



October 2014

Record attendance at Northeast Regional

If you were one of the 180+ attendees at HMA's recent Regional Meeting in Williamsport, you know firsthand that it was standing room only. Chalk up the 'record' participation to exceptional facility tours, great industry associates and location, location, location.

Special thanks to tour hosts Wheeland Lumber Company, Patterson Lumber Company, Inc., Cummings Lumber Company and their subsidiary, Barefoot Pellet Company, Lewis Lumber Products and Koppers, Inc. Your hospitality and extra effort made this confluence of HMA members, industry suppliers and guests one for the record books.

Thanks also to industry friend Gerry Roskovensky of Koppers, Inc. for adding the "finishing touch" to Wednesday evening's reception and dinner. And to **all** of our meeting attendees, thank you for not only investing your time but especially for sharing your experience and industry know-how. That's what makes the Regional Meetings so valuable!

Visit www.HMAMembers.org to view photos of the meeting and to start the ball rolling for HMA's 2015 National Conference and Expo. It's right around the corner!

Be a First Responder and \$ave

Registration is up and running for HMA's 2015 National Conference and Expo in Nashville, March 25-27. Register now to **\$ave** on the Registration Fee. That's right. Early responders will experience a \$50 savings and here's how to make it all happen.

Simply click www.HMAMembers.org and complete all of the required fields. It's that easy! An email confirming your successful registration will make its way to you, and HMA will also be notified of your registration. So act now and reap the benefits of this "Early Bird Special."

And be sure to make regular visits to www.HMAMembers.org. There you'll find updates regarding Conference learning session topics, sponsorship opportunities, the Expo floor plan and much more.

Welcoming a new Member!

Walker Lumber Company, Inc., a sawmill located in Woodland, Pennsylvania, has joined the ranks of the HMA. Nick Ince will be HMA's main contact, and many of you got to spend time with Nick at the recent Regional Meeting in Williamsport. He can be reached at Nick.Ince@wpci.us if you'd like to send him a personal "Welcome Aboard!"



HMA's 2015 National Conference and Expo is heading to Nashville and it's not too early to secure your accommodations at the **OMNI Nashville**, one of the newest properties in **Music City**. Designed to express the "vibrant" music culture unique to Nashville, this one-of-a-kind hotel is fast becoming a Nashville 'hot spot!'

Downtown, just blocks from the famed Broadway Street, and fully integrated with the Country Music Hall of Fame® and Museum – the "Smithsonian of country music" -the multi-story Omni Nashville touts 800 guestrooms, a rooftop pool deck, spectacular views, fine dining, a signature Mokara Spa and a state-of-the-art fitness center. The amenities are superb and that includes the barbeque!

Reservations can be made by calling **1.800.843.6664** (1.800.THE.OMNI). Be sure to mention the **Hardwood Manufacturers Association** to secure the \$229/single or \$239/double discounted room rates. Act now. It's a very busy place and rooms are at a premium.

More than just Talk

*By Linda Jovanovich
HMA Executive Vice President*

"**Energy**" goes a long way in contributing to the success of any event. And by definition – *the strength and vitality required for sustained physical or mental activity* - it was indeed the ingredient needed to get through HMA's recent, action-packed Northeast Regional Meeting! But if you were in Williamsport, you know that what was pulsating there was a force of energy unique to HMA events.

As I watched this coming together of 180+ industry associates, I could just feel the intense "spirit" generated by the confluence of so many great minds. The innovative ideas that were being shared! The creative solutions that were taking shape! It was an inspiration to behold.

It is this kind of collaboration - the sharing of technology and sound business practices with industry associates and friends – that has thrust HMA members to the forefront as leaders in our industry. And our members are never hesitant to declare what their association relationships have meant for their businesses and for them, personally.

I am most confident that HMA's **2015 National Conference & Expo**, March 25-27 in Nashville, will be yet another force of energy, "HMA-style," and here's why. The 2015 Annual Meetings of the **Wood Component Manufacturers Association** and the **Southern Cypress Manufacturers Association** will be held in conjunction with HMA's NatCon. Don't miss this opportunity to gather with industry associates!

We will be "**Engineering an Optimal Tomorrow**" with learning sessions on the skilled labor crisis in America, the future of logging and loggers, an economic outlook for the

hardwood industry, innovations in equipment technology and much, much more. And it's up for grabs how this one will measure on the Newton scale.

Remember, the National Conference and Expo is open to all hardwood industry professionals. And **early-bird registration** is already up and running. Join us in Nashville and add your energy to the mix!

The 'Art' of Cypress Promotion

The Southern Cypress Manufacturers Association (SCMA) is knee-deep in an extensive marketing campaign that is bringing cypress to televisions, computer screens and news outlets all across the country. Here's an overview of what's in the works.

Two TV-show Projects

This fall, SCMA is partnering with television personality and renowned home and garden designer, Vicki Payne. Her very popular home-improvement show, ***For Your Home***, known for spotlighting the latest building products and solutions, and motivating homeowners to create their perfect space, will feature cypress in two episodes - the construction of a pergola and the construction of a deck walkway.

Tune in to see how cypress adds major curb-appeal to a Charlotte, North Carolina home. *For Your Home* can be seen on local PBS stations across the country, or viewed online through CreateTV and YouTube. And thank you to **Beasley Forest Products** and **Gates Custom Milling** for donating the cypress material.

SCMA is also working as a product partner with popular television host/carpenter Ty Pennington, and his new video series **NextGen "First to the Future Home."** The online series, available for on-demand viewing at NextGenHomeTV.com, showcases a truly next-generation home - from design through construction and final reveal - and presents practical choices to consider for new homes.

For Pennington's Palm Coast, Florida project, locally sourced cypress is lending its good looks as exterior siding and soffit, as well as interior ceilings. Don't miss it. And thank you to **Atlanta Hardwood Corporation** for donating the cypress material.

But That's Not All

As with any successful marketing campaign, in order to maximize results, efforts should be diversified and far-reaching. To that end, slated for release - just when homeowners are planning home-improvement projects for the coming spring - is a feature article detailing the endless attributes of cypress in flooring, cabinetry, ceilings and other indoor applications. The release will reach hundreds of thousands of information seekers via online news outlets and newspapers.

So Get on Board

If your company is engaged in the manufacture, further processing, or distribution of solid cypress products or veneers, and you would like to learn more about the work of the SCMA, visit www.CypressInfo.org today.

Keeping personal information secure

With data breaches of immense proportions happening across the globe, it's clear that safe passage through today's "brave new world" requires extra effort in order to keep personal and confidential information secure. In a *Wall Street Journal* article entitled, "Here's Why and How You Should Change Your Passwords," senior special writer Geoffrey Fowler, shared these tips.

“Strong” Passwords

“Create passwords at least six to eight characters long that include numbers and characters. It’s especially important to have unique passwords for **email accounts**, because hackers with access to your email can use it to initiate a ‘forgot my password’ recovery process for other sites.”

5 Passwords, at least

“Instead of trying to keep track of unique passwords for every site, memorize groups of them. Start with five key categories: banking, email, social networking, shopping and finally, sites you visit very infrequently. Within those categories, make each password more unique by tacking on a character or two at the end, specific to a site, like AZ for Amazon.com.”

Mnemonics to Remember

“Choose passwords based around a phrase or random assortments of words you can remember. Or, use the first letter of every word from the phrase, as your password. ‘I Left My Heart in San Francisco,’ could be ‘ILMHISF.’”

Bottom line: Mix it up. Make it unique. Never use the same password for everything and for important accounts, change passwords every 90 days.

Motivating the Procrastinator in each of us

Can’t get motivated to tackle that “big” project and keep telling yourself there’s plenty of time because you “work better under pressure?” Um-hum! You’re not alone.

Chronic procrastination affects young and old, male and female and can result in lower salaries and the greater likelihood of unemployment. Dr. Timothy Pynchyl and other researchers have found that **emotion** and **mood** are often the culprits. If we can regulate them, they say, behavioral changes will most likely follow. What to do?

- Stop beating yourself up about procrastinating! (Feeling guilty is getting you nowhere.) **Forgive yourself** and get busy replacing negative thoughts and feelings with more positive ones.
- Dig deep and simply **get started**. Review your to-do list for the least dreaded task, and begin there. Completing the task you “feel most like doing” will create momentum for the tougher tasks on the list.
- If the project is a big one, concentrate on completing one or two segments at a time – the old “**divide and conquer**” philosophy. (How do you eat an elephant? One bite at a time!)
- Use your **imagination**. Look ahead; envision the completed project and anticipate all of the good feelings you’ll have if you successfully finish the project, rather than avoid it.

Learn more about procrastination and the work of Timothy Pynchyl, Ph.D. by visiting carleton.ca.

Hardwood Federation Update

*By Dana Lee Cole
Hardwood Federation Executive Director*

As you know, the Hardwood Federation’s annual “Fly-Into DC” is the industry’s opportunity to personally carry its message to Congress. On September 9, 2014, that’s exactly what occurred, and oh what an adventure it was.

Fifty hardwood industry leaders stormed Capitol Hill. This small but mighty group, which included representatives from 10 HMA member companies, made over 100 visits to members of the U.S. House of Representatives and U.S. Senate. Our discussions focused on **three issues** of vital importance to the hardwood industry and how proposed Congressional and Administrative actions will impact their businesses, employees and local communities. Here's the short version of what we said.

The proposal of the U.S. Fish & Wildlife Service (USFWS) to list the **Northern Long Eared Bat (NLEB)** as endangered under the Endangered Species Act is misguided and harmful to forestry and other industry.

Rather than implement harsh mandates - harvesting restrictions; seasonal activity limits; broad forest management restrictions on "potential" roost trees – that will have devastating effects on forest management, forest landowners, and the entire forest products value chain, USFWS should focus on curing White Nose Syndrome, the fungal disease threatening the NLEB.

Impending **over-regulation** of biomass emissions, including those generated at hardwood mills and facilities, by the U.S. Environmental Agency (EPA) ...

EPA should exempt biogenic CO₂ emissions from greenhouse gas regulations. Bioenergy, an abundant, clean, sustainable, renewable energy resource capable of meeting growing energy needs, comes from sources such as biomass from working forests and farms, waste wood and other organic material, and new sources of dedicated energy crops.

Proposed **tax reform plan**, which eliminates a number of deductions crucial to fiber suppliers, will make it more difficult for private landowners to keep their lands forested. And the downstream effects on companies in the hardwood manufacturing sector, relying on this fiber for product and energy, are consequential.

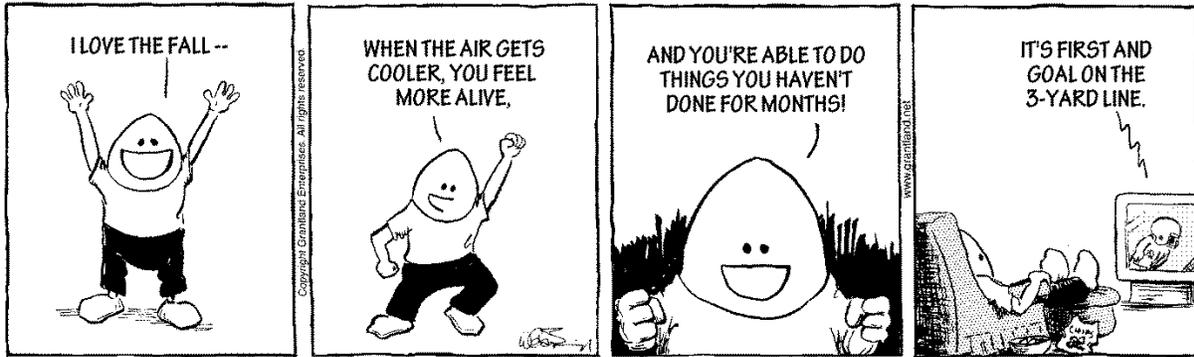
The proposed changes - nearly doubling the tax rate in timber proceeds; repealing the current deduction on timber growing costs; eliminating the deduction and amortization of reforestation costs, etc. - would lead to a 15% decline in domestic sales totaling over \$34 billion and the loss of 140,000 jobs (NAFO study). The changes would also increase management costs, decrease investments in forest productivity, and accelerate forest conversion to alternative land use.

Even though Congress has recessed until mid-November to campaign for the upcoming election, the Hardwood Federation will continue to work on these and other regulatory, financial and environmental issues. And you can be part of our efforts.

As YOUR representatives campaign in your hometown - speaking to business groups, attending parades, visiting churches, schools and supermarkets – **raise these issues**. Better yet, **invite them to visit your facility**...they are looking for every opportunity to talk directly to voters. Get the conversation started and have your fifteen minutes of fame!

As the Hardwood Federation continues our efforts to create a sustainable environment for OUR industry businesses to grow, we look forward to working with Linda Jovanovich, her staff and the entire HMA membership. You are a valued member of the Hardwood Federation. Thank you for having such a strong presence in this year's event.

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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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