



February 2016

Economist and a whole lot more in Conference line-up

As 2016 kicks into gear, and especially during these critical economic times, wouldn't it be great to get the "lowdown" from a noted economist? Well, if you plan to be in Fort Worth, March 9-11, you'll get an economic forecast, plus a whole lot more!

On the dais to provide a "**Global Economic Outlook**" will be the National Association of Manufacturers (NAM) chief economist and economic forecaster, Dr. Chad Moutray. Dr. Moutray holds a Ph.D. in economics from Southern Illinois University at Carbondale, is a Certified Business Economist™, and a very familiar face on Bloomberg, CNBC, C-SPAN, Fox Business and Fox News. Prior to joining NAM, Dr. Moutray was the chief economist and director of economic research for the Office of Advocacy at the U.S. Small Business Administration (SBA). His presentation, set for Friday morning, March 11, will be timely and on-point. Don't miss it.

Other business session topics include "**Improving your Risk Profile to Slash your Rates,**" "**Lessons from the ashes: The critical role of leadership in promoting safety,**" "**Hardwood Market Trends,**" "**2016 Legislative Update,**" "**Revenue & Profit Centers: Are you Leaving Money on the Floor?**" and the ever-popular **Industry Confab**.

And if you've been wondering who will be representing the Baby Boomers, Generation X and the Millennials on the "**Leveraging the Generational Differences in the Workplace**" panel, wonder no more. Jeff Hanks and Ray Wheeland will represent the Baby Boomers, Bob Miller and Matt Reynolds the Generation X age group, and Thomas Battle and Tim Brownlee the Millennials. And Millennial Claire Thompson Getty has graciously agreed to serve as panel moderator. It should be informative and Fun!

So don't be left out. Register to attend, today. And be sure to visit www.HMAmembers.org for all of the Conference details.

Hotel deadline – February 17

The clock is ticking. After February 17, HMA's "discounted" room rate at the Worthington Renaissance goes away! So please take care of business, today.

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. Should your plans change, there is no obligation **IF** you cancel within 24 hours of your reservation start.

Asking for Your help in promoting American Hardwoods

For the past several months, HMA has been working to 'refresh' and reproduce the **American Hardwoods Sustainable Solutions Wood Sample Kit** – for years, an important tool to the specifying community, and an excellent way to promote solid American Hardwoods. And we're at the point of the project where we need your help.

Like its predecessor, the 2016 version of the Kit will contain **samples** of 20 of the most often used hardwood species. You can help by **donating product** for the production of the samples.

As a memory refresher, the Kit will include

- 2 ¾ inch x 6 inch **samples** of 20 of the most often used hardwood species,
- a clear, light, medium and dark **stain simulator** - to help visualize stain combinations of flooring, cabinetry, moulding and furniture co-existing in a single design space,
- a "refreshed" version of the **Sustainable Solutions Brochure** – detailed information about the sustainability of American Hardwoods and their use in green design and building, and in-depth profiles of the 20 species included in the kit - including working properties, physical properties, availability, workability, strength and mechanical properties.

Special thanks to Baillie Lumber Company, Brownlee Lumber, Inc., Thompson Appalachian Hardwoods, Inc., Turn Bull Lumber Co., and Wheeland Lumber Company, Inc. for their donations of White Oak, Poplar, Cherry, Ash, Cypress, and Red Oak, respectively.

But to complete the project, we are in need of:

Alder	Elm	Pacific Coast Maple
Aspen	Gum	Soft Maple
Basswood	Hackberry	Sycamore
Birch	Hard Maple	Walnut
Cottonwood	Hickory/Pecan	

If you are able to assist in this important project, please contact the HMA office, 412.244.0440, to discuss the specifics on the amount of board feet needed, time frame, shipping information, etc. Hope to hear from you!

More than just Talk

By Linda Jovanovich

HMA Executive Vice President

Not long ago, *The Wall Street Journal* ran an article about how Japan is attempting to "reintroduce" traditional ethics and values into its education system. (That got my attention, big time!) To do so, they are drawing on the wisdom of Emperor Meiji who in 1890 (yes-way back then) issued an Imperial edict to address a "loss of traditional virtues."

By now you are probably asking, "What does this have to do with HMA?" Well, the Emperor's "**Imperial Rescript on Education**" listed 12 precepts that could benefit us all, especially our youth. The following "words to live by" especially hit home for me, bringing to mind HMA's efforts on behalf of the youth of our industry.

- Devote yourself to learning and gain an occupation
- Acquire knowledge and develop your talent
- Improve your character
- Work to promote public good

The wisdom of Emperor Meiji, and his focus on Japan's youth, brought feudal Japan into the modern age. In like manner, it is my hope that HMA's efforts – through the Millennial Council, Susan M. Regan Memorial Scholarship, and the Hardwood Manufacturers Scholarships available to University of Wisconsin and Virginia Tech students– will assist in taking the youth of our industry to the next level of development.

Call me, 412.244.0440, if you would like to discuss the rest of Emperor Meiji's precepts. And by all means, I'm looking forward to seeing you, and your next generation of saw-millers, in Fort Worth!

Investing in our Youth

Congratulations to the 2015-2016 recipients of the University of Wisconsin-Madison College of Agricultural and Life Sciences **Robert B Hendricks Memorial/Hardwood Manufacturers Association Scholarships**. In their thank you letters to the HMA:

- Forestry major **Kristina Kusel** said, "I hear so many stories of foresters training hard to put their boots in the big woods. That's my goal – to end up in the woods for the U.S. Forest Service, or as a field forester for the DNR, or perhaps for a private consulting land management company working with individual families and private, local landowners. Thank you for believing in me and for helping the future."
- Forest Science major **Griffin Brown** said, "I am a student, husband, father, and soldier in the Wisconsin Army National Guard. This scholarship has allowed me to concentrate more on my studies and my family, rather than scrambling to make ends meet. I hope to own my own forestry consulting firm. Thank you for supporting the next generation of young professionals."

Nominations for HMA Millennial Council

HMA is seeking nominations to fill four positions on the **HMA Millennial Council**, for the 2016-2019 term. Membership is open to anyone under the age of 40, who is currently employed in an HMA member company, and has been recommended by an HMA member.

The purpose of the **HMA Millennial Council** is to engage the next generation of leadership in HMA member companies and the industry, and to seek their input as to how the HMA can better serve the professional development of future leaders.

During their three-year term, Council members:

- are encouraged to attend HMA Board of Directors meetings, as well as Hardwood Federation Fly-Ins, in order to become familiar with all aspects of HMA and gain insight into industry issues.
- must be willing and available to work on various HMA sponsored projects to help further develop each Council members and to offer insight and recommendations on improvements for the HMA.

Submission deadline is March 1. Please submit your nominations to me, Millennial Council Coordinator Bob Miller, bmiller@frankmiller.com or HMA Executive Vice President, Linda Jovanovich, ljovanovich@hardwood.org.

Health and Wellness “pointers”

Health and fitness writer Sheryl Kraft (sherylkraft.com) suggests we change our eating patterns to stay slim and healthy. In a recent article for AARP, she recommended we:

“Go for greens – Eat a variety of vegetables and fruits each day, and make sure to include dark green, leafy vegetables.

Skim the fat – When eating dairy products, stay away from full-fat cheeses and milks; good replacements are skim milk, nonfat yogurt, and nonfat cheese.

Go whole – When it comes to grains, the browner the better. Swap foods made with whole grains for those made with white flour. Use brown rice instead of white.

Pour it on – When cooking, use liquid fats such as olive oil or canola oil, instead of solid fats like butter or margarine.”

If you are in the dieting mode, Self.com recommends the following Superfoods for Weight Loss:

- **Beef** has a reputation as a “diet buster,” but because protein helps maintain muscle mass during weight loss, and muscle burns more calories than fat, adding lean cuts of beef to your menu may help you shed pounds.
- Consuming **lentils** helps prevent insulin spikes that cause the body to create excess fat, especially in the abdominal area. These tasty beans are full of protein and fiber and great in soups, salads or pasta sauce.
- All **berries** are good for us, but “those with a **blue** hue are among the best of the bunch.” They are low in calorie, high in fiber, and have the highest antioxidant level of all “commonly consumed fruit.” And they taste oh so good.
- Spice up your meals and at the same time rev-up your metabolism. “A compound in **chiles** called capsaicin has a thermogenic effect, meaning it causes the body to burn extra calories for 20 minutes after you eat the chiles.”
- Plain **yogurt**, often referred to as the perfect food, is the “trifecta of carbs, protein and fat.” By keeping blood sugar levels steady, it keeps hunger at bay. Lowfat plain is a great substitute for mayonnaise. And the Greek varieties have more protein than others.

And if you’ve been hesitant in regards to alcohol consumption, here’s some good news when it comes to **“raising a glass.”** *AARP The Magazine* reports that “moderate amounts of wine, beer and liquor can increase heart and brain health, and lower the risk of diabetes. There’s even evidence that a daily drink can reduce risk for bone loss, dementia and some cancers.”

Dietitian and author Dawn Jackson Blatner goes on to say that “alcohol at moderate levels seems to improve circulation and decrease inflammation.” How’s that for good news?!

Game ON – Keeping Healthy

Looking to sharpen your reflexes and improve hand-eye coordination? Kinesiology and community health expert, Dr. Wojtek J. Chodzko-Zajko, recommends “any racquet sport - ping-pong, tennis, handball, racquetball - and any sport that requires catching and throwing.” Even simple activities like “throwing a tennis ball against a wall and catching it with one hand, or bouncing a tennis ball up and down on a tennis racquet,” will improve hand-eye coordination.

And for the really physically fit, video-gamers out there, he suggests Dance Dance Revolution. Says it’s “an exquisite combination of eye, hand and foot coordination.”

Information source: *The Wall Street Journal*

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Hard to believe that the election year is here – Iowa Caucus upon us and the New Hampshire primary just days away. Although for many it seems that the campaigns have been going on forever. Not only is the White House up for grabs, but also the entire House and 34 Senate seats. The presidential race is turning out to be a fascinating one to watch, but the Senate race also has tremendous implications for the way Washington runs.

Democrats are optimistic that they can pick up enough seats in November to take back control of the Senate. And Republicans are going to be fighting hard to maintain their current majority.

- Twenty-four (24) of the Senate seats up for election are held by Republicans, and ten (10) are held by Democrats.
- Fourteen (14) of the 24 seats held by Republicans are generally considered to be safe, leaving 10 in the toss up column.
- Eight (8) of the 10 seats held by Democrats are considered safe, leaving only 2 for them to protect.

Conventional wisdom says that the Republicans have the greater challenge in 2016 in terms of protecting their majority in the Senate.

The presidential contest will most likely have an impact on close races. History suggests that the candidate that wins the state vote for President will help boost the Senate candidate of the same party to victory. Keep in mind that the candidates for the White House will not be formally finalized until the conventions, at the end of July, and Senate primaries could continue through August. Until the final candidates are identified, analysis and predictions will be all over the map.

Election years typically result in front loaded Congressional calendars, and this year is no different. Both the Senate and the House will conduct most of their session days in the first six months of the year, departing after the July 4th Holiday for the Democratic and Republican Conventions at the end of July, and then for the August recess.

In September, Congress will come back to Washington in full force, then Members will return to their home states to campaign. Depending on what legislation is “must do” after the election...and how the elections turn out, they will be back for a couple of weeks in November and December. So where does this leave the Hardwood Federation?

We still have a full plate of issues that we will be aggressively working in 2016.

- We'll continue efforts to pass legislation that deals with management of our federal forests, as well as the funding mechanisms for forest fire suppression efforts.
- We will also continue to push the U.S. Environmental Protection Agency to recognize the carbon neutrality of biomass, particularly in the Clean Power Plan package that was finalized in 2015.
- Waters of the U.S. and water permitting programs will also remain a focus.

As 2016 kicks into gear, we look forward to what promises to be a unique and unpredictable year in politics. And we also look forward to new challenges and opportunities for the hardwood industry.

Final Rule on the Northern Long Eared Bat

In mid-January, the U.S. Fish and Wildlife Service released its final ruling regarding protective measures for the Northern Long Eared Bat. The rule is available for review on the [Federal Register](#). Additionally, the Hardwood Federation has provided the following information.

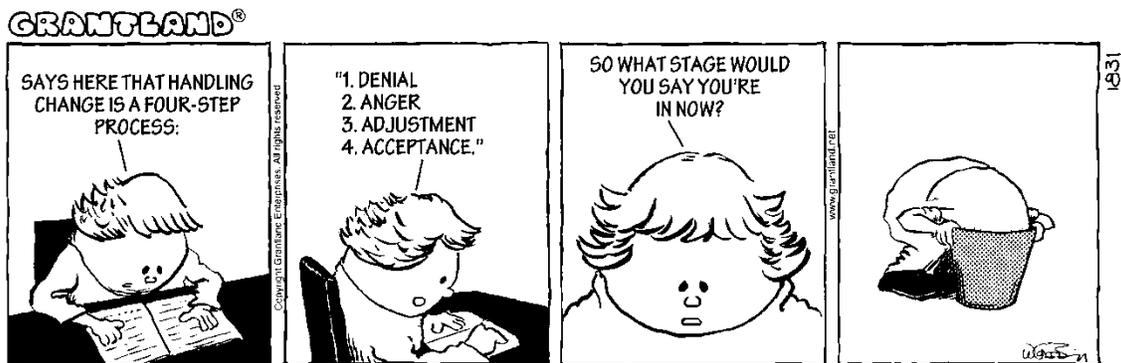
"More analysis is needed, but after a quick review, we believe the rule maintains a number of the concessions from the interim 4(d) rule.

The prohibition around cutting known maternity roost trees has been reduced from a 0.25 mile radius to a radius of 150 feet which is a significant improvement over the 4(d) rule. This requirement is in effect June 1-July 31 (pup season).

The rule maintains the year-round harvesting prohibition for harvesting trees within a 0.25 mile radius of a known hibernacula for the bat. There is concern that this portion of the rule has been changed from "known **occupied** hibernacula" to "known hibernacula." We will be asking USFWS for clarification as soon as possible.

Getting to the final rule has been a long, at times frustrating process. However our work is not yet done. We anticipate next steps will include monitoring the implementation and enforcement of the rule to make sure that the forest products industry is not unduly burdened by the rule, as well as following legal challenges to the rule and intervening as necessary."

For more information, contact Hardwood Federation Executive Director, Dana Cole, (202) 463-2705.



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.

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

