were carried inside and are featured in several rooms, including the great room and dining room.

'My clients expect me to recommend products that will stand the test of time,' Payne says. 'I've worked with cypress many times over the years and that allows me to feel comfortable when specifying it for a variety of applications.'"

To read the entire Case Study, visit [www.CypressInfo.org](http://www.CypressInfo.org).



Photo courtesy of Vicki Payne, ForYourHome.com

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## The Color(s) of 2019

Used to be that when it came to choosing the Color of the Year, color giant Pantone was the only game in town. But times, they are a changing. Major paint manufacturers are weighing in with their favorite hues for 2019. Take a look. Variety is indeed the spice of life.

For Pennsylvania-based [PPG Paints](#), their choice is "**Night Watch**," a "rich, luxurious, and classic shade of green that emulates the feeling of lush greenery," connotes the healing power of nature, and works well "in a variety of design segments – from healthcare to commercial and residential design."

### **Benjamin Moore: Metropolitan AF-690**

"Calm, composed and effortlessly sophisticated, Benjamin Moore's Color of the Year 2019, Metropolitan AF-690, exudes glamour, beauty and balance. *This stylish gray 'emanates nuance, harmony and extravagant ease. Always adaptable, it softens to matte or shimmers with sheen. It's neutral. It's understated. It just is. This is color, off-duty.'*"

### **HGTV Home by Sherwin-Williams: Reflecting Pool HGSW2324**

This aqua hue is fun, elegant, and most of all versatile. Balanced, optimistic, and "when combined with natural colors, it is soft and calm. Pair it with vivid colors, and it is energizing and bold!"

### **Behr: Blueprint S470-5**

"An honest, approachable color that conjures up the blueprints builders rely on to bring architectural designs to life, Blueprint creates a space where you can build your own reimagined life—where awareness of what we want to build for ourselves can transform into action."

### **Valspar: Orange Slice 2002-1B**

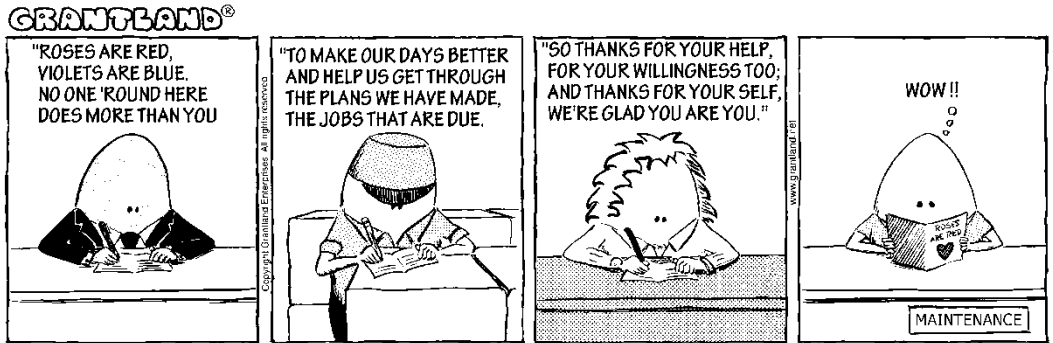
"Looking for an energizing color that commands attention? It doesn't get any juicier than [Orange Slice](#)! Intense and adventurous, it was designed for color-curious consumers who want to shake things up at home in an easy, fun, and accessible way."

### **Sherwin-Williams: Cavern Clay SW7701**

"A warm terracotta color with ancient, elemental roots, Cavern Clay is a nod to midcentury modern style, but with the soul of the American Southwest. This warm, earthy hue is both casual and refined, and an easy way to bring the warmth of the outdoors in. Envision beaches, canyons and deserts, and sun-washed late summer afternoons—all of this embodied in one color."

## PANTONE 16-1546 Living Coral

"Representing the fusion of modern life, PANTONE Living Coral is a nurturing color that appears in our natural surroundings and at the same time, displays a lively presence within social media. An animating and life-affirming coral hue, Living Coral embraces us with warmth and nourishment; welcomes and encourages lighthearted activity; and embodies our desire for playful expression."



*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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