



**October 2015**

### **Still time to Register for upcoming Meeting**

We hope that you'll soon finalize your plans to join up with us in Dayton, October 21-22, for HMA's Central Regional Meeting. It's networking at its best. And you'll not want to miss this opportunity for a close-up look at five great operations, soon to be opening their doors to the HMA. Here's where we're going.

- **Frank Miller Lumber Company, Inc.**, Union City, Indiana, one of the world's largest quartersawn hardwood lumber suppliers and producers, and a long time HMA member company.
- **Hartzell Hardwoods**, Piqua, Ohio, an industry leader in innovation and diversification, and a leading producer of fine walnut lumber.
- **Brown-Forman Cooperage**, Jackson, Ohio, the sawmill location for Brown-Forman, the only major distiller that manufactures its own white oak barrels.
- **Superior Hardwoods of Ohio**, Wellston, Ohio, now with five locations and manufacturing and processing over 50 million board feet annually.
- **Ohio Valley Veneer, Inc.**, Piketon, Ohio, producers of hardwood lumber and supplying wood chips to various industry sectors, including paper mills and biomass companies.

Online registration and all of the meeting details are available at [www.HMAmembers.org](http://www.HMAmembers.org). Or if you'd rather take care of business the old fashioned way, simply call the HMA office, 412.244.0440. We'll be happy to handle your registration and answer any questions that you might have.

Act now and be part of this '**members only**' event. We're looking forward to adding your name to the growing registration listing!

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### **'Special' speaker on tap for CE Regional**

Just when you thought this meeting couldn't get any more interesting, HMA goes and adds an additional item to the already action-packed **Meeting** agenda. Joining us for Wednesday evening's reception and dinner will be the **Honorable Nan Whaley**, Mayor of the City of Dayton. She has graciously agreed to share her revitalization plans for the area, and as you will see, she's stirring the pot and "rearranging the deck chairs." Here's what we mean.

Ms. Whaley "is the founder of the **Manufacturing Task Force**; a regional effort committed to advocating for manufacturing, and promoting a strong manufacturing workforce. Partners on the task force include: the Dayton Regional Manufacturers Association, Dayton Development Coalition, Sinclair Community Colleges and the AFL-CIO."

She also serves on the Montgomery County Land Bank Board and “is a strong advocate for a county-wide **land bank system** to address the region’s housing crisis via reclaiming, rehabilitating and reutilizing economically non-productive land.”

She holds a Chemistry degree from the University of Dayton and a Masters of Public Administration from Wright State University, where she has served as an Adjunct Professor. Her term as Mayor began in January of 2014, and we look forward to getting to know this interesting young woman.

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## Welcome Back!

Rejoining the membership ranks of the HMA is **Mid TN Lumber**, Burns, Tennessee. Vice President **Jesse Joyce** will serve as the company’s Main Contact and HMA is hopeful Jesse and others from the company will make their way to the Central Regional in Dayton, later this month. Visit [www.midtnlumber.com](http://www.midtnlumber.com) for a look at all they do, then send your ‘welcome back’ greetings to [jjoyce@midtnlumber.com](mailto:jjoyce@midtnlumber.com).

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## ‘All Industry’ Calendar of Events

Wouldn’t it be great to have access to an all-industry **Calendar of Events** that could simplify planning and eliminate calendar conflicts? It’s at your fingertips, you know? And it doesn’t require tricky passwords or special login credentials. Take a look at ...

... the Home Page of [www.HMAmembers.org](http://www.HMAmembers.org) and simply click anywhere within the **Industry Calendar** that appears in the upper right corner. When you do, you’ll see that it contains the dates/times/locations of the ‘major’ events of our industry’s associations. Just click through the months; make note of the events most important to you and your business goals, and let your go-to assistant finalize all of your meeting and travel plans.

It’s a great tool and it’s available to **all** industry stakeholders. We’ll be working hard to keep it current and viable.

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## Getting the ball rolling for NatCon 2016

Speaking of calendars – we hope that you’ve already marked yours for March 9-11, 2016, and **HMA’s National Conference and Expo** at the Worthington Renaissance Fort Worth. Yes, HMA is heading to the Lone Star State where for three exciting days we’ll be “**Navigating the Challenges**” facing the hardwood industry.

Over the next several months we’ll be sharing the fine points of this industry event, but suffice it to say that the agenda will include presentations and roundtables dealing with the pressing issues at hand – rising costs, global competition, legislative challenges, labor issues, safety and risk management. Plus ...

- A special panel of **HMA Millennials** will be front and center.
- An **Expo** of industry suppliers will be showcasing the latest technology and industry solutions.
- Evening receptions and several other meal venues will provide opportunities for **peer-to-peer networking** and idea exchanges.

**Early Bird Registration** is up and running at [www.HMAmembers.org](http://www.HMAmembers.org). That’s where you can also finalize your hotel accommodations; learn more about the Conference agenda; view the schedule of events and check out other Conference specifics.

So get the ball rolling! Join us in Fort Worth and experience this over-the-top industry event!

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## More than just Talk

By Linda Jovanovich

HMA Executive Vice President

I've been traveling for the Association and have so much to tell you, it's difficult determining what I should share first. Yes, it's been that exciting and busy. But it's all good. So here goes.

I spent time with industry stakeholders several weeks ago in Washington, participating in the Hardwood Federation's Fly-In event. Despite high temperatures and even higher humidity levels, the agenda was action-packed and we were non-stop. Charged with protecting and promoting the interests of the hardwood industry via face-to-face meetings with legislators and key staffers, our discussions included, but were not limited to, important issues like **Federal Forest Management Reform, Northern Long-Eared Bat, Biomass Carbon Neutrality – Clean Power Plan**. And from where I sit, it was mission accomplished.

As always, thank you to Dana Cole, Hardwood Federation Executive Director, and her staff for a well-organized and well executed Fly-In. And for greater detail on all that was accomplished in Washington, please read the *Hardwood Federation Update* in this issue of the *Link*.

My other really great news is that since January of this year, HMA has had the pleasure of welcoming two former and **six new** member companies into the Association. I've listed them below and I know for a fact that some of them have joined us because of YOU, and the many conversations you've had with them over the years. Thank you for your efforts and join me as we welcome:

Alan McIlvain Company  
East Ohio Lumber Company, Inc.  
Fly Tie & Lumber, LLC  
Fowler Lumber Company  
High & High, Inc.  
Mid TN Lumber  
New River Hardwoods, Inc.  
Northern Hardwoods

Some of them have registered to attend the upcoming Central Regional Meeting in Dayton. Be sure to make them feel welcome, HMA-style.

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## The "new age" of Cypress Promotion

When design professionals, students, and homeowners have questions about cypress, they turn to the Southern Cypress Manufacturers Association (SCMA) at [www.CypressInfo.org](http://www.CypressInfo.org), a long time, trusted source of information and SCMA's principal means of cypress promotion. Recent stats have indicated that more than 40 percent of traffic on our website was generated from smartphones, tablets and other mobile devices, and that significant information prompted us to optimize the site and improve its functionality. Take a look.

And for all tech-savvy, cypress information seekers using smartphones and tablets to conduct research at job sites, in the classroom, or at home, SCMA encourages you to bookmark [www.CypressInfo.org](http://www.CypressInfo.org) on your mobile device for quick access to a wealth of resources, including siding and decking installation guides, painting and staining tips, eye-opening case studies, idea-generating photo galleries and much more. For example ...

We've published a new case study which examines the extraordinary use of cypress at the Chesapeake Bay Foundation's **Brock Environmental Center** in Virginia Beach, Virginia. The 10,500-square-foot building features more than 8,000 square feet of stunning, reclaimed cypress, outside and in. It's quite a cypress showcase and it's also a project that is raising the bar for sustainable buildings everywhere.

The headline is that the building is completely self-sufficient and on pace to meet the requirements of the **Living Building Challenge**—a green building certification program developed by the International Living Future Institute that requires a building to have a net-zero impact on the environment, the most advanced measure of sustainability in the built environment today. (To date, there are only eight certified living buildings worldwide.)

What a showcase for our exceptional product - the Brock Environmental Center in the spotlight as one of the world's most sustainable buildings, and cypress taking center stage! Visit [www.CypressInfo.org](http://www.CypressInfo.org) to learn more.

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### Stressing less and enjoying more!

Looking for prescription-free ways to better manage stress? According to the experts, changing a few habits and implementing the following stress-relieving activities will **bring on the calm**, at home and in the workplace. Take a look.

**Get Organized** – Prioritize your tasks by making a 'to-do list' and sticking to it! Eliminate clutter, physical and mental, by getting rid of the 'stuff' you no longer use or need. Keeping **important** information/things in a central place will ensure easy access each and every time you need them.

**Exercise** – Being physically active burns off stress, so at work or home, make exercise a priority and make it convenient. Keep a pair of sneakers close at hand and kickoff your exercise effort with 10 minute-intervals of walking. Aim for 30 minutes each day. Even add small hand weights for strength training. You'll soon see that the benefits are endless. (Of course, always consult with your doctor before beginning any exercise plan.)

**Downtime & Quality Activities** – Be sure to make personal "downtime" a **priority** item on your 'to-do' list. Activities like leaving the office for half an hour at least once a week, **or** devoting 60 minutes each week to that favorite but long neglected hobby, add variety and promote relaxation. Scrutinize the activities that don't improve your career or personal life – mindless internet surfing and hours of television – and focus on those that do.

**Sleep** – "If you're stressed, chances are your sleep is suffering," and insufficient rest causes more stress. End this vicious cycle by improving your sleep habits.

- Aim for the same bedtime and wakeup each day.
- Keep your bedroom dark (or dimly lit), at a comfortable temperature, and clutter free.
- Reserve the bedroom for sleep. Television is off, and so are the smartphones, laptops, tablets and the like.

**Bottom Line:** "Stress need not take over your life." Take control. Make some changes. Begin living a less stressful and more fulfilling life.

Information source: "UPMC MyHealth Matters," at [www.upmcmhealthmatters.com](http://www.upmcmhealthmatters.com)

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## One more thing concerning Stress

"How you see each day's events is up to you. So, practice viewing your day with a positive outlook" and concentrate on savoring everything that was pleasant along the way. Make special note of the "little" things.

- The lighter-than-usual traffic.
- The aroma of freshly-brewed coffee.
- The 'thank you' from your customer!
- The compliment from your employer!!

May sound trite, but not so to the experts. They tell us that "as you focus on the good things in your day, chances are you'll notice more and more of them. So, acknowledge and savor the good, and feel the stress melt away."

Information source: "UPMC MyHealth Matters," at [www.upmcmymyhealthmatters.com](http://www.upmcmymyhealthmatters.com)

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## Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Insiders are telling us that Capitol Hill is still reeling from the Federation's Fall Fly-In. Scuttlebutt like that is music to my ears! It means that the concentrated efforts of nearly 50 industry stakeholders - and HMA was well represented - made a significant impact on Congressional members. We were a busy bunch, to say the least. First off ...

On September 10<sup>th</sup> we took to Capitol Hill with the goal of visiting as many Congressional offices as possible. Organized in small groups arranged by state or region, we pounded the halls of Congress. And in less than seven hours, we attended over 100 meetings with Congressional members and staff. More than 40 of those meetings were on the Senate side of the Hill, meaning the hardwood industry discussed our most important industry issues with almost half of the entire Senate!

We got the conversations started with these priority issues:

- **Federal Forestry Reform** – H.R. 2647 - the "Resilient Federal Forests Act of 2015" - has passed the House and has been referred to the Senate Agriculture Committee where work continues to address badly needed reform to federal land management, while also considering concerns regarding forest fire funding.
- **Northern Long Eared Bat** – HF appreciates that the US Fish and Wildlife Service has determined the NLEB threatened and not endangered, but there are still major concerns regarding portions of the interim 4(d) rule including the ¼ mile "no harvest radius" around known roost trees. The emphasis needs to be on a cure for the White Nose Syndrome and not on forest management.
- **Biomass Carbon Neutrality** – The forest products industry needs certainty on how carbon emissions from biomass will be handled in the President's new Clean Power Plan. Biomass carbon neutrality is the heart of the industry's sustainability message and one that must be considered as EPA implements its new standards.

Sen. Amy Klobuchar (D-MN) and House Natural Resources Committee Chairman Rob Bishop (R-UT, 1) were on hand for our Board Meeting and our Wednesday evening dinner, respectively. Senator Klobuchar proved well versed on many of our industry issues. Representative Bishop provided an overview of his committee's work regarding Federal Forestry Issues.

And, as in past years, the Hardwood Federation (HF) held social events and fundraisers for both parties. A record 31 Republican Members attended our Wednesday evening reception. And 13 Democrats joined us for our breakfast event, the next day. Each of these events provided us the opportunity to establish new relationships, and to also reconnect with friends on the Hill. And these participation numbers are proof positive that HF and HFPAC have significant clout.

If there is a bottom line, it's this. Up close and personal matters! I'd like to thank the many HMA members that helped make our efforts so successful. Going forward, I ask that you encourage your industry counterparts to join us for next year's Fly-In. The greater the participation, the stronger our voice!

For more information on the Fly-In, issues discussed, or to find out about participating in Fly-in 2016, please contact the Hardwood Federation at (202) 463-2705.

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### **Inspired Design – Tall Wood Construction**

Most likely you are well aware that in Australia, in Canada, in Europe, architects, developers and builders are doing more than **just talking** about the attributes of wood construction.

**Forté** - Australia's first timber high rise apartment building was completed in 2012 and stands at 32.17 meters tall. The Melbourne boutique apartment complex, made entirely from wood, "is a sustainable, eco-friendly residential tower that blends modern architecture with a natural building material, Cross Laminated Timber (CLT). CLT improves efficiencies, safety and speed in construction, is 30 percent more efficient to use, and has a far lower carbon footprint than other building materials." **The use of CLT will reduce CO2 equivalent emissions by more than 1,400 tons – the same as taking 345 cars off the road.** [www.forteliving.com.au](http://www.forteliving.com.au).

**Wood Innovation Design Centre** – Located in British Columbia and "conceived to showcase the potential for building mid-and high-rise structures using engineered mass timber products, the Centre's design incorporates a simple, 'dry' structure of **systems-integrated CLT floor panels, Glulam columns and beams, and mass timber walls**. The building's structural simplicity is easily replicated, a fundamental choice made in the interest of seeing many more architects, engineers, and private developers recognize the value of mass timber design as an alternative to steel and concrete." No concrete was used above the ground floor slab, and the eight-story building stands 97 feet tall. [mg-architecture.ca](http://mg-architecture.ca)

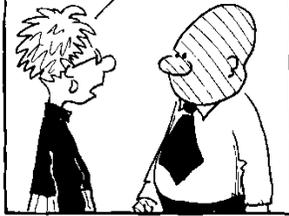
**Dalston Lane** – Now under construction in London, Dalston Lane is a 10-story, 121-unit apartment complex slated to become the tallest structure of its kind in the UK. It is estimated that more than 3,000m<sup>3</sup> of timber will be used on this record-breaking, cross-laminated timber (CLT) structure, making it, by volume, **the largest CLT project globally**. For its developer and CLT engineering group, "the most exciting aspect of the project is the sheer size of the structure and its completion without the use of thousands of cubic metres of concrete." And in addition to sequestering carbon in its mass amount of wood, it is calculated that the building's CLT construction will save 2,400 tons of carbon, making the structure "carbon negative." [www.waughthistleton.com](http://www.waughthistleton.com)

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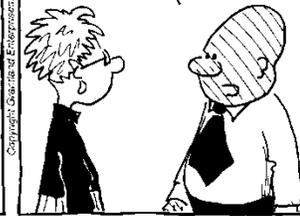
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ONE MEETING, TWO VIEWS

**VIEW 1**  
SO WHAT WAS SO SURPRISING ABOUT THE MEETING?



OTHER PEOPLE ACTUALLY CAN HAVE SOME GOOD IDEAS.

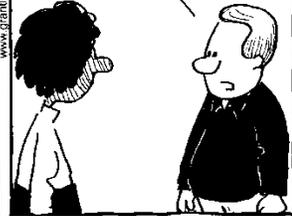


**VIEW 2**

SO WHAT WAS SO SURPRISING ABOUT THE MEETING?



THE BOSS ISN'T NEARLY AS CLUELESS AS I HAD THOUGHT.



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**Hardwood Manufacturers Association**  
665 Rodi Road, Suite 305  
Pittsburgh, PA 15235  
Phone: 412.244.0440  
Fax: 412.244.9090  
www.HardwoodInfo.com  
www.HMAmembers.org

**Darleen Licina-Tubbs**  
Editor  
Darleen@hardwood.org

Follow us @AmericanHardwds   