



March 2013

# The Link



The Newsletter of the Hardwood Manufacturers Association

## 2013 National Conference & Expo smart strategies

March is HMA National Conference and Expo month and members are heading to South Carolina, March 11-13, and the ever popular Charleston Place Hotel. Don't be left behind. Register to attend today by visiting [www.HMAmembers.org](http://www.HMAmembers.org). Or contact the HMA office and we'll be happy to help.

What's all the excitement about? National Conference and Expo details can be found at [www.HMAmembers.org](http://www.HMAmembers.org). But to serve as a memory refresher, here is the Conference agenda at a glance.

### Monday, March 11

10 A.M. – 7 P.M.	Conference Registration
1:30 – 4 P.M.	Expo Set-up
6 – 7:30 P.M.	Opening Reception and Expo

### Tuesday, March 12

7 – 8:30 A.M.	Breakfast Buffet
8:15 A.M.	Welcome and Introductions
8:30 A.M.	<b>Leadership in Challenging Times</b> <b>Don Hutson</b> – CEO, U.S. Learning, LLC
10:15 A.M.	<b>4 Easy Communication Strategies to Make More Money and Outsmart the Competition</b> <b>Terri Murphy</b> – CIO of U.S. Learning, LLC
NOON	Luncheon, HMA Business Meeting and Association Update
1:30 P.M.	<b>Leveling the playing field for American Hardwoods</b> <b>Rupert Oliver</b> – Director of Forest Industries Intelligence Limited
2:45 P.M.	<b>Patient Protection and Affordable Care Act &amp; Your Bottom Line</b> <b>April Jones</b> – Blue Cross of South Carolina
3:15 P.M.	<b>Continuing the Conversation – Industry Confab</b>
6 – 7:30 P.M.	Reception and Expo

### Wednesday, March 13

8 A.M.	Breakfast
8:30 A.M.	<b>Fiscal Reality</b> <b>Alan Beaulieu</b> – President, Institute for Trend Research
10 A.M.	<b>Hardwood Federation Update</b> <b>Dana Lee Cole</b> – Executive Director
11 A.M.	Exhibitor Teardown

## Industry Confab and more

Roundtable discussions have traditionally been an integral part of HMA's National Conference and Expo and this year is no exception. Tuesday afternoon's **Industry Confab**, designed to "continue the conversation(s)," is just the ticket for members who love to exchange information. Plan to

participate and indeed enhance one of these interesting groups.

AHEC's **Mike Snow** and **Rupert Oliver** will not only continue the conversation regarding LCA, EPDs and green building, they'll also

discuss the new requirements, legality certificates and the overall implementation of the European Union Timber Regulations (EUTR) and what is all means to U.S. hardwood exporters.

U.S. Learning, LLC principles **Don Hutson** and **Terri Murphy** will be available to further discuss smarter leadership and communication strategies, building community, connecting with employees of all ages, outsmarting the competition, and making more sales. Be there to 'pick their brains.'

Join the discussion as sawmill optimization consultant **Jeff Franklin** responds to questions and offers insight regarding improved sawmill yield, product quality, increased profits and the importance of 'top' equipment performance.

**AND, just added to the agenda** for Tuesday, March 11 at 2:45 p.m. – Blue Cross of S.C. Healthcare expert, April Jones, will address the Patient Protection and Affordable Care Act and what it means to you and your company's bottom line. **Don't miss it!**



## Growing list of '13 Conference Event sponsors

Special thanks to these 'additional' National Conference and Expo sponsors.

**BB&T Insurance Services**  
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Your support and 'extra' vote of confidence are greatly appreciated. Looking forward to spending time with you in Charleston.

## More than just talk

by Linda Jovanovich  
HMA Executive Vice President

I'm fully aware of the ultra-fast pace of today's world. (Having four children between the ages of 21 and 28, how could I not be?) Yet, I'm a firm believer that **slow and steady** wins the race every time. And while it's difficult being the 'turtle,' patience and persistence have paid off for the HMA.

During the economic challenges of the past years, our Association has remained focused on the principles of the HMA mission, while at the same time encouraging a gradual evolution that is moving us forward. As you will see, our focused, patient and persistent approach is enabling us to reach the Member Services and Promotion goals we have set.

On the Business meeting agenda at our upcoming National Conference, we'll be unveiling HMA's **redesigned member website**, and introducing some of the interactive features that will be available to our members. [www.HMAmembers.org](http://www.HMAmembers.org) is set to go live on March 18. This valuable tool will inform members of the latest news and events shaping our industry, as well as provide a social platform to stay in touch with industry peers and experts. It's exciting.

Additionally, I hope you've returned the **Dues Calculation Form** in order to take advantage of HMA's re-aligned membership dues structure, which went into effect March 1. The new structure will enable us to continue to expand [www.HardwoodInfo.com](http://www.HardwoodInfo.com), our valuable member services, consumer website, and educational opportunities with specifying professionals.

Plus, planning is being finalized for the **Spring Regional** meeting. Mark your calendars for June 11-12 and prepare to head to the Volunteer State. For details please visit [www.HMAmembers.org](http://www.HMAmembers.org).

In closing, please note the Health & Wellness piece on Page Four. Odds are you'll suffer fewer health-related issues by controlling stress levels and maintaining an even temperament. In other words, play like a 'turtle' to reach your goals and feel better getting there.

Patience and persistence pays off. Slow and steady wins the race every time.

# Green labels may boost real estate values

*But fewer builders are pursuing LEED certification*

A recent BuildingGreen.com article high-lighted the findings of three surveys – “2012 World Green Building Trends,” by McGraw-Hill Construction (MHC), surveyed building-related firms in 62 countries; “2013 Dodge Construction Green Outlook,” also conducted by MHC, “focused on the expectations of U.S. firms;” Turner Construction’s “Green Building Market Barometer” polled 718 execs of U.S. firms.



The Turner survey findings revealed that “there has been a decline in U.S. firms reporting it very likely that they would seek LEED certification, from 61 percent in 2008 to 48 percent. Firms not considering it likely cited perceived costs and difficulty of the LEED certification process; although many reported that they were somewhat likely to seek certification under other systems, such as Energy Star, while 52 percent indicated a preference for their own internal standards.”

Other findings:

- Green building remains strong despite the uncertainty of the global economy. 63 percent of the international firms polled by MHC say they have new green commercial construction planned by 2015, and green renovation work is expected by 50 percent of firms worldwide.
- MHC’s Dodge report findings show that

the green building market has grown from \$10 billion in 2005 to an estimated \$85 billion in 2012, with “expectations of exceeding \$200 billion by 2016.”

- Indoor air quality and other health-related factors topped the list of most important green building benefits. “Only 37 percent of the executives felt it was very important to reduce a building’s carbon footprint.”
- “Green homes account for approximately 20 percent of the U.S. residential market and one-third of the U.S. residential builders expect to be fully dedicated to green building by 2016.”
- The MHC global trends report “found that firms’ top reasons for green projects were largely economic, from client and market demand to lower operating costs, a clear shift from 2008, when the top reason given was ‘doing the right thing.’”

## Emerald ‘Green’ and not with envy!

The color of money, envy and environmentalists, **Green** is Mother Nature’s most abundant color, and Pantone has declared **Emerald** to be the color of 2013.

Lively, radiant and lush, the hue connotes balance, harmony and well-being. It inspires insight and clarity, and the human eye sees more green than any other color in the spectrum.

For more than a decade now, Pantone’s Color of the Year has influenced many industries. Look for **Emerald** to bring new life, depth and sophistication to tired wardrobes, aging rooms, new cars, even cookware. After all, it’s the color of growth, renewal and prosperity. What a gem!

## Sustainability trends

Energy and sustainability watch-dog, The Shelton Group, has issued its 2013 predictions for the world of sustainability. Here’s what to look for in the coming months.

**Corporate Responsibility** – In 2012, 53 percent of the companies in the S&P 500 published progress reports on their sustainability efforts. Expect ‘transparency of business practices’ to continue in 2013. “And expect that the companies who are the most transparent are the ones who will reap the biggest rewards from consumers, particularly Millennials.”

**Product Packaging** – Unnecessary, excess packaging, often non-recyclable, is on the consumer No-No list. “Most companies are all over this so expect to see some interesting packaging innovations.”

**Water issues** – Many Americans realize that water is a precious resource, but because it’s easy to get and relatively inexpensive, it’s grossly taken for granted. That will be changing in 2013. “With over a billion people worldwide now not having access to clean drinking water, and with the prolonged droughts in middle-America last year, expect to see more water usage quotas and laws drawn up in 2013 to help minimize the damage.”

**‘Green’ legislation** – At both local and state levels, anticipate “more legislation, designed to deal with the fiscal crisis many municipalities find themselves in, disguised as legislation designed to improve the environment.” Expect “increased taxes/costs applied to waste disposal and certain chemicals banned, with fines handed out to manufacturers who don’t ban them.”

**Sustainability re-defined** – A lot of buzzwords are associated with environmental sustainability. But how many Americans actually know what ‘carbon footprint’ or ‘sustainability’ means? Many companies see this as “a window of opportunity to define sustainability on their terms and begin to engage consumers around that definition. Expect to see more of this refining and defining in 2013.”

Information source: *The Mainstream* at [www.sheltongrp.com](http://www.sheltongrp.com).

## Part of the aging process or something more?

Uh-oh! I've never felt that before! I hope it's just part of the aging process and NOT something more serious! Ah, it's probably nothing. I'm just getting older.

Sound familiar?

In a recent *AARP THE MAGAZINE* article entitled, "Symptoms You Should Never Ignore," Keith M. Black, M.D., chair of neurosurgery at Cedars-Sinai Medical Center in Los Angeles says that doctors are "most concerned about new symptoms that develop quickly, rather than things that develop over a long period of time." So no matter what your age, don't play doctor and don't dismiss a significant symptom, especially if it's one of these.

**Sudden Intense Headache** – "that peaks in seconds to minutes, in any part of the head, could signal a ruptured aneurysm, a blood vessel in your brain that suddenly bursts, requiring immediate attention." Other serious conditions include Meningitis, cardiac cephalgia, temporal arthritis, and shingles.

**Chest Pain** – or "any intense discomfort, heaviness or pressure – like an elephant sitting on your chest – could spell heart attack. It may be combined with pain radiating down an arm, nausea and vomiting, sweating, and shortness of breath." Women should watch for more subtle symptoms like fatigue, a burning sensation or upper abdominal pain.



In any case, call 911!

**Weight Loss** – "Losing more than 5 percent of your body weight, without trying, over a 6 month period could mean cancer." Other serious conditions include diabetes, hyperthyroidism, and inflammatory bowel

disease.

**Bleeding** – Whenever there is blood, see a doctor to rule out cancer as well as noncancerous conditions like ulcers, bronchitis, pneumonia, tuberculosis and infections.

**Fever** – "may indicate a urinary tract infection, pneumonia, endocarditis, meningitis, viral infection, even cancers like lymphoma and leukemia. And high fevers, 103 degrees and higher, warrant "a trip to the doctor" for sure.

**Shortness of Breath** – sudden or otherwise, "can indicate a pulmonary embolism – when a blood clot travels to the lungs and gets lodged in the lung's blood vessels." Get to an ER fast! Gasping for breath after climbing 2 or 3 stairs or getting fatigued sooner than usual could indicate chronic obstructive pulmonary disease (COPD), and heart conditions like irregular heart rhythm and congestive heart failure.

Bottom line: When a sudden change occurs, seek out a professional.

Information source: *AARP THE MAGAZINE*, [www.AARP.ORG](http://www.AARP.ORG)

## To eat or not to eat

Here's good news for Baby Boomers, frequent flyers, and just about anyone trying to lose unwanted pounds.

John Whyte, MD, author and Chief Medical Expert for the Discovery Channel, is making it simple. Make the switch to healthy whole foods over unhealthy processed ones and shed up to 10 pounds in 2 weeks.

**Have breakfast every day** – A nutrient-dense breakfast of proteins, whole grains and fruit maintains a steady insulin level and prevents overeating later in the day. Good choices include an egg sandwich with strawberries, or whole-grain cereal with low-fat milk and a banana.

**Drink more water** – For two weeks, drink nothing but water and coffee and watch what happens. Avoid diet sodas. Research shows they may increase the body's cravings for sugar-sweetened, high-calorie foods.

**Opt for the fish** – It's lower in calories than red and processed meats, contains good omega-3 fatty acids needed for brain health and may also lower the risk of certain cancers.

**Whole Grains** – Whole wheat bread, whole wheat pasta, and brown rice are major sources of vitamins, minerals, fiber, and they help take the pounds off, especially that pesky belly fat.

**Fruits and Veggies** – Eating antioxidant-rich fresh produce, which contains water, makes us feel satisfied longer. And when we eat less, we shed pounds. Potatoes are healthy, but limit fatty toppings.

**Low-fat Dairy foods** – Three servings a day of low-fat dairy foods – milk, yogurt, cheese – rich in calcium and vitamin D, can lead to weight loss while building bone.

**Portion Control** – What's a healthy portion? Fruits and vegetables should be the size of a fist; fish the size of a checkbook, and meat no larger than a deck of cards. Careful if and when dining out! It's estimated that restaurant portions can be up to three times larger than a normal serving.

**Chew gum** – It helps if you tend to be a 'nibbler,' but chewing gum also releases hormones that signal your brain that you're full. Make it sugar-free to avoid tooth decay.

Visit [aarp.org/7DayPlan](http://aarp.org/7DayPlan) to get started.

## Tips on the health benefits of sipping tea

If tea is your morning elixir, good choice! Epidemiological studies have found that drinking tea just may be associated with better health. Is one variety – white, green oolong, black – better than another? All tea comes from one plant: *Camellia sinensis*. What makes them different is how they are processed. So drink whatever one you like best. All impart health benefits. Just remember:

- Brew tea fresh to ensure you are getting the nutrients that may promote health. And keep the leaves in an airtight bin, away from light and heat.
- The National Academy of Sciences says that teas (and coffee) are as hydrating as water, so drink up. Certain studies suggest up to six cups throughout the day to keep the nutrients in your system.
- Bottled ready-to-drink teas and products containing tea extracts/supplements do not have the same benefits as brewed teas because there is no way of knowing their nutrient content.

## Hardwood Federation Update

by Dana Lee Cole

Hardwood Federation Executive Director

The Hardwood Federation (HF) Board of Directors, as well as the HF Political Action Committee (PAC) Board of Directors, met in Washington, D.C. on February 12-13. **Don Finkell**, retiring CEO of Shaw Hardwood and Anderson Hardwood Floors, was elected Chairman of the HF Board. Returning HMA representatives include **Jamey French**, President and CEO of Northland Forest Products and **Jack Shannon, Jr.**, President and CEO of the Shannon Lumber Group. **John Smith**, President and CEO of the Pennsylvania Lumbermens Mutual Insurance Company, and **Tom Talbot**, CEO of Glen Oak Lumber & Milling, were elected Co-Chairs of the Board of the HFPAC. And **Skipper Beal**, owner of the Beal Lumber Company, was also unanimously elected as one of your HMA representatives to both Boards.

During the two day event, thirty-five (35) representatives of 13 Hardwood Federation member organizations gathered in Washington to discuss Federation priorities and hear from key Members of Congress on those priorities.

Fifteen Members of Congress or representatives from their offices took time out from their schedules, during the State of the Union proceedings, to spend time with the Federation Board Members. Among them were Democrats Joe Courtney (CT) and Cory Horton from Bennie Thompson's (MS) office and Republicans Reid Ribble (WI) and Ty Mabry from Gregg Harper's office (MS).

Freshmen Congressmen Mark Meadows

(R-NC) and Andy Barr (R-KY) also introduced themselves to the HF Board members during the meetings. Spending time with these new Members of Congress is critical as they begin to make their way in Congress and get up to speed on the dozens of issues they will be voting on in the coming months.

Many senior Members of Congress also checked in with the HF Board, including HF-mainstay Virginia Foxx (R-NC), Chairmen Sam Graves (R-MO) and G.T. Thompson (R-PA). Graves is Chairman of the House Small Business Committee and Thompson is the Chairman of the Agriculture Committee's Subcommittee on Conservation, Energy, and Forestry. Those influential leadership positions make these two Members central to advancing our industry's agenda, and it is heartening to know that they never miss an HF meeting.

Fully aware of the impact our industry has on the nation's economy, and of the impact government regulation can have on small business, Chairman Graves took these recent meetings as an opportunity to invite HF participation in a small business task force he is establishing. Of course, HF is looking forward to working with Chairman Graves and his group as they take on the myriad challenges facing American small business.

The next opportunity for Hardwood industry leaders, as a group, to meet face-to-face with Members of Congress will be the Annual **HF Fall Fly-in October 30-31** in Washington. We hope you will consider joining us for this event. It's important!

For more information, contact Cary Moon at (202) 463-5168.

## Forest Service issues RPA

The Forest and Rangelands Renewable Resources Planning Act (RPA) of 1974 requires the U.S. Forest Service to prepare an assessment of renewable natural resources on the nation's forests and rangelands every 10 years. A recent Forest Service press release announced that the most current assessment is now available at [www.fs.fed.us/research/rpa](http://www.fs.fed.us/research/rpa).

### The 2010 Resources Planning Act (RPA)

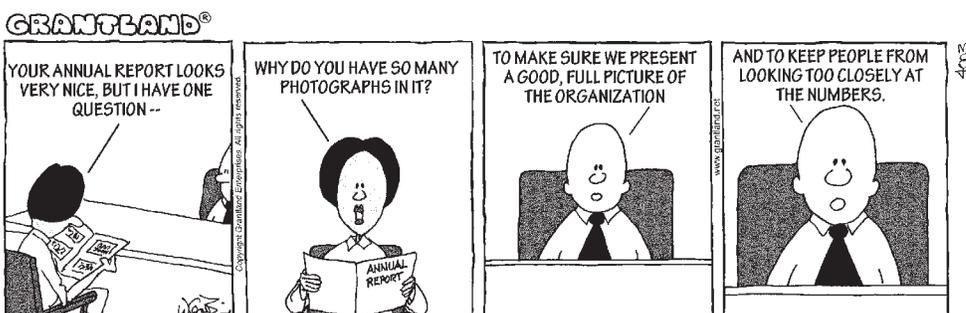
**Assessment** "provides a snapshot of current U.S. forest and rangeland conditions and trends on all ownerships, identifies drivers of change, and projects conditions 50 years into the future. The latest projections are influenced by a set of scenarios with varying assumptions about U.S. population and economic growth, global population and economic growth, global wood energy consumption, U.S. land use change, and global climate change from 2010 to 2060. The report summarizes Assessment findings about the status, trends, and projected future of forests, rangelands, wildlife and fish, biodiversity, water, outdoor recreation, wilderness, and urban forests, and the effects of climate change on these resources."

Key findings include:

- Forest areas will decline as a result of development, particularly in the South, where population is projected to grow the most.
- Timber supplies are increasing but prices are expected to remain relatively flat unless significant increases in domestic and global wood energy demand occur.
- Rangeland productivity is stable and rangeland forage supply is sufficient to meet demand.
- Biodiversity will continue to erode as land use changes and climate change put new stresses on terrestrial and aquatic habitats across the country.
- Recreation use is expected to trend upward.

The mission of the Forest Service is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. The agency manages 193 million acres of public land, provides assistance to state and private landowners, and maintains the largest forestry research organization in the world.

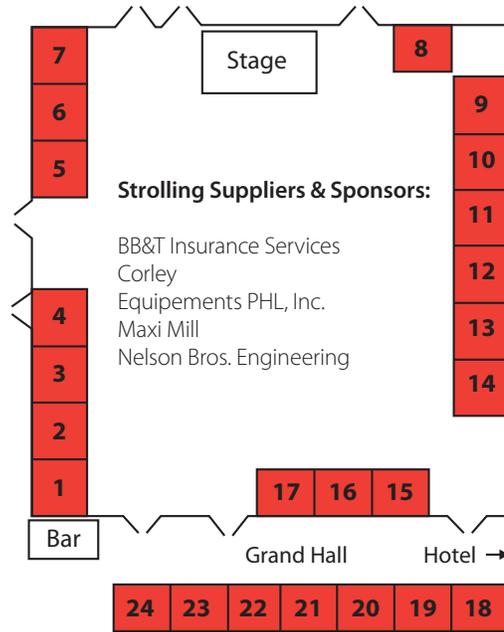
## JUST FOR LAUGHS



## Exhibitors in Charleston

The following industry suppliers will be with us in Charleston. Be sure to thank them for their on-going support of the HMA.

- 1 Pennsylvania Lumbermens Mutual Ins. Co.
- 2 Buckman
- 3 Nicholson Manufacturing Ltd.
- 4 ISK Biocides, Inc.
- 5 Cleereman Industries, Inc.
- 6 Progress Industries, Inc.
- 7 Wood-Mizer Products, Inc.
- 8 U\*C Coatings Corporation
- 9 USNR
- 10 USNR
- 11 Pierce Construction & Maintenance Co.
- 12 Kop-Coat
- 13 Industrial Vision Systems, Inc.
- 14 Diacon Technologies, Inc.
- 15 C.S. Industries LLC
- 16 Lonza Wood Protection
- 17 SII Dry Kilns
- 18 McDonough Manufacturing Co.
- 19 Taylor Machine Works, Inc.
- 20 TS Manufacturing Co.
- 21 Brewco, Inc.
- 22 Baxley Equipment
- 23 Automation & Electronics USA, LLC
- 24 ISIS Wood Product Solutions



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