



November 2015

More than just Talk

By Linda Jovanovich

HMA Executive Vice President

Whew! What a terrific turnout for our recent Central Regional Meeting! My head is still spinning from the pace of the event and the magnitude of all that we experienced. Special thanks to our tour hosts - **Superior Hardwoods of Ohio, Brown-Forman Cooperage, Ohio Valley Veneer, Inc., Hartzell Hardwoods, and Frank Miller Lumber Co., Inc.** What an excellent example of industry collaboration! And what an awesome array of technological solutions! It was 36 hours of 'in the trenches' information exchange and peer-to-peer networking, at its BEST!

If you were one of the 150 participants, thank you for being in Dayton and taking part in this "signature" HMA Member event. If you would, please email a quick note describing what made this Regional extra special. You'll find me at ljovanovich@hardwood.org. Your feedback is important and I hope to hear from you.

I also ask that you keep your travel bags close at hand because I'm hoping that March 9-11 in your 2016 calendar is already reserved for **HMA's National Conference and Expo** in Fort Worth. The Conference agenda is set. Registration is up and running at www.HMAmembers.org. The luxurious Worthington Renaissance is awaiting our arrival.

This issue of *The Link* includes a lot of Conference detail, so I encourage you to keep reading. And over the next several months, we plan to update you on which industry suppliers will be exhibiting; who has gone the "extra mile" by signing on as a Conference Sponsor, and other HMA tidbits that I know you find interesting. So stay tuned, please.

On a personal note ... As I was buying my Thanksgiving greeting cards, I came across this verse by William Arthur Ward. "**Feeling gratitude and not expressing it is like wrapping a present and not giving it.**" I don't have a present for you all, but I certainly want you to know how appreciative I am of you, and thankful that we've had another year together. As you gather with family and close friends, enjoy the Thanksgiving holiday. All the best!

Mixing it up in Fort Worth

There's a lot to be said for the "If it ain't broke, don't fix it" mentality. But for the 2016 National Conference and Expo, HMA is in the "let's improve on a good thing" mind-set! We're doing things a little differently, and we think that the participants in Fort Worth will like the change. For example,

- Election of Officers, member recognitions and all other Association “**business**” items will be addressed at the Kick Off of the Conference.
- Wednesday’s lunch will be a “working” one at our **Vendor-Expo Café**. Everyone will have the opportunity to mix, mingle and enjoy more face time with the industry’s best suppliers.
- Look for more from the **Millennials**. They’ll not only be in full force at an enhanced Next-Gen Reception, but also front and center on the dais.

More details will be forthcoming. In the meantime, be sure to visit www.HMAmembers.org for meeting registration, hotel accommodations (**do not wait, please**), participating exhibitors, event sponsorships and the Conference schedule. Remember, all industry stakeholders are welcome to participate. Call the HMA office, 412.244.0440, if there are any questions, please.

Termination of Hardwood Checkoff proposal

The USDA announced “termination of proceeding” regarding the Hardwood Checkoff proposal, October 29, 2015. The termination notification is available on the Federal Register, [here](#).

Taking care of the small stuff, ASAP

Planning to participate in HMA’s National Conference and Expo? We hope so. And to guarantee that you will not be left scrambling at the last minute, we strongly suggest you take care of the ‘small stuff,’ sooner than later.

- **Reserve your Room at the Worthington Renaissance. It is not too early.** Reservations can be made [online](#) or by calling **1-800-468-3571**. Be sure to mention the **Hardwood Manufacturers Association** to get the ‘special’ rate: **\$199** Standard and Balcony Suites. (If plans change, you can always cancel.)
- **Early Bird Registration** is up and running at www.HMAmembers.org. Early responders will experience a **\$50 savings** on their National Conference Registration Fee. Act now and reap the benefits of this “**Early Bird Special**.”

March will be upon us before we know it. Don’t miss this.

2016 National Conference & Expo Sponsorships

Plans are well under way for HMA’s 2016 National Conference and Expo in Fort Worth and included in those plans are **Conference Sponsorships** – great opportunities to “spotlight” your company and at the same time, assist the HMA in providing quality learning sessions, networking events and other Conference amenities.

Being a Conference Sponsor means:

- HMA will “spotlight” **you**. All printed Conference materials, HMA’s monthly newsletter, *The Link*, as well as www.HMAmembers.org will recognize your extra effort.
- Enhanced Member Services. Sponsorships help underwrite the high-level, knowledgeable presenters and the quality events HMA members have come to expect.
- If you are unable to be with us in Fort Worth, being a sponsor will get you there in spirit. Your company name will be displayed throughout the event, establishing your ‘presence’ without having to step away from your desk.

A variety of sponsorship levels are available. Please take a look to determine which option works best for you. Then, call the HMA office, 412.244.0440, to lock in your preferred level.

And keep in mind we are adding sponsorships options regularly. We look forward to hearing from you!

Thank You 1st Responders

What a terrific way to Kick Off HMA's 2016 National Conference & Expo activities. We're referring to the quick and great response we've received regarding Conference Sponsorships. As we go to press, HMA member companies and industry suppliers going the 'extra mile' are:



At the **Platinum Sponsor** level is Anderson-Tully Company, Vicksburg, Mississippi! They will be advertising in the National Conference Events Guide, so be sure to look for their latest information on the Events Guide inside front cover. Thank you ATCO for your ongoing support. (www.andersontully.com)



Stepping to the plate as a **Platinum Sponsor** is Baillie Lumber Company, Hamburg, New York! Baillie has chosen to be our Room KeyCard sponsor. Their company name/logo will be "opening doors" for every Conference participant. Thank you for all you do in support of HMA's education/promotion efforts. (www.baillie.com)



Also at the **Platinum Sponsor** level is J.T. Shannon Lumber Company, Memphis, Tennessee! The lanvards that will adorn the necks of all who participate at HMA's 2016 meetings will be touting J.T. Shannon. To Jack, Jr. and to Jack III, thanks so much. (www.jtshannon.com)



At the **Platinum Sponsor** level is Northwest Hardwoods, Inc., Tacoma, Washington! They will be advertising in the National Conference Events Guide - inside back cover. To TJ Rosengarth and everyone at Northwest, thank you for going the extra mile and for your ongoing support of the HMA. (northwesthardwoods.com)



Also at the **Platinum Sponsor** level is industry supplier and longtime HMA event participant, Taylor Machine Works, Inc., Louisville, Mississippi! In Fort Worth, the Taylor company logo will adorn the Room KeyCard jackets. Be sure to thank them for wanting to be part of the 'solution.' (www.taylorbigred.com)



Thank you to **Gold Sponsor** High Country Lumber & Mulch, LLC, North Wilkesboro, North Carolina! Thursday afternoon's final business session, The Technology Roundtable "Industry Confab," complete with refreshments, will be co-sponsored by Scott Greene and the good people at High Country. (www.northstatehardwood.com)



Also at the **Gold Sponsor** level is Northland Forest Products, Inc., Kingston, New Hampshire! They too will be co-sponsoring Thursday's Technology Roundtable "Industry Confab." Our thanks to Jamey French and everyone at Northland. (www.northlandforest.com)



At the **Silver Sponsor** level is Thompson Hardwoods, Inc., Hazlehurst, Georgia! The refreshments during one of our Coffee Breaks will be compliments of Thompson Hardwoods, Inc. And for your extra support of HMA's education/promotion campaign, a special thank you. (www.ThompsonHardwoods.com)

More from Tucker on Innovation

A decade ago, cultivating a culture of innovation was a "nice to do" activity. Today it is becoming a "must do" discipline for organizations that want to be around tomorrow. Leaders looking to cultivate an innovation culture need to:

Understand an Innovation Culture

Culture refers to the values, unspoken rules and subtle cues that guide behavior and suggest how employees should effectively act within your environment. Culture is heavily influenced by an organization's leadership. If leadership's message is that risk-averse, just-make-your-numbers behavior is acceptable, results will be mediocre. Today's environment requires you to be constantly working to improve your culture. But before trying to improve it, you must first figure out what behaviors your organization genuinely rewards and sanctions. Then ask: is this the type of behavior that will help us meet the goals we've set and the market challenges we face?

Work on improving it

Spell out the behaviors you want more of. And share stories that illustrate those desired behaviors. When you catch employees exhibiting them, make these people heroes and reward them in every way. Behavior that gets rewarded gets repeated.

- Reward the **mid-manager** who emails the chief a disturbing story from the front lines where your product was no longer competitive.
- Compliment the **millennial** generation employee who speaks up in the meeting and asks an assumption-assaulting question.
- Laud the **salesperson** that rents the truck and drives through the night to personally deliver the customer's order, after a snafu.
- Reward the **receptionist** who contributes the most ideas to your Innovation Portal.

Make innovation a part of everybody's job

Innovation used to be the responsibility of the R&D department, new product development, or the marketing team. But now, more and more firms expect employees to operate from the principle that innovation is not what you do after you get your work done, it's how you approach your work day-to-day. A firm's next breakthrough might arise from the supply chain arena, from a new manufacturing method, from entering a new market or championing a new business model. Progressive companies are training their high potential contributors not only to meet their numbers and be operationally excellent, but to excel in the mindset, skillset and toolset of innovation.

Improve the work environment

Innovate solutions to things in the office that waste time, and pay attention to enhancing the physical environment. Install white boards in all conference rooms. Hold meetings to exchange information and encourage participants to ask different questions. Conduct brainstorming sessions to identify new possibilities. Invite people to think big. Then, focus on improving communication skills. Set the example. Seek constructive feedback on your performance from those who report to you. Ask continuously: how can I improve? Do you feel I am listening to you?

Encourage & reward innovative thinking

Why would anybody in their right mind choose to work extra hard to bring an idea to life if they run the risk of being terminated should things not work out as planned? They won't. But if "the risk" is borne by the organization and not the individuals, they will. And changing the rewards will change the behavior. Recognition via salary increases and promotions are not usually enough to change day to day behavior. Incentivize with a bit of time off after completion of a major task, dinner for two to an exclusive restaurant, a handwritten note from the chief. It works.

***Robert B. Tucker** is an author, consultant, and professional speaker specializing on the topics of innovation and growth. Visit www.innovationresource.com to learn more.*

Learning to read the signals

Did you know that you have seven seconds to make a “first impression?” And it’s not what you say that’s important, but rather the nonverbal signals that you project. A study done at the Haas School of Business, University of California, Berkeley reports that body language tells all and clearly signals who’s in charge and who is not.

“Striking a pose”

If you are trying to project **authority**, “expansively taking up a large swath of desktop real estate conveys power and confidence. Staking out a broad surface with the hands conveys a sense of control. Opening limbs expansively expresses power and dominance.”

If being the boss is not your bailiwick, “crossing the arms and legs in a close-bodied posture expresses powerlessness, as if trying to take up as little space as possible. Touching the neck, face or hand is a symptom of stress, suggesting anxiety or a lack of control. Folding arms in front of the chest suggests defensiveness.”

“Reading a room”

Understanding other nonverbal clues may make your next networking event more successful and even enjoyable. Here’s what to look for the next time you find yourself in a room filled with strangers.

- The rather loud, overly friendly guy with the pasted on smile is probably selling something. If you are not in the mood to buy, stay away.
- A tight group of several people standing face-to-face in a closed circle, maintaining eye contact and talking intently may look interesting, but approach cautiously. They could be solving a pressing problem, making them too busy to greet someone new.
- “Two people facing outward, instead of directly facing each other, signal a readiness to talk. And participants in groups that are welcoming often make eye contact as a newcomer approaches; raise their brows in a welcoming way, and smile.”
- “Loners who stand in a corner, hunched over their cellphone or a plate of food are sending a negative signal.”
- “People who are genuinely open to new relationships adopt an open stance, shoulders apart and hands at their sides, and turn slightly toward newcomers to welcome them.”

Information source: “The Wall Street Journal”

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

As we in the “trade” well know, the U.S. forest products industry accounts for approximately 4 percent of the total U.S. manufacturing GDP, employing over 900,000 men and women at a payroll of approximately \$50 billion per year. In short, millions of Americans rely on wood-based products each day, and the Hardwood Federation (HF) recently had the opportunity to tout that and much more.

In 1960, Congress designated the third week in October as **National Forest Products Week**. Last month’s observance marked the 55th anniversary of the event, and HF, along with the American Forest & Paper Association and the American Wood Council (AWC), participated in a series of events in Washington. Of special significance was a press conference regarding the benefits of wood. Held at the National Press Club and themed, “Urban Sustainability, Rural Prosperity,” the event included congressional briefings on the environmental and economic benefits of the wood products industry.

It also included a panel discussion on green building and the uses of timber. Moderated by AWC President and CEO Bob Glowinski, panel participants were U.S. Forest Service Chief Tom Tidwell, Architect Michael Green, Dr. Jim Bowyer of Dovetail Partners, and Tim Punke of Plum Creek. It was quite an array of heavy hitters.

HF also sent a letter to Congress expressing our support of Forest Products Week and tweeted daily messages to our followers, celebrating the industry and highlighting the positive impacts it has on our daily lives. It was an excellent opportunity to focus attention on the industry's key policy and regulatory concerns.

And the timing of the event couldn't have been better, as several important issues will be considered by Congress and the Administration over the next few months.

- Pending legislation to reform management practices of federal forest lands is in the Senate Agriculture Committee awaiting action. There is word of an early November hearing to take up this issue. However, a larger legislative vehicle to move our forest reform bill may not present itself this year. Nevertheless, HF is advocating an opportunistic approach and strategizing with our champions in the House and Senate on making this bill become law in 2015.
- The final rule regarding conservation measures for the Northern Long Eared Bat is still a work in progress. The U.S. Fish and Wildlife Service assures us that a final rule should come out by the end of the year, but we are still paying close attention to the process and have talked to our friends in Congress regarding the importance of remaining vigilant on this issue. We cannot afford to have the interim rule guidelines be rolled back, and would ideally like further reductions made to no-cut zones around hibernacula and maternal roost trees.
- Also in the queue for action later this fall is a highway bill. Congress needs act, and HF is supporting efforts to include language in the final bill to allow heavier trucks to travel on our nation's interstates. The current 80,000 pound weight limit on 5 axle trucks often results in trucks leaving the warehouse half full because they have weighed out before they cube out. Language being advanced by Rep. Reid Ribble (R-WI) would allow states to pass laws permitting trucks weighing up to 91,000 pounds on 6 axles to carry freight on the federal interstate system. These would not be longer or wider trucks. The Ribble amendment would simply allow shippers to be more efficient with the existing trailer footprint.

As 2015 begins to wind down, the Hardwood Federation will be looking for ways to increase our presence and participation in 2016. Contact me, Dana.Cole@hardwoodfederation.com, with your ideas.

In the "plus" column

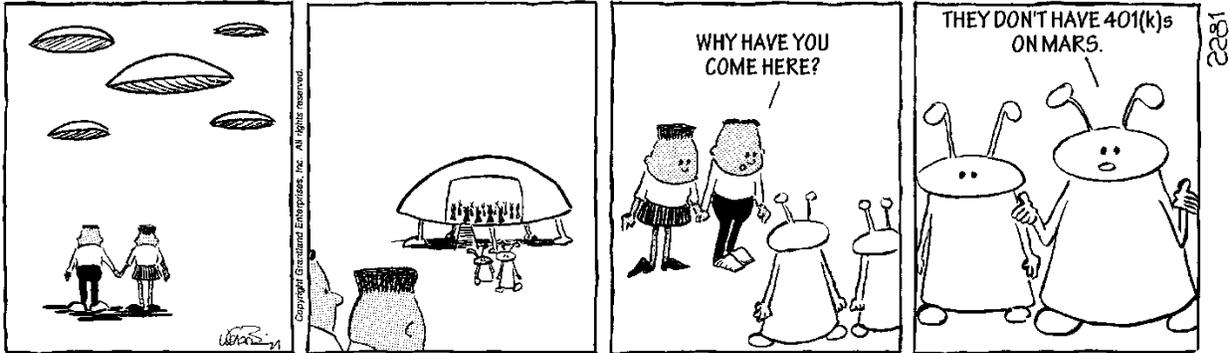
Good news from the Sixth Circuit Court of Appeals regarding the recently implemented Waters of the U.S. (**WOTUS**) rule. The Court issued a nationwide stay of the WOTUS rule by a vote of 2-1. (This decision comes in a case that consolidated several actions brought by a total of 18 states seeking to overturn the rule.) In addition to the positive judicial development, there is legislation in both chambers of Congress that would direct EPA to withdraw the rule, and essentially go back to the drawing board and formulate a new proposal that better incorporates stakeholder input. This would be the preferred outcome for the business community, including the hardwood industry.

EPA released its final rule establishing a new, ground level **ozone** standard. The new standard, set at 70 parts per billion (ppb), represents a tightening of the current 75 ppb standard. This is a victory of sorts for the larger regulated community which had been advocating for retention of the existing standard, but was fighting EPA efforts to ratchet the

number down to as low as 60 ppb. Any ozone standard in the 60-65 ppb range would essentially have brought the entire U.S. into nonattainment for the pollutant.

Visit www.hardwoodfederation.net to learn more.

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