

# The Link



The Newsletter of the Hardwood Manufacturers Association

## Northeast Regional Meeting wrap-up & thank you

It's a well-known industry fact, facility tours are the 'meat and potatoes' of HMA Regional Meetings. But preparing for a visit from the HMA is no small endeavor. We know it's an 'interruption' that requires planning and effort. That's why we send this hearty thank you to member companies, **HHP, Inc., Cersosimo Lumber Company,** and **Keiver-Willard Lumber Corp.** Your special effort was apparent. Please know that allowing us a glimpse into your world – eye-opening tours and valuable information – is a great help as we return to ours.

And to our many attendees, thank you for your participation. There's a lot going on in the industry today, and time is at a premium

for everyone. Thank you for placing HMA's Regional at the top of your priority list.

Now, let's talk about the great 'confab' with industry consultant, Joe Denig! Thank you, Joe, for sharing your expertise with us all. HMA will be back in touch soon. From the comments received so far, it sounds as if participation in the **2014 Facility and Wage Cost Survey** will be significant. And we know that the Survey results will provide a tool of great value to participating members.

When time permits, we encourage everyone to log on to [www.HMAmembers.org](http://www.HMAmembers.org) for a look at even more meeting snapshots and to learn about what's next.

Get the worm!  
Early Bird Registration  
is up and running!



Heading to the 2014 National Conference and Expo, March 12-14, in Savannah? Register **now** and experience a \$50 savings on your Registration fee. You read that right – a \$50 savings! Like the adage says, the early bird does indeed catch the worm, so act now and save. Easy online registration is already up and running. Here's how to get started.

- Log onto [www.HMAmembers.org](http://www.HMAmembers.org) and follow the 2014 National Conference and Expo links to **Registration**.
- Complete all of the required fields.
- Either pay online (Visa or MasterCard, please) or indicate that you'll be forwarding your check payment.
- Finalize your registration.

That's all it takes. HMA will be notified of your registration and you'll receive an email confirming that you've successfully registered to attend the event. So why not act now and take advantage of the savings that only Early Birds can enjoy.

It pays to be a first responder. And remember, this savings is for HMA **members, only.**





# BREAKING THROUGH THE MEDIOCRITY

**2014 NATIONAL CONFERENCE AND EXPO**  
March 12-14, 2014 • The Hyatt Regency • Savannah, GA



**H**ave you marked your calendar for this blockbuster? For participants in HMA's 2014 National Conference and Expo, the opportunities will be endless. So why not get the ball rolling and finalize your hotel accommodations. The **Hyatt Regency Savannah**, Two West Bay Street, is waiting with open arms.

Known for its gracious Southern hospitality and visitor-friendly location, the Hyatt Regency rests in the heart of Savannah's historic district and within strolling distance of the world-famous River Street. Grand as well as intimate, historic yet contemporary, this waterfront hotel offers a complimentary fit-

ness center, indoor pool, exquisite dining and incredible views.

Reservations can be made online at [www.HMAmembers.org](http://www.HMAmembers.org) or by calling (888) 421-1442. Mention the **Hardwood Manufacturers Association** to secure the discounted room rate of \$172 single/double. Don't delay. (St Paddy's Day weekend is a crazy-busy time for Savannah.)

And please check in regularly at [www.HMAmembers.org](http://www.HMAmembers.org) for updates regarding Conference learning session topics, Expo floor plan, other sponsorship opportunities and much, much more. March 12-14 is right around the corner. Join the excitement.

## HMA honorable mentions and reminders

■ We are pleased to welcome **Maine Woods Company, LLC** back to the HMA. And especially happy to have had the opportunity to spend time with company representatives, Wayne Law, Jeff Poirier and Arthur Routhier at HMA's recent Regional Meeting in Manchester. We look forward to your continued participation as we move forward. And once again, a hearty **"welcome back!"**

■ Congratulations to the 2013-2014 recipients of the University of Wisconsin-Madison College of Agricultural and Life Sciences **Robert B Hendricks Memorial/Hardwood Manufacturers Association Scholarships**. Forestry major Dylan Willis tells us, "Thanks for the help in pursuing education in a field that I love." Following graduation, "I intend to work in the forestry field." Entering his final semester is recipient Brian Zweifel who says, "I would just like to say how grateful I am to receive this scholarship. I'm really excited to work in my field of forest ecology after graduation."

■ **Washington, DC – October 30-31** is the Hardwood Federation's annual **Fly-In**. Will you be there to meet with your representatives in Congress, plus network with hardwood industry peers? This is your opportunity to discuss important federal issues that impact you and your business. Register online at [www.hardwoodfederation.com](http://www.hardwoodfederation.com) or contact Dana Lee Cole at (202) 463-2452 for information. Get involved.

## More than just talk

by Linda Jovanovich

HMA Executive Vice President

**I**t is always a special time when HMA members come together and the recent Northeast Regional in New England was one of those times! Although we were a tad early for autumn's vibrant leaves, we were greeted with sapphire blue skies, lush green countrysides and perfect temperatures. It's great when Mother Nature cooperates!

To tour hosts Ross D'Elia – **HHP**, Michael Cersosimo – **Cersosimo Lumber** and Bob Keiver – **Keiver-Willard** – the tours were exceptional; your facilities impeccable and your Northern hospitality most welcoming. And working with Natalie Crane, Jeff Hardy and Jack Little made HMA's job easy and pleasurable. Thank you all!

I personally enjoyed seeing HMA's Past President Dan Harrison; meeting Wayne Law and Arthur Routhier, representatives from Maine Woods - HMA's recently 'returned' member, and catching up with Dave Doucette and Jeff Poirier, industry associates I'd not seen in quite some time.

Throughout the event, members exchanged a lot of information. Plus, during Wednesday's dinner, we spent a few moments discussing log inventories. It was clear that in this region, log shortage was NOT an issue. Tour-goers gazed wistfully at the perfectly stacked log piles. Truly a sight for sore eyes!

And Joe Denig – you give the word 'retirement' a whole new meaning! Members appreciated hearing from you, encouraging them to participate in the 2014 **HMA Facility and Wage Cost Survey**, and especially explaining how to interpret the data, included in their personal reports, to assist in controlling errant expenditures.

And lastly, it was great to have a nice mix of member spouses with us. They clearly enjoyed the tours and looking ahead, I encourage more 'ladies' to attend next year's regionals. (Plans are already underway.) But, what's next?

Join us in Savannah as we **Break through the Mediocrity!** National Conference and Expo Early Bird registration is up and running at [www.HMAmembers.org](http://www.HMAmembers.org). And look to your email and the website for other Conference details and updates.

**Register now and SAVE!**

# Prepare your future leaders today

by Kevin Eikenberry  
The Kevin Eikenberry Group

I'm often asked by leaders what they can do for their employees to prepare them for supervisory/leadership roles before they get those jobs. And to them I say – congratulations! Most organizations aren't thinking proactively about helping people before they get promoted. In fact, far too many don't provide this important support even after they promote people to supervisory and leadership roles.

There are many things that forward thinking organizations can be doing to prepare for tomorrow's leaders. Here is a list of three high impact ideas to get you started...

**Give people opportunities** – Consider how can you give them a taste of leadership, but with a safety net. Can you empower them in new ways? Have them lead an ad hoc team? Delegate small leadership assignments to them?

**Give them a mentor or coach** – Consider building a formal mentoring program with the purpose of helping your future leaders grow into leadership roles. (Or if that doesn't work in your situation, simply encourage them to find themselves a mentor.) A mentor who has led for some period of time - but not necessarily for a long time - can be the perfect person to help another build confidence and competence to lead, when the time comes.

**Help them change their perspective** – The successful shift to the role of leader requires thinking about the world, and many situations differently. In formal and in informal



ways, a mentor can often help potential leaders see this new perspective.

Also, rotational assignments in other departments or business units can help with this. Consider building roundtable discussion groups to bring current leaders in to talk to your future leaders. Or even create book clubs so these folks can discuss concepts they might not have considered before (or even just suggest books for personal reading). The list of options here could go on and on.

Remember, prepare your employees with the keys to successful leadership, right from the start. And while this is just a short list, when you start here, you will be helping your future leaders grow into their prospective roles.

*The Kevin Eikenberry Group is a leadership and learning consulting company that has been helping organizations, teams and individuals reach their potential since 1993. Kevin Eikenberry, the Chief Potential Officer, can be reached at (317) 759-3171 or [info@kevineikenberry.com](mailto:info@kevineikenberry.com). To learn more visit [www.kevineikenberry.com](http://www.kevineikenberry.com).*

## Three key lessons in coaching

by Kevin Eikenberry  
The Kevin Eikenberry Group

As leaders, we are only as good as the people we lead. And even if we have an awesome team, without personal development we won't continue to grow, achieve or reach our full potential. So what's the best way to make the people around us better?

### Coaching!

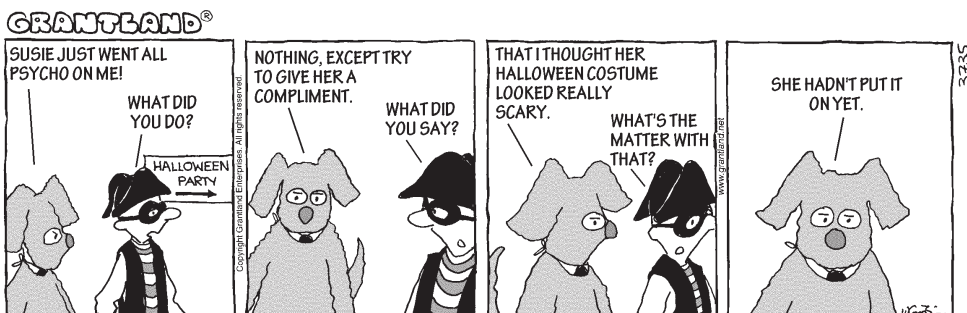
Becoming a better coach helps those around us be the best thinkers and the best doers they can be. Read the following and consider which of these three lessons will help you be a better coach this week.

- **Consistency** – Successful coaching isn't something that is done once a year (at the annual review) or even quarterly (because your review process suggests it). For coaching to assist others most in achieving higher results, it must be consistent and ongoing.
- **Relationship matters** – Consider this. Wouldn't you be more open to feedback, suggestion and counsel if it comes from someone you know well? Relationships do matter. I'm not suggesting you must be a 'best' friend, but a positive relationship between you and those you coach does make a difference.
- **Ask more than tell** – Sometimes coaching is about advice. But coaching is always about helping the other person improve their performance. As a coach then, when you can ask more and better questions, you help the other person discover and decide what they need to do to improve, because the choice and action that improves performance belongs to the person being coached.

No leader does it alone. Help build the skills to develop the potential in others. The team you lead is a reflection and extension of yourself.

*The Kevin Eikenberry Group, a professional training, speaking, coaching and consulting team, provides training design and delivery (both classroom and electronic), performance support development, performance coaching, and organizational and leadership development consulting. Visit [www.kevineikenberry.com](http://www.kevineikenberry.com) to learn more.*

## JUST FOR LAUGHS



## Hardwood Federation Update

# Tracking the Farm Bill and industry impact

by Dana Lee Cole

Hardwood Federation Executive Director

The **Farm Bill** is an important piece of legislation for the nation and for our industry, and the Hardwood Federation has been working with House and Senate staff, and talking with Farm Bill thought leaders in both chambers and on both sides of the aisle, to get a sense of where we're headed and how the programs important to our industry will fare.

We're pleased to find wide-spread support and enthusiasm for the **Market Access Program** (MAP) and the **Foreign Market Development** (FMD). Both are crucial to our industry as they help fund the work of the American Hardwood Export Council.

Also important, and included in one form or another in both the Senate and House ver-

sions of the Farm Bill, are fixes to the USDA's bio-preferred products program. In the past, wood products have been excluded because they fall into what USDA calls "the mature market" category. But that is being "fixed" to ensure American wood products receive the green credit they deserve.

We're watching how the renewable energy provisions – many of which incentivize use of hardwood mill residuals – play out in the Bill. The Senate and House versions are far apart, with the Senate proposing almost a billion dollars to fund these programs while the House has eliminated program funding.

The big question – "**Will this be a five-year-bill** or another one-year extension?" Those we're close to agree that a five-year-bill is in everyone's interest. It provides the stability small businesses require and is largely seen as the right thing to do. (A one-year extension isn't off the table, but it's nobody's first choice.) The final outcome may well depend on how the House comes down on the Nutrition Title – the place where the food stamp program lives. We're hoping for compromise for the greater good to get the five-year-bill passed.

As we go to press, the Bill is still largely up in the air and the current Farm Bill extension is set to expire On October 1. But as we've written before, many Farm Bill programs are funded beyond that date, affording time for lawmakers to reach a deal after the October 1 deadline. But the sooner the better, for the stability of Farm Bill programs.

Yes, we've been working hard on this and we couldn't have come this far without your support. Keep it coming! Join us in Washington, October 30-31, for our annual **Fly-in**, where thanking our Farm Bill Congressional supporters will be a priority.

For more information about any of the legislative issues we're working on, visit us online at [www.hardwoodfederation.com](http://www.hardwoodfederation.com).



## Industry collaboration targets misinformation

November 20-22 will be a busy time in Philadelphia. That's when hordes of building professionals meet at Greenbuild 2013 for a look at the latest and greatest in green building.

Industry stakeholders, including executives from the Pennsylvania Hardwoods Development Council (PHDC), Keystone Wood Products Association (KWPA), Hardwood Manufacturers Association (HMA) and the American Hardwood Export Council (AHEC), recently met in Williamsport, Penn. to prepare for the upcoming conference and expo. **Their goal** – to provide a succinct and factual 'industry' message to dispel the misinformation regarding the use of American Hardwoods in green building.

Greenbuild 2013, sponsored by the U.S. Green Building Council (USGBC) and touted as "the world's largest conference and expo dedicated to green building," is a call to building professionals and consumers to "join thousands of other people who agree that green building is a good idea and good for business."

The Pennsylvania lumber industry has heeded that call. And during the November event, interested stakeholders manning the KWPA's Expo Booth #1461 will discuss why specifying American Hardwoods is indeed a good idea for the environment, a good idea for green building and a good idea for business, especially the local lumber and wood products industry, an essential segment of the Pennsylvania economy.

For the **Pennsylvania Hardwoods Development Council** – responsible for the development, expansion and promotion of the hardwoods industry in Pennsylvania and involved in promoting public knowledge of the state's forest products industry – and for the **Keystone Wood Products Association** – charged to strengthen and expand the base of lumber and wood products manufacturers in the Central Pennsylvania region in order to maintain and enhance the industry's competitive position in today's global economy – green building is indeed a good idea and good for business, because in Pennsylvania, the lumber and wood products industry provides nearly 40,000 jobs.

Visit [www.keystonewoodpa.org/](http://www.keystonewoodpa.org/), [www.agriculture.state.pa.us](http://www.agriculture.state.pa.us) to learn more.

**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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