

The *Link*



The Newsletter of the Hardwood Manufacturers Association

Northeast Regional – a ‘Members only’ event



It's all aboard for the Northeast Regional – a **meeting of the members, by the members, for the members** – September 18-19, in Manchester, New Hampshire.

Picture it. Cool, crisp air! Hardwoods bursting with color! September in New England and endless networking opportunities! Sound like something you want to be a part of? Here's the plan for Wednesday.

While time will not permit a drive to the top of Mount Washington, we will enjoy a scenic drive to Henniker, N.H. That's where we'll spend a few hours with HMA member **HHP, Inc.** and a sneak-peek into their sawmill, pallet facility and chip plant. From there, it's on to Brattleboro, Vermont for lunch and the

afternoon with HMA member **Cersosimo Lumber Company** and tours of their hardwood sawmills, their white pine mill and their new wood chip facility.

On Thursday, before calling it a wrap, we'll motor to where the Merrimack meets the Atlantic, Newburyport, Mass. and a visit with HMA member, **Keiver-Willard Lumber Corp.** and tours of their yard and millwork and mouldings facilities.

Online registration is up and running at www.HMAmembers.org. And there you'll also find hotel information and the entire meeting itinerary. So don't delay. HMA is heading to where the hardwoods grow. And it's **members** only!

Hotel deadline approaching – **DON'T DELAY!**

Planning to join us in Manchester but have yet to finalize your rooming arrangements? Don't delay. The **August 23** hotel deadline is approaching, fast!

The Best Western Plus Executive Court Inn and Conference Center, 13500 South Willow Street, Manchester, will serve as our home away from home. Room reservations can be made [online](#), or by calling 1(603) 627-2525. Be sure to mention Hardwood Manufacturers Association (HMA) or guest code **HARDWOOD** to secure the discounted rate of \$110 single/double. And a complimentary shuttle to/from the Manchester-Boston Regional Airport (MHT) is available. Simply [call](#) the hotel to make those arrangements.

Looking forward to seeing you in Manchester!



A candid conversation with Joe Denig

In addition to sumptuous food and cooling refreshments, the Wednesday evening dinner reception at HMA's upcoming Northeast Regional Meeting will include a conversation with industry consultant and recently retired North Carolina State University Professor, Joe Denig.

Joe is no stranger to our industry. Over the years, many HMA members have consulted with him regarding mill upgrades, sawmill scanning and optimization systems, lumber drying assistance and much more.

Because of that expertise and Joe's assistance with HMA's 2012 survey, HMA has asked Joe to join us to discuss our upcoming 2014 **Facility and Wage Cost Survey**, its significance and how participating members can utilize the data to positively impact their bottom lines.

Designed with you in mind, this mini-confab is your opportunity to ask questions, express concerns, and simply learn more about how the survey can benefit you in the management of your businesses. So join the conversation. We anticipate it being an insightful information exchange, sparked by the industry camaraderie that is unique to HMA's membership.

If you have yet to register to attend, please visit www.HMAmembers.org. Or call the HMA office, (412) 244-0440, and we'll be happy to take care of business for you.

Think Social Media is not for your business?

Think again! Social networking sites provide a very cost effective and relatively easy way to market your business. It's all about creating a presence, exchanging information, building a reputation, and reaching out to both existing and potential customers. So as you set out to promote your business on **Facebook** and **Twitter**, consider these tips:



- **Social Identity:** The goal – you want to be found! Creating an exciting company Profile will achieve that. Include your company logo or an image that will get attention. Don't forget an accurate, detailed bio of your business and products. An exciting profile will provide a reason for page visitors to continue to follow your posts and re-tweet your messages.
- **Next Step:** Building a Network. Friend, Like and Follow relevant businesses, colleagues, industry consultants. Then share and re-tweet relevant information that others will ultimately share with their extended networks. As your network increases, so will your visibility. Careful! Keep company business separate from personal interests. Professional associates don't need to know you like Duck Dynasty.
- **Growth:** 'Regularly' post and tweet facts and pictures on each of your social media accounts. Facebook is the venue to connect with customers and posting facts and pictures of your products will increase your customer base. Posting more than a

few times a week, however, could overwhelm your "Friends" and cost you a few "Likes." Twitter on the other hand, is best used as a discussion platform, so make a goal to tweet at least once a day. Remember that the most often re-tweeted content is news, instruction or entertainment, so avoid blatant promotion.

- **Interaction:** Start and continue conversations, remembering that social etiquette applies to social media too! When someone re-tweets or shares your message, thank them. When recycling someone else's content, acknowledge and thank them for the material. Keeping the conversation interesting will surely increase your audience.

Adding a greater visual dimension to social networking is **Pinterest**, a virtual bulletin board of images and the perfect place to showcase your unique projects. As with Facebook and Twitter, the **goal** is to get your followers to "re-pin" your images onto their Pinterest boards. So that you are seen over and over, carefully identify and create boards specific to your products. The more over-the-top the image, the more social it will become.

HMA's social identity, **American Hardwoods**, is used to promote awareness of our industry's wonderful, natural resource. Our Facebook, Twitter and Pinterest pages might provide some ideas to get you started. Please take a look and while you're there, kindly 'like us,' 'follow us' and 'pin us!' Try it; you'll like it.

More than just talk

by Linda Jovanovich

HMA Executive Vice President

Just in case you need a little 'nudge,' here are **Ten Top** (in no particular order and by no means the only) **Reasons** why You should register to attend HMA's Northeast Regional Meeting, September 18-19, in Manchester, N.H.

- **Joe Denig** will lead after-dinner conversation regarding your bottom line!
- The hotel deadline is fast approaching—Make your reservations before **August 23**.
- **HMA Board of Directors Meeting** – Members are welcome to attend.
- Realize your HMA membership **ROI** – Unmatched peer-to-peer networking and information exchange.
- New England is a beautiful place to visit in September!
- **HHP, Inc.** – sawmill, pallet facility and chip plant
- **Cersosimo Lumber Company, Inc.** – hardwood and white pine sawmills and wood chip facilities
- **Keiver-Willard Lumber Corp.** – yard, millwork and moulding facilities
- Great food and refreshments—Goes without saying!
- It just won't be the same without You!

And that's just the tip of the 'reasons-to-register' iceberg. Bottom line: Join us in New England! Three HMA member companies are preparing to welcome us into their operations!

Let's not disappoint.

Member milestones

Celebrating 45 years in the lumber industry is HMA member **JE Jones Lumber Company**, New Bern, N.C. Part of their festivities included sending fresh blueberries to friends, customers and suppliers, as a special 'Thank You.' What a delicious and healthy treat!

Hats off to **Kendrick Forest Products**, Edgewood, Iowa, as they mark their 30th Anniversary! Recent Open House festivities included tours of their sawmill and cabinet shop, complimentary refreshments and an evening Rodeo.

To both member companies, congratulations and many more years of success!

HMA TrendTracker Report The Future of U.S. Manufacturing

by Art Raymond

We have real reason to be optimistic! Newfangled manufacturing tools are finding their way into industries across our economy. Combined with other technologies, these tools are heralding the beginnings of a new chapter in a continuing industrial revolution.

Since the 19th century, the world of manufacturing has moved from single craftsmen building items by hand on a bench, to the advent of interchangeable parts, assembly lines, and finally to lean production in the late 20th century. Over that time, these developments have driven a quantum increase in human productivity – the real key to improved standard of living. With the global economy presently faltering, a new spark is needed to regain the momentum required to achieve prosperity for all.

That catalyst is found in the realm of **digital manufacturing technology**. Its application is being aimed at two important objectives: (1) streamlining new product development and (2) enabling the efficient manufacture of customized products for the customers of tomorrow. Engineers using digital tools are creating and testing new products in a virtual world that by-passes slow, labor intensive prototyping. Once a product's design is finalized, other software drives its fabrication using automated machine tools, robots, and vision/sensor systems.

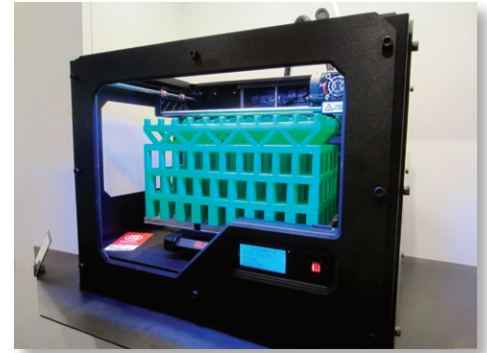
The latest gadgets in this high tech arsenal are **3D printers** and their close cousins. These devices create objects by laying

down successive ultra-fine layers of material, under computer control, until the required three-dimensional item is completed. Unlike traditional subtractive techniques that cut, mill, grind, and stamp products from a block of material, 'printed' items are built from the bottom up, virtually out of thin air. Hence the new process is called **additive manufacturing**.

At this stage in adoption, most 3D printers are employed in rapid prototyping. One such application is sand printing, where intricate casting molds are built by binding thousands of layers of sand. At automaker Ford, this method replaces expensive, more traditional mold making processes in developing engine components. New parts can effectively be refined and fabricated for the cost of sand and binding agents. More importantly, savings in time gets new products to market much faster.

Other 3D printing technologies include such gee-whiz methods as direct metal laser sintering (DMLS) and electron beam melting (EBM). Jet engine maker Pratt & Whitney employs these methods to prototype complex, hollow components in the same material that will be used in full production. This attribute enables more rigorous physical testing of prototypes, a must when your end products are used in aircraft.

The speed of 3D equipment is currently preventing its adoption, by the likes of Ford, in high-volume parts production. Savvy companies, however, are integrating additive and subtractive processes to create hybrid factories whose real value is mass customization:



the profitable production of what a customer wants in low volumes when needed at an affordable cost. Think Rolls Royce and Ferrari.

Additive fabrication technology is only one cornerstone in the potential revival of U.S. manufacturing. Two other elements are:

- **Stable Energy Supply** – Advances in extraction and fracking technology are driving the transformation of our energy supply. Growing supplies of North American oil and natural gas are reducing our dependency on foreign supplies and absorbing the external shocks that have traditionally led to higher costs. North America added 1.8 million barrels of daily oil production in the past two years. Experts predict a further 3.9 million barrels of output by 2018.
- **New Materials** – Ceramic, plastics, carbon fiber, non-woven and other innovative materials are finding thousands of uses that answer heretofore unsolvable problems. Nanomaterials developed by manipulating molecules and atoms will soon be employed in high-efficiency solar cells, batteries, and medical applications.

What, you ask, do these high-tech gizmos have to do with your lumber business?

Revolutionary technology rarely has an immediate impact in the average business. Think, however, of the tools described above as a catalyst that ignites improved competitiveness and motivates smart capital investment. Remember the positive impacts of inventions like the steam engine and the personal computer on the U.S. economy: rising productivity and standard of living. Well-employed workers mean more demand for housing, cabinets, furniture, millwork, and flooring. The future could be now...

JUST FOR LAUGHS

GRANTLAND®



Hardwood Federation Update

Could LEED v4 be opening doors for wood?

by Dana Lee Cole

Hardwood Federation Executive Director

This summer, the membership of the US Green Building Council (USGBC) approved the new LEED standard, now dubbed "LEED v4," and it would seem pro-wood forces are making inroads in the struggle to gain wood its long overdue recognition by the USBGC.

As of press time, the full text of the revised standard had not been made available, so we'll hold final judgment until we (and practitioners) can really dig into the minutiae of the standard, but an initial look and analysis of the lengthy public comment period point to positive developments.

Life Cycle Assessment (LCA) has finally made it into the standard, and though it is being introduced slowly, as part of the "whole building concept," the fact that this scientific "cradle to grave" approach is being used is

a positive development for us, and should open new opportunities for products manufactured from hardwood.

The wood products industry has always maintained that if you look at the benefits of wood versus other materials over the full lifecycle of the products, we get the environmental edge almost every time. And now we'll get the chance to prove it.



USGBC is also putting less emphasis on the certified wood credit in this new version, which we think is a positive development for the industry.

In the past, the standard disincentivized wood use by making architects chase an FSC-only certified wood point. Buildings would receive one point towards their LEED certification for making certain 50 percent of the wood used was FSC certified. With FSC wood not as widely available as other certified woods that were not recognized by USGBC, this meant architects would design with as little wood as possible to snag the point.

However now in LEED v4, the use of certified wood to garner a point is less vital. Four or five other product categories – not only certified wood – along with the introduction of a two-part system (LCA and Environmental Product Declarations), can also earn building materials credit.

LEED v4 goes into effect later this year and will run concurrently with LEED 2009 through 2014. At that time, participants must shift to the new standard.

We're optimistic that the changes to the LEED standard will expand opportunities for hardwood flooring and other hardwood-supported materials, but as always, the devil is in the details. We'll keep an eye out for those details, further developments, and the continuous improvement any environmental standard goes through, and continue to fight for fair recognition of wood as an environmentally preferable building material.

For more about the Hardwood Federation, visit us at www.hardwoodfederation.com.

Need-to-Know Information...

Delayed until 2015

A recent statement from the U.S. Department of Treasury announced that the Obama Administration "will provide an additional year before the **Affordable Care Act** (ACA) mandatory employer and insurer reporting requirements begin."

According to the announcement, the delay comes in an effort to "simplify the new reporting requirements consistent with the law" and also "provide time to adapt health coverage and reporting systems while employers are moving toward making health coverage affordable and accessible for their employees."

Employers subject to the mandate – those with 50 or more full-time employees and currently not offering health coverage – can continue their existing practices without penalty, until January 1, 2015.

Forestry and our Economy

The National Alliance of Forest Owners (NAFO) recently released data "confirming the strong value forest owners provide to the U.S. economy." Entitled, "**The Economic Impact of Privately-Owned Forest in the United States**," the report states that private owners "support 2.4 million jobs, \$87 billion in payroll, \$223 billion in sales and 5.7 percent of all U.S. manufacturing."

According to NAFO President and CEO, Dave Tenny, "Private forest owners are able to provide these substantial benefits because they recognize that responsible management today yields sustainable economic and environmental benefits over the long term."

Available at www.nafoalliance.org, the study was conducted by Forest2Market and is based on 2010 data, the most current and complete information available.

LEED v4 set for fall

Despite months of debate, the membership of the U.S. Green Building Council (USGBC) approved version 4 of the LEED building rating system, set to go into effect this fall. "Certification" remains at issue for many wood manufacturers, expressing dissatisfaction over the rating system's excessive requirements for wood.

To support their lumber producing constituents and in an effort to "level the playing field," many states – North Carolina, South Carolina, Florida, Alabama, Arkansas, Mississippi, Oklahoma – are considering legislation or have already established laws that prohibit or limit the LEED rating system for public buildings.

Visit www.usgbc.org to learn more.

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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