

The Link



The Newsletter of the Hardwood Manufacturers Association

April 2014

NatCon 2014 offered something for everyone

With the best attendance since 2008, seven learning sessions, a spirited industry 'confab,' an educational program for a group of Savannah school children, and a sold out Expo - is it any surprise that HMA's recent National Conference and Expo offered something for everyone?

It was two days of non-stop networking, camaraderie and information exchange. Friendships were solidified. Equipment

was sold. Commitments were made. (Dana Cole, Hardwood Federation Executive Director, reports \$27,665 to HFPAC.)

To the presenters, exhibitors, conference sponsors and all attendees, a hearty **Thank You!** Your participation contributed to another over-the-top HMA National Conference and Expo.

Officers, Directors elected at Conference

At the March HMA Board of Directors meeting in Savannah, the following **Officers** were elected for 2014. Congratulations to President Skipper Beal, Beal Lumber Co., Inc., First Vice President Richard Wilkerson, Anderson-Tully Company, Second Vice President Bob Miller, Frank Miller Lumber Company, and HMA Executive Vice President, Linda Jovanovich.

Executive Committee members were also elected at that meeting. In addition to the Officers, congratulations go out to: Phil Pierce, Holt & Bugbee Co., Darrell Beasley, Thompson Hardwoods, Ray Wheeland, Wheeland Lumber Co., T. J. Rosengarth, Northwest Hardwoods, Inc., Nordeck Thompson, Thompson Appalachian Hardwoods, Inc., and immediate past president Jack Shannon, J. T. Shannon Lumber Company.

And then during the Conference's Thursday Business Meeting, HMA members elected **Directors** Matt Reynolds, Baillie Lumber Company, Jeff Hardy, Cersosimo Lumber Company, Tommy Petzoldt, East Perry Lumber Company, Steve Merrick, Kentucky Hardwood Lumber, and Matt Gilchrist, Northland Forest Products.

Congratulations all and thank you for your service!

If you were unable to be in Savannah and would like to hear and see what you missed, spend some time online at www.HMAmembers.org. There you can log into the **Members Only** section to



hear and view the 2014 Meeting Presentations. And then be sure to visit the Meetings Photo Gallery for a look at the 2014 National Conference and Expo pictures. It's all at your fingertips and just a

click away.

Where are we heading for the 2015 National Conference and Expo? So glad you asked. We've set our sights on downtown Nashville, March 25-27, and the Omni Nashville Hotel.

Not only make a mental note, but mark your calendar, please. It's already April!

Make it a date for Wausau

By now you know that we'll be in Wisconsin, June 11-12, for HMA's **Lake States Regional Meeting**. We've mixed it up this time around, and you'll want to be a part of this.

Two HMA members, **Kretz Lumber Company, Inc.**, in Antigo and **Tigerton Lumber Company**, in Tigerton, will be opening their doors to us. Plus we'll visit and tour the **Menominee Tribal Enterprises** in Neopit. And when industry supplier, **McDonough Manufacturing Co.**, learned that we'd be in the area, they invited HMA to tour their facilities, as well. Like always, it's a full slate.

Attendance is limited, so register soon; online at www.HMAmembers.org or by calling the HMA office. (412.244.0440)

The **Stoney Creek Inn**, 1100 Imperial Avenue, Rothschild, will serve as our base of operations. Room reservations can be made by calling 1.800.659.2220. Please mention the Hardwood Manufacturers Association (HMA) to secure the special room rate of \$99 single/double.

Other **need-to-know** details:

- Wausau is serviced by the Central Wisconsin Airport (CWA).
- The Stoney Creek Inn offers a complimentary airport shuttle. Make reservations, 24 hours in advance, by calling 715.355.6858.
- Meeting Registration + program schedule are available online at www.HMAmembers.org.

All roads lead to the Badger state. Register to attend, today.

Reaching out for Member company updates

By now, all HMA members have received your request for company profile updates. Sent via the U.S. Postal Service, the information packets include items necessary to update key resources like HMA's member database, the HMA Buyers Guide and Equipment Center, available online at www.HMAmembers.org, and the HMA Dues Calculation Form.

Why do we need this information?

Keeping our database current with complete Contact information ensures that the appropriate people in your organization(s)

receive membership updates, National Conference and Regional Meeting notices, HMA's monthly email newsletter, *The Link*, and more.

When **potential customers** are looking to source a hardwood specialty item or find a specific species producer in their part of the country, they can easily find **YOU** in the Buyers Guide at www.HMAmembers.org. But only if your contact information is accurate!



Did you know that HMA members can search-buy-sell equipment through the **Equipment Center** at HMAmembers.org? Add your information to this valuable tool, then see what other members are using in their mills, or gather information on vendor's that can assist you in your next mill upgrade.

Your investment in HMA membership is your monthly dues contribution. Those funds enable the Association to exist. The current Dues Calculation process, implemented one year ago and based on annual production information supplied by you, not only assesses all members equally, but also provides for 'extra' monthly contributions.

By completing and returning the **'Update'** information you will enable us to provide the valuable Member Services and continue the Education/Promotion Campaign unique to the HMA.

We look forward to your speedy response.

Resource Purchasing Program creating a stir

If you've been "too busy" to speak with the representative from **Schooley Mitchell Telecom Consultants**, you may want to make yourself available. The "buzz" among members that have qualified for their program is that **the monthly savings may well cover their HMA dues**, or at least a large portion of it.

Schooley Mitchell Telecom specializes in managing and reducing telecommunications and credit card processing costs. They act as a single point of contact for all management issues - new service orders, billing questions, trouble resolution, general account maintenance. Fees are contingency-based, so no up-front cost or obligation for an analysis. And in most cases, savings can be achieved without changing service providers.

This cost savings program was introduced to the HMA by HMA member, Frank Miller Lumber Company, Union City, Indiana. They are already realizing significant savings, and if you qualify, so can you.

In addition, when Schooley Mitchell realizes a profit through participating HMA members, a quarterly dividend check will be issued to the HMA. That additional income could certainly help extend the reach of our American Hardwood Promotion efforts – a priority near and dear to all of our hearts.

So why not invest some telephone time with Schooley Mitchell. It just may result in a "win-win" for all involved.

And stay tuned. We're working on an additional **Resource Purchasing Program** and hope to share that opportunity real soon.

More than just talk

by Linda Jovanovich

HMA Executive Vice President

It was great seeing so many HMA members and friends in Savannah! With a 20 percent increase in attendance over last year, this was the best attended HMA meeting since 2008.

As I review your post-meeting surveys, they reflect the very 'positive' energy that was so apparent throughout the Conference. That tells me there's a brighter future for us all!

To all who attended, thank you for being with us. For those members unable to be in Savannah, you were missed and I hope you'll join us at one of HMA's upcoming events.

What are we working on now? Please forgive me if I'm repeating what you may already know, but this is important **Member Benefit** information. Here goes.

By now you've received your **2014 Membership Update**. Please respond. This information enables us to:

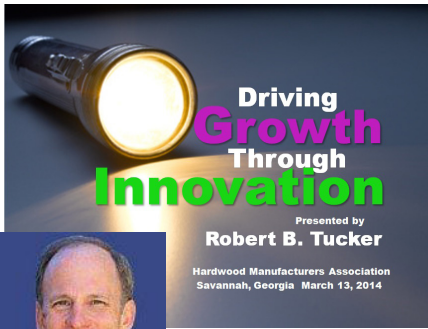
- Maintain your current contact information in the Buyers Guide – both the searchable-online and print versions.
- Provide you and your employees with industry updates.
- Maintain a 'secure' area on the website for HMA members looking to share equipment information – a valuable tool for upgrades and new investments.

And so importantly, the **Dues Recalculation** form gives you the opportunity to control your monthly dues, according to increases or decreases in your previous year's production.

Later in April you'll be receiving the 2014 **Facility and Wage Cost Survey**, conducted once again by Dr. Joe Denig. I encourage you to invest the time to participate in the survey. Your time will be rewarded with a valuable tool useful in trimming expenses and increasing your bottom line.

And lastly, registration is open for HMA's June **Lakes States Regional Meeting**. As I hope you've read, awesome tours have been confirmed. Join us in Wausau and experience first-hand the many benefits of this Association.

Not sure what's up with old man winter, but here in "the 'burgh," he's certainly overstayed his welcome and needs to move along! Happy Spring and think **sunshine!**



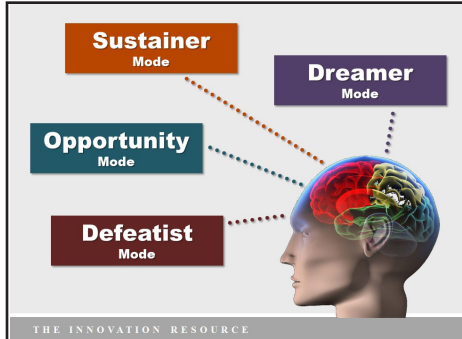
“Driving Growth Through Innovation”

to take place? At the top, sales, middle management, R&D, information systems - **all** areas of operation require innovation.

Tucker urged owners and managers to cultivate innovation by fostering a **risk-taking** culture. When everyone knows that ideas are welcomed, supported and recognized, behavior will change. And behavior that is well recognized will be repeated.

Innovative thinking is often driven by market trends and needs. Tucker suggested thinking ahead of the curve through greater **collaboration** with customers. Identifying their “unmet needs” and their unspoken requirements will result in creative solutions.

In today’s ultra-competitive world, innovation is everyone’s business. And during the keynote presentation at HMA’s National Conference and Expo, **Robert B. Tucker**, president and founder of The Innovation Resource, outlined strategies to cultivate the innovation processes essential for growth and long-term survival.



Tucker defined **innovation** as “coming up with ideas and bringing them to life; creating new, unique or exceptional value for your customers and for your company.” Whose responsibility is it and where within a company does innovation need



A real part of risk-taking is failure. And for Tucker, to be inspired to think creatively, employees need to know that “risks associated with ‘failure’ must be born by the organization, not individuals in the organization.”

Conducting regular **brainstorming** sessions is an integral part of the innovative “process.” As the innovation catalyst, these sessions spark creative juices, inspire, and encourage. And very often, they will motivate the “we always did it this way” employees to think BIG.

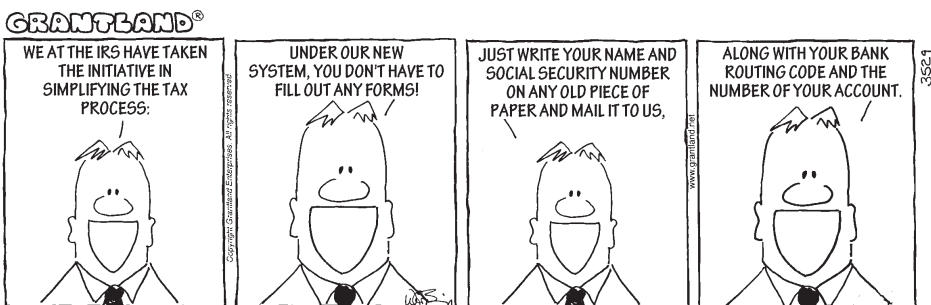


The Bottom Line

Innovation is a tool for long-term growth. “Your ability to innovate – to problem solve, experiment, ideate, dazzle customers, drive growth, collaborate, think ahead of the curve, and otherwise add value – gives you and your organization a competitive edge that can never be taken away.”

To view the complete presentation, visit the **Members Only** section online at www.HMAmembers.org. Information on Robert B. Tucker and The Innovation Resource, a global consulting and executive development firm devoted exclusively to strategic innovation, can be found at www.innovationresource.com.

JUST FOR LAUGHS



In Quotes...

“Seek out people who dream up new solutions to customers’ problems; who aren’t content just to incrementally improve your products and services, but who want to change the world.”

Robert B. Tucker

Hardwood Federation Update

by Dana Lee Cole

Hardwood Federation Executive Director

Congratulations HMA! What a great Conference and Expo! Thank you for including the Hardwood Federation (HF). It provided me the opportunity to “talk wood,” with you. And that’s what keeps us busy. We “talk wood,” on Capitol Hill.

A special thank you to the 18 Conference attendees who’ve committed \$27,665 in support of the Hardwood Federation Political Action Committee (HFPAC)! HFPAC helps us educate Members of Congress, their staff and Congressional candidates. Your generous contributions will go a long way!

Making Progress...

Long time efforts to recognize wood as an environmentally friendly and sustainable building material are being supplemented by new groups with complementary focuses.

For many years, the HF has been a member of the Wood Products Alliance, a forest products industry coalition of over 30 trade associations and businesses, dedicated to promoting greater acceptance of wood and wood products in green building certification programs. We meet weekly and our current focus - incorporating wood into

various U.S. Department and Agency green building guidelines, as well as the Shaheen-Portman energy efficiency bill that is moving through the U.S. Senate.

Last summer, President Obama presented his Climate Action plan to reduce atmospheric carbon. Sustainable forests and a healthy forest products industry are key to the plan’s proposed solutions. HF



has been actively engaged with the Forest Climate Working group, a unique coalition of business and environmental groups working with

the President’s Council on Environmental Quality, to ensure that the environmental benefits of wood products remain top of mind.

A recent workshop held by the White House Rural Council, “Building with Wood: Jobs and the Environment,” brought together experts from across the country dedicated to promoting the economic and environmental benefits of building with wood. This event focused on softwoods, but we will be doing our best to introduce hardwoods into future meetings.

We continue to meet with our industry partners to develop a strategy on persuading the U.S. Environmental Protection Agency to promulgate rules that fairly treat bio-mass emissions, recognizing the significant differences between bio-mass emissions and fossil fuel emissions.

Reality Steps in...

Just as I begin to feel confident, I check my Facebook page and see that a well-meaning friend has posted a message celebrating the upcoming Earth Day with erroneous “facts” about the rapidly declining forests in the United States. Ugh!

Bottom Line: Much work remains to be done. And HF is up to the task.

Thank you for all you do to support the industry and the Hardwood Federation. Please don’t hesitate to reach out, if we can be of assistance!

www.hardwoodfederation.com

Moving Forward-AHEC

by Michael Snow

American Hardwood Export Council Executive Director

Successfully “Promoting American Hardwoods” is our industry’s ongoing challenge. In his presentation at HMA’s recent National Conference and Expo, American Hardwood Export Council (AHEC) Executive Director, Mike Snow, discussed several AHEC initiatives that have done much to improve how the world perceives American Hardwoods.

New Applications are Key

Research and testing continue regarding **Heat Treatment** of American Hardwoods for exterior applications. Cladding, windows, decking are all in the mix, and thus far, ash, tulipwood (yellow poplar), soft maple and even quarter sawn red oak produce good results. The long-term goal – the wide use of American Hardwoods in external joinery. See “Infinity Bench” at americanhardwood.org for more.

Because of its innovative use of tulipwood in **cross-laminated timber** technology and its highly publicized transparency in product design and building, the remarkable “**Endless Stair**” project continues to make waves with specifiers across Europe. The landmark application clearly demonstrates that hardwoods do have a role in construction and structural design- because of greater strength and performance - and that they can compete on cost.

Capitalize on “Green” credentials

A groundbreaking development for the U.S. hardwood industry is AHEC’s development of the **American Hardwood Environmental Profile** (AHEP). The AHEP brings together, in one shipping document, specific species data on legality, sustainability and environmental impact.

Without significant cost, and more importantly, in alignment with the requirements of the EU Timber Regulation (EUTR), this useful tool will provide our industry the ability to trade accurate LCA data for every American hardwood shipment, thus making it easier for European companies to develop Environmental Product Declarations (EPD’s) for hardwood products made from American Hardwoods.

With the AHEP, Snow said, “U.S. hardwood suppliers will be the first wood suppliers, perhaps the first suppliers of any mainstream commercial material, to provide comprehensive environmental impact data with every delivery.”

To view the complete presentation, HMA members should visit the **Members Only** section at www.HMAmembers.org.

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.

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