



January 2015

NatCon Registration discount ending \$oon

Don't delay. The clock is ticking on HMA's 'Early Bird' Registration discount. That's right. Register before **January 13** and attend the 2015 National Conference and Expo in Nashville, March 25-27, at the reduced rate of **\$395**. Don't miss this \$50 savings.

Online registration at www.HMAmembers.org is quick and easy. But, if you would prefer a more 'personal' touch, call the HMA office - 412.244.0440. We'll handle the registration process for you.

And if you've yet to make reservations at the **OMNI Nashville**, what are you waiting for? Rooms are at a premium and today is a great time to finalize your hotel accommodations. Reservations can be made online or by calling **1.800.843.6664**. Be sure to mention/include the **Hardwood Manufacturers Association** to secure the \$229/single, \$239/double discounted room rates. Don't delay. March is right around the corner.

Thank you for your confidence and support!

Each year at this time we recognize those who have contributed to **HMA's Education/Promotion Campaign**. This list of contributors is the longest it's been in quite some time - a reflection of our improved economy and we hope a reflection of your approval of our work. Thank you for your confidence and support! Because of you, HMA's efforts to elevate American hardwoods as the building and remodeling material of choice can continue.

For the period November 1, 2013 through October 31, 2014, thank you to these generous contributors:

HMA Member Contributors

Anderson-Tully Co.
BWP Hardwoods, Inc.
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Big River Cypress & Hardwoods, Inc.
Bill Hanks Lumber Co.
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Non Member Contributors

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|-----------------------------------|----------------------------|
| Champlain Hardwoods | Reel Lumber |
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| Hardwood Market Report | W.M. Cramer Lumber Co. |
| National Hardwood Magazine | Weekly Hardwood Review |
| PA/IN Lumbermens Mutual Insurance | Woodus K. Humphrey & Co. |

Welcoming a new Member!

Fly Tie & Lumber, LLC, with sawmill and yard locations in Grenada, Mississippi, has joined the ranks of the HMA. Welcome! President/Owner Ricky Fly will be HMA's main contact and we look forward to seeing him in Nashville, in March. For more on our newest member, please visit www.Flytimber.com.

Third Re\$ource Purchasing Program available to members

Announcing "**The HMA Shipping Program**," a free member benefit that offers significant savings on every freight shipment you send and receive. There are **no** minimum shipping requirements or obligations – just the opportunity to simplify operations and to \$ave on every freight shipment - including **flatbed**, LTL, truckload, expedited, and tradeshow shipping needs!

Through this comprehensive inbound and outbound shipping program - developed and managed by Ohio-based company, PartnerShip® - HMA members can:

- **Save at least 70%** on standard and guaranteed LTL freight shipments with the most reputable carriers including UPS Freight, YRC Freight, Con-way Freight, and others
- **Receive competitive rates** on flatbed truckload freight services
- **Save 20-40%** on exhibit shipments to and from trade shows and events, backed by an on-time guarantee
- **Benefit from specialized services** including inbound management, low-cost shipping supplies, freight bill auditing, invoice consolidation, and more

For more information about PartnerShip® and to **enroll** in the HMA Shipping Program, visit PartnerShip.com/HMA. Email questions to sales@PartnerShip.com or call **800-599-2902**.

And remember, two other **Re\$ource Purchasing Programs** – designed to streamline daily operations and increase profitability - are also available to HMA members. Visit www.HMAmembers.org to learn how these business management tools may benefit you!

More than just Talk

*By Linda Jovanovich
HMA Executive Vice President*

Happy 2015! How about revving-up the New Year by putting your HMA membership to work for you? Here's what I mean.

Commit to attending at least one of HMA's two 2015 Regional Meetings. These Spring/Fall events, which bring together the industry's leading producers and processors, enable members to experience the latest technology while sharing those unspoken secrets of the trade. They are also opportunities to foster long-lasting professional and personal relationships that strengthen our industry as a whole.

Invest a few moments to reach out to our **Resource Purchasing Program** providers. These group purchasing options can, in some instances, save a great portion of your HMA dues. This time investment could contribute to a healthier bottom line.

Visit the member website, HMAmembers.org. It's chockfull of valuable *Industry-Need-to-Know* information to assist you in the day-to-day management of your operations. And while you're there, log into the members-only portion of the site, home to HMA's **Equipment Information Center** - a great reference/resource when you are looking to make equipment upgrades. (To gain access to that portion of the site, however, you must have submitted your equipment information. Update forms will be distributed shortly, so be sure to return your information.)



Proud to be an HMA member? Show it! When it's time to update your company's ad in our favorite industry publications, **include** HMA's membership logo - easily downloadable from the members-only section of www.HMAmembers.org.

Most importantly, **get involved!**

- Recommend a young professional from your organization to HMA's Millennial Council.
- Be part of the National Conference Planning Committee.
- Host an HMA sponsored Continuing Education event in your city.

There are so many ways you can put your HMA membership to work for you. Call me to discuss these and many more! It's a New Year. We have a new day. Let's make the best of both!

Optional Tour set for Nashville

If attendance at last year's National Conference is an indicator, we anticipate seeing many 'significant others' in Nashville for HMA's National Conference and Expo. And so, we've planned an **Optional Tour** that we think will be interesting and fun. Here's the plan.

We'll be visiting **The Hermitage**, one of our nation's oldest and largest historic site museums, and the home of our 7th President, Andrew Jackson. The two hour+ guided tour will include access to the museum, grounds, tomb, Uncle Alfred's cabin, the Hermitage Mansion, and much more.

Then we'll head back to downtown Nashville for a taste of all of the charm and excitement **Music City** has to offer. And that includes a delicious lunch at The Southern, a popular eatery in the heart of Nashville's burgeoning SoBro district.

If you would like to get on board for this authentically southern adventure, with a twist, we'll need to hear from you, soon. Contact the HMA office, 412.244.0440, to get your name on the Tour list. The cost is \$75 and **advance reservations** are required to guarantee your spot in this fun event.

The bus departs at 9 a.m. **sharp**, Thursday, March 26. Don't delay in making your plans.

More National Conference Sponsors

What a positive way to begin the New Year! Eight additional companies have signed on as National Conference and Expo sponsors, and we're happy to spread the word of their support of the HMA. If you would like to participate, simply call the HMA office, 412.244.0440, to lock in your preferred level.



At the **Platinum Sponsor** level is Linden Lumber, LLC, Linden, Alabama! The lanyards that will adorn the necks of all who participate at HMA's 2015 meetings will tout "Linden Lumber, LLC." To Hugh Overmyer and company, thanks so much. (www.lindenlumber.com)



Thank you to **Gold Sponsor** DMSi, Omaha, Nebraska! Thursday afternoon's final business session, The Technology Roundtable "Industry Confab," complete with refreshments, is being sponsored by the good folks at DMSi. (www.dmsi.com)



Thank you to **Gold Sponsor** High Country Lumber & Mulch, LLC, North Wilkesboro, North Carolina! An in-room amenity, welcoming all participants to HMA's National Conference and Expo in Nashville will be compliments of Scott Greene and the good people at High Country. (www.northstatehardwood.com)



Also at the **Gold Sponsor** level is J.T. Shannon Lumber Co., Memphis, Tennessee! Thank you, Jack, for always finding value in our learning sessions. This time around, your sponsorship will be underwriting "Hardwood Market Trends and Global Consumption." (www.jtshannon.com)



Thank you **Silver Sponsor** Brenneman Lumber Company, Mt. Vernon, Ohio! Thursday's mid-afternoon Beverage Bar is being hosted by the fine folks at Brenneman Lumber. We just may need a cooling refreshment by then, Charlie. (www.brennemanlumber.com)



Also at the **Silver Sponsor** level is Northland Forest Products, Inc., Kingston, New Hampshire! Their sponsorship will be underwriting Thursday afternoon's learning session, "Federal Legislative Outlook 2015: Challenges and Opportunities for the Hardwood Industry." Our thanks to Jamey French and everyone at Northland. (www.northlandforest.com)



At the **Bronze Sponsor** level of support is Haessly Hardwood Lumber Company, Marietta, Ohio! Thanks goes out to Jack Haessly who asked that his sponsorship be applied to costs related to the Optional Tour luncheon. Seems that wife Mary is looking forward to the tour and all of the excitement *Music City* has to offer. (740.373.6681)



And also at the **Bronze Sponsor** level of support is T & S Hardwoods, Inc., Milledgeville, Georgia! Thank you Larry and Trisha! Your sponsorship will help defray the transportation costs related to the Optional Tour. Thanks for making the wheels of the bus go round and round. (www.tshardwoods.com)

Staying healthy at home, work, and play

Infection control experts report that "each year, more than 2 million Americans become infected with so-called superbugs – bacteria that are resistant to antibiotics. And millions more are infected with viruses and germs that are becoming more prevalent and more difficult to treat."

Warding off these villains can be tricky. The Centers for Disease Control and Prevention and the Duke Infection Control Outreach Network think you should know about:

The Great Imitator

With symptoms that can mimic diseases like multiple sclerosis and rheumatoid arthritis, **Lyme Disease** affects nearly 300,000 Americans each year. It is spread through the bite of an infected tick and symptoms can include fever, headache, rash and fatigue. If work or play takes you into wooded areas - where deer and deer ticks are prevalent - "wear light-colored clothing so ticks will be visible. Apply repellents with DEET to skin, and with

permethrin to clothing. If you find an attached tick, use tweezers to carefully remove all of it, then apply antiseptic."

Travel to Developing Countries

If the job has recently taken you to Saudi Arabia or other Middle Eastern countries, caution. It typically takes 14 days for the symptoms of **MERS**, Middle East Respiratory Syndrome, to appear. Fever, cough and shortness of breath progress to respiratory failure, septic shock and eventually organ failure. So if you are heading to that part of the world, "stand your distance from people who appear sick. And avoid camels, since they are believed to be transmitters of the disease."

MRSA

Hospital patients and athletes – young and old - beware. Staphylococcus aureus, **MRSA**, spread through skin contact and the sharing of toothbrushes, razors and other toiletries, can cause skin infections, bloodstream infections, severe pneumonia, even death. The experts say that prevention centers around hygiene. "Wash your hands often, keep cuts covered with a bandage, and shower immediately after playing sports or working out at the gym."

Chikungunya

If your travels might be taking you to the Caribbean or Florida, take note. This mosquito-borne virus, which migrated from Africa to Asia to Europe and eventually to the Caribbean, brings headache, fever and severe musculoskeletal pain. Using insect repellent, staying in air-conditioned locations and wearing long pants and long sleeved shirts will lessen the "bite."

Hand Sanitizer or Soap?

Health experts tell us to "**wash when you can**; sanitize when you can't," because "a good lather of soap and warm water is more effective against norovirus and the flu, and it's equally good against some other bugs. Lather for at least 20 seconds, then dry completely." If using a hand sanitizer is the only available option, use one that is alcohol-based and "be sure to use plenty and rub your hands thoroughly until they dry."

Information source: AARP, The Magazine, October/November 2014 issue

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

As we ring in the New Year, the Hardwood Federation team extends a very big and very hearty "Thank You" to all the members of the Hardwood Manufacturers Association. And we want you to know of our **optimism** for 2015. Seems both Democrats and Republicans have acknowledged that voters are asking for less finger pointing and more cooperation!

In the aftermath of the 2014 November elections, Congress made some tenuous first steps, passing at the last minute, a Budget Bill that seems to have something for everyone to like, and something for everyone to dislike. The process wasn't clean and it wasn't pretty, but it was bipartisan - the very definition of cooperation. And it was progress.

The bill included several positives for the hardwood industry:

- full funding for the Market Access Program and Foreign Market Development Program - hardwood export promotion programs run by the American Hardwood Export Council
- funding for the Forest Inventory and Analysis program - critical research on the state of federal lands
- research funding related to White Nose Syndrome - the disease responsible for the dramatic decline of multiple bat species

Will there be more progress in 2015? Well, both parties, having keenly felt the impact of voter dissatisfaction, will want to have successes to promote, as they move into the Presidential election in 2016. So yes, I'm hedging my bets that some of the lessons of 2014 will have an impact in 2015.

There is great potential that several of our priority issues - energy efficiency, national forest management, tax reform - could move forward in 2015. International trade is another area where common ground could be found.

There is also solid bipartisan support for the Hardwood Federation, and the entire wood products industry, on our top priority issue: the **Northern Long Eared Bat**. Members on both sides of the aisle understand the severe impacts an improper listing of this species and related guidance will have on our industry. We are working closely with a number of returning members of Congress and will be briefing new members in January.

There will however, be areas of more contentious debate, including immigration and oversight of the U.S. Environmental Protection Agency. These are **thorny issues** with passionate advocates on both sides. And we look forward to representing you and all of our hardwood members in the months ahead.

Blockbuster Expo set for Nashville

HMA's 2015 NatCon Expo is one for the record books! The response has been fabulous. And while we can still accommodate **Strolling Suppliers** and **Conference Sponsors** – call us at 412.244.0440 to take care of business - all of the exhibit booths have been sold, including the three that were added to the exhibit space, after much discussion with the Nashville Fire Marshall!

To these participating industry suppliers, thank you! And to our HMA membership, please make every effort to spend time with all twenty-nine exhibiting companies.

- 1 C.S. Industries LLC
- 2 BBandT Insurance Services – National Forest Products
- 3 Kop-Coat, Inc.
- 4 Froedge Machine & Supply Company, Inc.
- 5 Brunner-Hildebrand
- 6 Industrial Vision Systems
- 7 Nicholson Manufacturing, Ltd.
- 8 Nelson Bros. Engineering
- 9 Pierce Construction & Maintenance
- 10 Buckman
- 10A Konecranes, Inc.
- 11 U-C Coatings
- 12 USNR
- 13 USNR
- 13A Diacon Technologies Inc.
- 14 Wood-Mizer, LLC
- 15 Cleereman Industries
- 16 Arch Wood Protection
- 17 Pennsylvania/Indiana Lumbermens Mutual Ins.
- 18 ISK Biocides, Inc.
- 19 SII Dry Kilns
- 20 Brewco, Inc.
- 21 Progress Industries
- 22 McDonough Manufacturing Co.
- 22A Baxley Equipment Co.

- 23 TS Manufacturing
- 24 Taylor Machine Works
- 25 PHL
- 26 Automation & Electronics USA
- 27 Hurdle Machine Works, Inc.

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