



March 2016

### A message from HMA's President

*By Skipper Beal*

I'm looking forward to being with you all in Fort Worth at HMA's National Conference and Expo. From all reports, it's going to be a blockbuster. But I'm not surprised. As usual, Linda and the HMA staff have been working overtime. And I look forward to the informative sessions, the sold out Expo, and the multiple opportunities to spend quality time with all of you.

As you know, my tenure as HMA's President is winding to its end. Seems the past two years have flown by. But that's what happens when you're busy. And HMA has been busy. With the help of my fellow HMA Officers – Richard Wilkerson, Bob Miller, Linda Jovanovich – and many of you, our wonderful Association has accomplished much.

Our membership roster continues to grow. To those of you who have helped recruit new members, thank you for sharing how your HMA affiliation benefits you. Personal testimony is the best recruitment tool.

HMA's focus on the future is stronger than ever.

- The **Susan M. Regan Memorial Scholarship** is a reality. And the inaugural recipients will be announced in Fort Worth.
- Our **Millennial Council** is an industry benchmark. Thank you to HMA Second Vice President, Bob Miller, for his hard work with and mentoring of the Council members. He's kept them busy with interesting and important industry related projects. And you'll soon see and hear them in Fort Worth as they conduct one of the Conference Learning Sessions.

HMA's participation in and support of the Hardwood Federation continues to actively address the hardwood industry's concerns on Capitol Hill.

The attendance at the past four HMA Regional Meetings has been phenomenal. And I expect May's Central Regional in Louisville will be another for the record books. Linda tells me she's mixing things up, and that just might mean a visit to Jack Daniels.

HMA's plans to more aggressively interact with the specifying/ build community are going full steam ahead. Continuing Education sessions in Boston and elsewhere are on the calendar, and the refreshed American Hardwoods Sustainable Solutions Wood Sample Kit is set for distribution.

**Bottom Line:** I thank you for your trust, these past two years. It's been a privilege to serve as your President. And I look forward to the future leadership of Richard Wilkerson

and Bob Miller. They are dedicated industry stakeholders, and I know HMA will benefit from their judgment and stewardship.

Lastly, please make every effort to attend the National Conference and Expo. And thank you for your support.

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### **Back in the HMA fold!**

Welcome back **Edwards Wood Products, Inc.**, Marshville, North Carolina! President Jeff Edwards will serve as the company's main contact, and HMA hopes to see Jeff and others from the company in Fort Worth at the National Conference and Expo. If you'd like to send Jeff a personal 'welcome back,' you'll find him at [jeffedwards@ewpi.com](mailto:jeffedwards@ewpi.com).

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### **There is still time to Register to attend!**

It's that time again, and we're heading to Fort Worth for HMA's National Conference and Expo at the Worthington Renaissance, March 9-11. If you've yet to finalize your plans, there is still time to register to attend. But the clock is ticking! Don't be left out of this must-see, must-do industry event. [Register](#) to attend, today.

And remember, all of the Conference details – Program Schedule, Hotel Information, Expo Exhibitors, Conference Sponsors – are available at [www.HMAmembers.org](http://www.HMAmembers.org). Should you have questions, please contact the HMA office at 412.244.0440. Hope to see you, soon.

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### **Industry Suppliers Front & Center in Fort Worth**

Without exhibitors there can be no **Expo!** And as we go to press, the following industry suppliers have made plans to be "at the top of their game" with [solutions](#), [strategies](#) and [technical expertise](#), beginning at 6 p.m. on Wednesday, March 9 and until 11 a.m. on Friday March 11. Be sure to look for:

Acentus Capital, LLC	Mereen-Johnson
American Wood Technology, LLC	Moehringer
Automation & Electronics USA	NicholsonManufacturing,Ltd.
BBandT Ins Svc–Nat'l Forest Products Practice	PHL
Baxley Equipment Company	PLM/ILM Insurance Companies
Brewco, Inc.	Pierce Construction & Maintenance Co.
Buckman	Progress Industries Inc.
CARBOTECH INTERNATIONAL	SII Dry Kilns
Cleereman Industries	SonicAire
DMSi Software	Stringer Industries
Diacon, a Lonza Company	TS Manufacturing
Froedge Machine & Supply Company, Inc.	Taylor Machine Works, Inc.
HMC Corporation	U-C Coatings
ISK Biocides, Inc.	UPG
Industrial Vision Systems	USNR
Kop-Coat, Inc.	Vacutherm
McDonough Manufacturing Co.	Wagner Meters
Mellott Manufacturing Co., Inc.	Wood-Mizer, LLC

Please remember that Thursday's lunch will be a working one. Everyone is invited to mix, mingle and enjoy more face time with these important folks at the **Vendor-Expo Café**. And for a preview of where you'll find them in the Exhibit area or to read a brief description of each company, visit [www.HMAmembers.org](http://www.HMAmembers.org).

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## Conference Sponsors going the 'extra mile'

Over the past several months, we've made mention of the many HMA member companies and industry suppliers who have signed on as National Conference Sponsors. There is one more to add to that impressive list.



Thank you to **Gold Sponsor** UPG/Unified Purchasing Group, South Jordan, Utah! New to HMA events, UPG is sponsoring the Smart Station Kiosk and a food station for the Vendor Expo Café. Be sure to track them down and give them a hearty HMA welcome! ([www.upg.org](http://www.upg.org))

As a memory refresher, the financial support provided by the Conference Sponsors enables HMA to enhance the overall Conference offerings to all participants. For a look at which companies have stepped up to the plate, visit [www.HMAMembers.org](http://www.HMAMembers.org).

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## Mark your Calendars, please

HMA's 2016 Central Regional Meeting is heading to Louisville, Kentucky, May 25-26. And it's going to be action packed. Registration and meeting specifics will be up and running at [www.HMAMembers.org](http://www.HMAMembers.org), at the conclusion of the National Conference and Expo. Be sure to check it out.

And while you have your calendars handy, please make note of these upcoming HMA events:

- **2016 Northeast Regional Meeting** – October - details forthcoming
- **2017 National Conference & Expo** – March 22-24 – Francis Marion Hotel, Charleston, South Carolina

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## Cypress in the News Again!

**The Southern Cypress Manufacturers Association** (SCMA) is knee-deep in 2016 cypress promotion activities, and loving every minute of it. Here's a look at what's getting us so excited.

### Don't Change that Dial

The SCMA is again partnering with ***For Your Home***, the very popular DIY home-improvement show hosted by renowned home and garden designer, Vicki Payne. This time around, Vicki is involved with the building of a new, contemporary home in Texas. She'll be focusing on the virtues of local building materials, and that means a super-hot and very bright spotlight on cypress! The episodes will air on PBS stations across the country and on-demand at [www.ForYourHome.com](http://www.ForYourHome.com). We'll let you know when the production schedules have been finalized. Stay tuned.

Based on past experience with *For Your Home*, and other TV and online home-improvement shows, we expect the exposure and increased cypress awareness to be phenomenal. Remember, SCMA's bottom line goal is to raise awareness of cypress as a stellar and aesthetically pleasing building and design material. And so to that end, we're connecting with other builders and designers, and exploring similar home-improvement project opportunities. We're excited about this.

### Making Headlines

We haven't forgotten about the power of the written word. Print and online newspaper outlets continue to satisfy a significant audience and provide wide range exposure. How do we know? ***Explore the Possibilities with Cypress***, our most recent release, has generated more than 1,200 print and online placements, with a potential readership of 60+ million. That's huge, and SCMA plans to strike while the iron is still hot. This year, we'll be developing two feature articles. Both will be extolling cypress and its many benefits

outdoors and in. And both will include testimony from architects and builders as to why cypress is one of their go-to building materials.

[www.facebook.com/southerncypress](http://www.facebook.com/southerncypress)

Facebook has proven to be a lucrative way to drive traffic to SCMA's premier promotion vehicle, [www.CypressInfo.org](http://www.CypressInfo.org), a long-time trusted source for information on siding and decking installation, painting and staining tips, eye-opening case studies, idea-generating photo galleries and much more. And every day, followers are learning more and more about cypress.

So if you've yet to join the thousands of lumber industry veterans, design professionals and consumers networking with SCMA, what are you waiting for? Get "social" and get the conversation started by "liking" us at [www.facebook.com/southerncypress](http://www.facebook.com/southerncypress). You'll quickly see the benefit of the network.

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### Millennials – what we all need to know

Earlier this year, global investment banking firm, Goldman Sachs, offered their insight into that formidable generation known as the **Millennials**, calling them not only unique but identifying them as the generation "poised to force companies to examine how they do business for decades to come." It's an interesting read. And here is the bottom line "takeaway."

- "Millennials have come of age during a time of technological change, globalization and economic disruption. That's given them a different set of behaviors and experiences than their parents.
- They have been slower to marry and move out on their own, and have shown different attitudes to ownership that have helped spawn what's being called a 'sharing economy.'
- They're also the first generation of digital natives, and their affinity for technology helps shape how they shop. They are used to instant access to price comparisons, product information and peer reviews.
- They are dedicated to wellness, devoting time and money to exercising and eating right. Their active lifestyle influences trends in everything from food and drink to fashion.
- Finally, the Millennial Generation is the largest in U.S. history and as they reach their prime working and spending years, their impact on the economy is going to be huge."

Visit [www.goldmansachs.com](http://www.goldmansachs.com) for the entire data story.

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### Supply Chain Optimization

Looking to move your business closer to the goal of "growing profits organization-wide?" Keep reading, please. The wood and fiber experts at Forest2Market, the North Carolina based, independent, third-party reporting service, recently made available, "**Wood Fiber Supply Chain Optimization**," a four-page guide offering a simple, "systematic approach to identifying cost saving opportunities in supply chains."

From where they sit, "the process of lowering wood costs by optimizing a facility's wood fiber supply chain should be possible without spending countless dollars and resource hours." So, they've honed their approach to these four steps:

- Identify your cost position and set goals for improvement
- Uncover the causes of higher costs
- Develop and implement solutions that will lower costs
- Measure the results to ensure you are making progress

Each step is clearly detailed in the “**Wood Fiber Supply Chain Optimization**” How-to Guide. Contact Suz-Anne Kinney, Forest2Market Marketing and Communications Director, [suz-anne.kinney@forest2market.com](mailto:suz-anne.kinney@forest2market.com) or 980.233.4010, to receive your copy of this cost-lowering tool.

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## Hardwood Federation Update

*By Dana Lee Cole*

*Hardwood Federation Executive Director*

Several weeks ago, the annual winter **meeting** of the Hardwood Federation (HF) Board of Directors (and HF PAC Board of Directors) was conducted in Washington D.C. with the primary focus of setting the priorities/direction of the Federation for the year. Without question, HF’s policy agenda is always a top priority for the winter meeting. And so to better inform the Board’s discussion, industry leaders were surveyed prior to the gathering, to identify the issues they were most concerned about.

It was determined that Federal Forest Management, Tax Policy, the Endangered Species Act and Regulatory Reform are to top the Federation’s 2016 priority list. These are not new topics for the Federation, but the high level of importance placed on these issues is a clear mandate for us. Congress will continue to hear from us as to why it is important that the right decisions are made when considering reform measures in these areas. And why the wrong decisions can devastate our industry.

Of course our efforts on Capitol Hill will not be limited to these four issues. Export markets, import regulations, transportation, and green building programs, amongst others, will all continue to command some of our attention. 2016 will be a busy year!

The annual winter meeting also included a lengthy discussion about how to raise awareness of the Federation’s work, on behalf of the industry. Although we’ve made great inroads since our inception 12 years ago, there’s much more work to be done. And the focus is not just on business owners and executives. We need to connect with suppliers, contractors and employees. The question is not only, “How can we best inform the industry?” But also, “How can we inspire the industry as a whole, to inform Congress of how their decisions impact our industry?” And, “What motivates people, at all levels of the hardwood community, to initiate contact?”

These are tough questions, with no easy answers. But the discussion is an important one to have and one that will continue with the help of HMA staff and Board leadership. We also welcome your thoughts and ideas. Never hesitate to contact us at [hardwood.federation@hardwoodfederation.com](mailto:hardwood.federation@hardwoodfederation.com) with questions or recommendations.

Lastly, three members of the Hardwood Manufacturers Association were re-elected to the Federation Board: **Skipper Beal**, Owner of Beal Lumber Company; **Jamey French**, President and CEO of Northland Forest Products; and **Jack Shannon, Jr.**, President and CEO of Shannon Lumber Group. Thus far during their time on the Board, all three have been tremendous advocates for the hardwood lumber industry and the HMA. We are very pleased they will continue their service in 2016. Thank you, gentlemen! And thank you, HMA!

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## A brief Update from the American Hardwood Export Council

Through the joint efforts of the U.S. hardwood industry and the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA), the **American Hardwood Export Council** (AHEC) conducts a worldwide promotion program designed to broaden the impact on, and outreach into international markets, giving U.S. hardwood exporters the competitive edge needed to meet the growing worldwide demand for American hardwood products. Notwithstanding the never-ending challenges of the global economy, the efforts of the Washington D.C. and six overseas offices continue.



## 2015 Market Stats

In early 2016, AHEC released its "2015 Year-End Hardwood Market Statistics Report." International Program Manager Tripp Pryor summarized the findings by saying, "The hardwood market was down 12 percent in total value, in comparison to 2014. But lumber exports still reached over \$2 Billion, which is an increase of more than ten percent, from 2013."

Detailed information regarding destination and species for lumber, logs, and veneer, plus total export figures for flooring, plywood, chips, and moulding is available by contacting Tripp Pryor at 703.435.2900 extension 115, or [tpryor@ahec.org](mailto:tpryor@ahec.org).

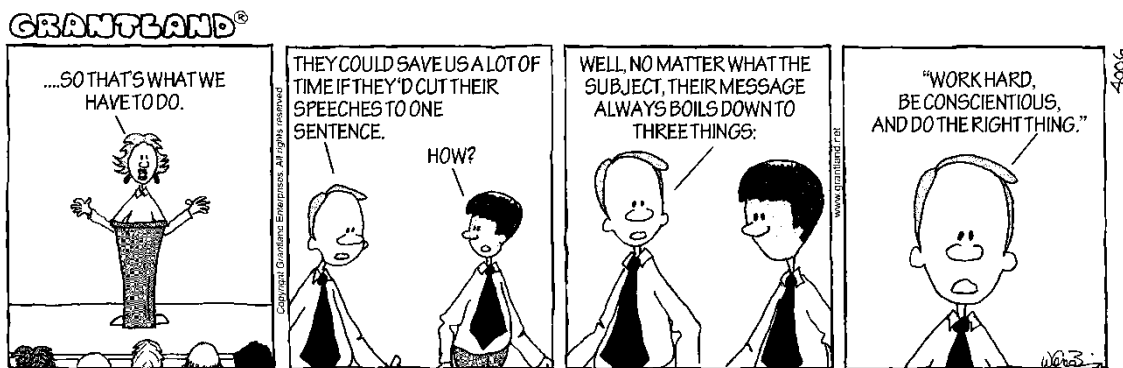
## New Look for [www.ahec.org](http://www.ahec.org)

The refreshed website went live earlier this year, and not only is it more user friendly, but it's filled with updated information. From member company/contact info to publications, videos and meeting details, you'll easily find it all at [www.ahec.org](http://www.ahec.org). And the "Members" section now contains the "refreshed" and easier to use **AHEP** (American Hardwood Environmental Profile) tool. The tool contains unique LCA data-sets for 19 U.S. hardwood species, as well as the latest USDA forest inventory data, in an interactive map format. To assist with EUTR compliance, AHEC plans to continue its efforts to actively promote the tool to European buyers.

## In the Works

Software developers are hard at work refreshing [www.americanhardwood.org](http://www.americanhardwood.org), AHEC Europe's website. The major undertaking is set to go live in the fall. And the rebuilt website will contain updated information, more images, grading guides and more. Stay tuned.

*The American Hardwood Export Council is an international trade association for the U.S. hardwood industry, representing U.S. hardwood exporters and the major U.S. hardwood product trade associations. To learn more, visit [www.ahec.org](http://www.ahec.org).*



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