



March 2015

On the road to HMA's National Conference & Expo

There is still time to register to attend HMA's blockbuster event, March 25-27 in Nashville. Don't be left out. We're offering something for everyone, especially when it comes to investing in the future.

Next-Gen Reception (RSVP required)

As a prelude to Wednesday evening's Opening Reception and Expo, HMA's **Millennial Council** will be hosting a '**Next-Gen**' reception for other next generation Conference attendees. If there is a promising 'Millennial' in your organization that is accompanying you to Nashville, make sure they RSVP to Darleen@hardwood.org, if they plan to mix and mingle at the Next-Gen Reception. (Sorry old-timers. This short reception is designed for industry youngsters, only.)

Optional Tour filling FAST

And if your 'significant other' and/or guest has yet to register for the Optional Tour set for 9 a.m. Thursday, March 26, please call the HMA office, 412.244.0440, to **guarantee** their participation in this authentically southern adventure, with a twist. The tour includes a visit to The **Hermitage**, one of our nation's oldest and largest historic site museums, and the home of our 7th President, Andrew Jackson, followed by a delicious lunch at The Southern, a popular eatery in the heart of Nashville's burgeoning SoBro district. They'll love it! But don't delay. **Reservations are required, so call today!**

Plan on joining us in Music City!

All Conference details – complete **Program Schedule**, **Registration**, **Hotel** reservation information, and a current listing of **event sponsors** and **industry suppliers** participating in the Expo – are available online at www.HMAmembers.org.

A message from HMA's President

By Skipper Beal

While writing this, it's **snowing!** And I think you'll agree, it has indeed been a severe winter, especially for our long-suffering friends in the greater New England area. But hope springs eternal. Winter is winding to a close and will soon be yielding to the warmth and beauty of spring. Hang tough. The worst is behind us.

In much the same way, I feel that we as an industry have weathered our "winter." By their very nature, lumbermen are truly resilient and optimistic! From the industry nadir of 2008 to the "better" times of 2013 and 2014, we have survived. For many of us, production is up. Mills have acquired new machinery, and several new mills have been built.

It must be stated however, that throughout these difficult times, your association has truly been tested; challenged with declining membership and dwindling resources. Yet through it all, HMA has performed well for its members, and we have turned the corner.

I'm pleased to report that in the last year we have welcomed **five** new members and **four** returning members. It is obvious that you value your HMA affiliation. Don't keep it a secret. Help us recruit new members that you feel will benefit from the HMA, just as you have.

I look forward to being with you in Nashville, where your HMA staff has endeavored to provide a National Conference and Expo worthy of your time. Here's to a better 2015 for your family and business. See you all, soon.

Welcoming a NEW member!

Fowler Lumber Company, Gallatin, Tennessee, has joined the ranks of the HMA. Co-Owner David Fowler will be HMA's main contact. Send a welcoming "hello" to dfowler@fowlerlumber.com then visit www.fowlerlumber.com to learn more about their global and domestic capabilities. Welcome aboard!

National Conference 'need-to-know' info a click away

Looking to find the "who, what and where" details surrounding HMA's upcoming National Conference and Expo in Nashville? A visit to www.HMAmembers.org will provide just about all you'll need to know, and then some. For example ...

Industry Suppliers

There can be no Expo without exhibitors, and as we go to press, thirty one industry suppliers have made plans to be "front and center" with solutions, strategies and technical expertise, beginning at 6 p.m. Wednesday, March 25 and until 11 a.m. on Friday March 27. Click here to find out which companies are participating and where you'll find them in the Exhibit area. And then to read a brief description of each company, click here.

Conference Sponsors

To date, fourteen HMA member companies, and several industry suppliers, have gone the 'extra mile' by signing on as National Conference Sponsors. This additional financial support enables HMA to enhance the overall Conference offerings to all participants. To see which members and industry associates have stepped up to the plate, simply make another stop at www.HMAmembers.org.

Bottom line

It's March and March is National Conference and Expo month for HMA's membership and the many industry associates and friends that work to make the wheels of the forest products industry go round and round. Each Conference participant will play an important role in the take-away value and success of the event. Thank you and see you all in Nashville.

More than just Talk

*By Linda Jovanovich
HMA Executive Vice President*

I'm hoping that your travel plans have been finalized and your bags will soon be packed, because, not only myself, but **a lot** of fellow members and industry associates are looking forward to spending quality time with you later this month, in Nashville! It's going to be a great event. Conference pre-registration is already exceeding last year's attendance by 15 percent. Your participation will make it even greater. Here's how.

I hope you agree that HMA is a unique association. It's a rarity to have businesses opening their doors to the competition and generously sharing the "nuts and bolts" of their operations, not to mention the trade secrets and many lessons they've learned that have gotten them to where they are today. But that's the HMA-way! You've told me countless times how you've benefited from your HMA membership. Why not share the experience?

I'm calling on HMA's successful and satisfied members, and our best advocates, to spread the word about the HMA and help recruit other hardwood producers into the association. Tell them about our production-based dues structure. Be sure to share your personal testimony regarding HMA's many member benefits. And then **invite** them to attend the National Conference in Nashville.

The National Conference and Expo is the **only** HMA meeting open to ALL industry stakeholders and it's an excellent way for prospective members to experience the HMA. I'm thinking the networking opportunities alone, should be the deal clincher, not to mention the thought-provoking learning sessions, timely confab conversation topics, and the plethora of industry suppliers participating in the sold-out Expo.

Assure them that the overall take-away value will more than offset their out-of-office time investment; that they'll make acquaintances that will become lasting friends and valuable resources; and that the entire Association will benefit from the talent and insight **they** will provide.

If I haven't provided enough reason for you and an industry peer to attend, how about no snow, an average high temperature of 61 degrees, sunshine and lots of great music! So, I'll see you in Nashville, and you're bringing a friend, right?

Please save the date

Details of HMA's **South Atlantic Regional Meeting**, May 20-21, are being finalized. Meeting specifics and registration will be up and running at www.HMAMembers.org, at the conclusion of the National Conference and Expo. Stand by. And while you have your calendars handy, dates for the **Fall Regional** in Dayton, Ohio, are October 14-15. Please make a note of it.

Keeping it fresh at HardwoodInfo.com

If it's been a while since your last visit to the American Hardwood Information Center, www.HardwoodInfo.com, here's a look at several features drawing a lot of traffic to the site.

"For the Love of Wood"

"Ever since humans stopped dwelling in caves and started living in huts made of tree branches, wood has been an indispensable structural and decorative residential material. Man's house-building relationship with wood—historically, culturally, and experientially—is deep, long, and universal. In part that's because wood is abundant, economical, durable, and flexible. But our enduring love affair with wood is also due to the fact that, like us, each piece of timber is unique—its color, texture, and grain are as individual as a human personality, so we keep discovering new aspects of its beauty and versatility to delight in." Continue reading ...

Insights from the Experts – "A Statement Staircase"

"Here's a hardwood project with enough wow factor to launch 2015—and the rest of the decade—into orbit. It's a spectacular three-story floating circular staircase, a brand new feature in a recently renovated 100-year-old Tudor Revival house on Long Island, New York. The dramatic structure incorporates several types of hardwood: The treads, like the floors throughout the house, are stained white oak; all 220 balusters are white-painted custom-

turned maple; and the risers and millwork, also painted white, are poplar.” Continue reading ...

From the Pros – “Recognizing Innovation”

“Every year, the American Institute of Architects Committee on the Environment (AIA COTE) recognizes projects that ‘celebrate innovation in sustainable design that thoroughly integrate architecture, natural systems, and technology to protect and enhance the environment.’ Included in the 2014 AIA COTE Top Ten Green Projects is the 54,000 square-foot Gateway Center at SUNY College of Environmental Science & Forestry (SUNY-ESF), in Syracuse, New York. A stellar example of innovation, the project’s ‘green centerpiece is a lower-level, 7,000-square-foot combined heat-and-power plant fueled by waste wood pellets.’” Continue reading ...

Informative articles from our friends at PLM/ILM

Forklifts are not Elevators!

You might be surprised, but several times a year we get a claim where someone gets the bright idea to use a **forklift as an elevator!** It usually involves some type of overhead maintenance – changing a light bulb, maintenance on a suspended gas heater, or removing dust from an overhead structure. Someone thinks (or is not thinking, which is more the case) instead of getting a ladder or a proper manlift, just lift me up with the forklift.

These losses never cease to amaze us - **first**, that an employee or outside contractor would stand on the forks, or a pallet, and let himself be elevated overhead by a forklift; **secondly**, that a forklift driver would elevate someone standing that way; and **thirdly**, that a manager would allow something like this to happen in his/her facility.

Yes, we will step in and pay the loss if it is not a work comp loss, and in some states even if it is. But, here is something to think about – **who pays for the lost production when an event like this happens?** Do you think your employees are going to keep working while you are waiting for emergency services to arrive? Do you think your employees are going to be able to put this behind them and get back to work at the same level of production and not talk about it for the rest of the day? Yes, you have insurance to cover this type of loss, but who is going to cover the lost production? You do the math. What are your average daily wages and what production will be lost? On top of that, ponder this ...**OSHA** really loves to look at these events!

Consider the outcome before you act. **Safety** usually does not involve taking the easy way out. It involves **thinking** before you act.

Information provided by the Loss Control Services Department of Pennsylvania & Indiana Lumbermens Mutual Insurance Companies. Additional information can be found on their website at www.plmilm.com.

Protecting Your Business: WILDFIRES

Large-scale fires are no longer the sign of an unusually severe season, but are increasingly becoming the norm. We wanted to provide some basic steps to prevent or mitigate loss by this hazard.

- **Maintain large separation distances from vegetation lines to building exteriors** - Make sure all debris is cleaned from these areas and good housekeeping procedures are followed. The space recommendations are: 30’ in low-risk fire areas, 50’ in moderate-risk areas and 100’ in high-risk areas. (62 percent of structures without a maintained vegetation clearance of at least 30’ were destroyed, as opposed to 22 percent whose vegetation clearance was maintained.)
- **Use of nonflammable roofing materials** - Structures with flammable roofing materials have an 81 percent chance of being destroyed, whereas a structure with nonflammable roofing is much lower at 30 percent.

- **Extensive non-smoking policy** - Include a safe location for smoking. Keep in mind, non-smoking policies on insured property typically forces smoking employees to use adjacent areas, which may be vulnerable.
- **Fenced locations or procedures for unlawful entry to premises** - Typical crime reduction techniques may result in reduced exposure to unlawful entry and malicious mischief which can lead to arson exposures, especially in idle/vacant buildings.
- **Open burning procedures** – Do not allow open pit burning.
- **Lightning Suppression Systems** – We recommend lightning suppression systems where appropriate, such as high value buildings located in the Gulf States where lightning strikes are most likely.
- **Provide adequate fire department access** – An access route with a minimum width of 12', with at least 13.5' of vertical clearance near the structure is needed for fire truck access.
- **Effective emergency & disaster planning and procedures** – Important issues include both emergency evacuation procedures **and** business continuity. The "Open for Business Program," www.disastersafety.org/open-for-business/, would be an appropriate tool to aid in this area and includes a wildfire risk assessment.

PLM/ILM also has a wildfire brochure with more information on the causes and steps to prevent loss. Please contact our Loss Control Services Department, (267) 825-9132, for more information.

Information provided by the Loss Control Services Department of Pennsylvania & Indiana Lumbermens Mutual Insurance Companies. Additional information can be found on their website at www.plmilm.com.

Hardwood Federation Update Board of Directors Meeting Recap

*By Dana Lee Cole
Hardwood Federation Executive Director*

At our recent Board of Directors meeting, Hardwood Federation (HF) welcomed HMA First Vice President **Richard Wilkerson**, Anderson-Tully Company, as HMA's new HF board representative. (Jack Shannon, The Shannon Group, has completed his term on the Board.) Also on the Federation's leadership team are returning HF board members, HMA member Jamey French, Northland Forest Products, Inc., and HMA's current President, Skipper Beal, Beal Lumber Co., Inc. As we navigate the halls of Capitol Hill on behalf of the industry, HMA's representatives to the HF Board provide valuable insight and guidance. We look forward to working with Richard. We're pleased to welcome back Jamey and Skipper. We thank Jack for his dedicated participation.

I'm pleased to report that the meeting agenda was a full one that included an action packed trip to Capitol Hill. With the goal of meeting new members of the Senate and new Senate Committee Chairs, it was mission accomplished! In just a few hours, we had a total of 21 meetings - key hardwood industry representatives talking 'hardwood' with important contacts in important Senate offices!

But before storming the Hill, sessions covering the general business and policy direction of the Federation included a strong financial report from the Federation staff, an energetic discussion of plans to re-invigorate the Hardwood Federation Political Action Committee, and a review of the top policy issues, as identified by a survey of hardwood business executives from across the country.

I hope you recall that in January, HF staff sent out a survey asking hardwood industry leaders to rank federal policy issues according to how they impact their bottom line. The survey responses indicated **many** issues of deep concern, but the top 3 issues were clear:

- The potential listing of the Northern Long Eared Bat as endangered
- The management of federal forest lands and the lack of adequate timber harvest programs
- Regulatory issues including potential changes to the Clean Water Act and regulations regarding biomass

Rest assured we will be addressing these top issues - surveying the industry helps focus HF limited time and resources - as well as other federal policy matters including exports, renewable energy, green building, defending the Lacey Act and tax reform; all issues that directly impact the health and sustainability of the hardwood industry.

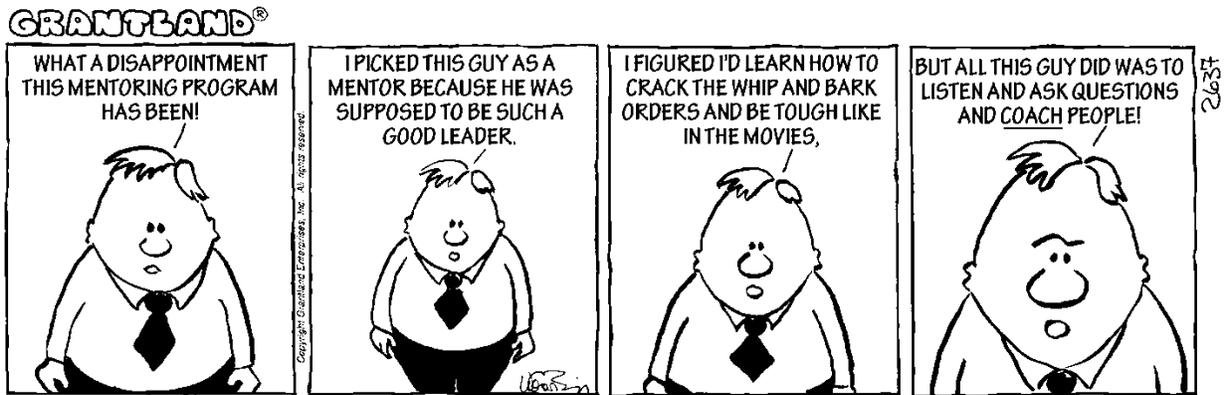
Email Cary Moon, cary.moon@hardwoodfederation.com, if you would like to receive monthly updates on the issues we are working on, or if you would like to participate in future Federation surveys. And as always, we thank each and every member of the HMA for their support!

An ounce or two of Optimism

As the International Builders Show, the annual gathering of home builders, contractors and suppliers, was wrapping up in Las Vegas, *The Wall Street Journal* ran an article, "**Economists See A Market Pickup**," reporting that economists at the event "expect construction and home buying to accelerate in 2015, driven by strong job growth and improving consumer confidence." Music to the ears of many, especially after 2014's lackluster activity!

Building experts calculate "that the construction of a single-family home creates three full-time jobs for a year." Couple that with the trickle-down effect new homes and home upgrades have on suppliers of hardwood flooring, cabinetry and millwork, and its good news for hardwood industry stakeholders at a variety of levels!

As in everything, time will tell. But an air of optimism and an upbeat outlook go a long way.





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

