



March 2017

A message from HMA's President

By Richard Wilkerson

With our National Conference and Expo just weeks away, I wanted to extend a personal invitation to the HMA members not yet registered to attend. Join us in Charleston and experience HMA at its best. Conference registration numbers are the highest they've been for a long time. That connotes industry interest. And I'm encouraged by that. Let's keep the **momentum** going because we have a lot to talk about. For example ...

It's my opinion that with the new Administration will come new opportunities for our industry.

- President Trump's record shows him to be pro-business. I feel that he will not interfere with trade, but rather attempt to make benefits balanced for the U.S. (Hope that I'm right.)
- The Vice President comes from Indiana, one of the strongest Hardwood legacy states we have. His record shows him to be much more pro-industry in regards to regulations and the Environmental Protection Agency. And that is huge news for all of us.
- Markets are responding favorably to the new Administration and businesses are creating more jobs for American workers. This should certainly help boost our economy, especially the housing sector.

HMA's membership roster continues to grow - due in part to our current membership drive - and I hope to have the opportunity to meet many of our newest members in Charleston. Be sure to read the "**Joining the ranks of the HMA**" article in this issue for an update on our new members, and if you have a potential member in mind, please call Linda, 412.244.0440, for the specifics on our 'new' member incentive, which ends on March 15th.

My closing words to you are these: HMA members are the best. Your willingness to learn from each other in order to grow better companies, and your desire to see the industry prosper inspire me. Share that inspiration with others in Charleston, March 22-24. I hope to see you there, because we have a lot to talk about.

A handwritten signature in black ink, appearing to read 'Richard Wilkerson', with a horizontal line underneath.

Mark your Calendars, please

HMA's 2017 Lake States Regional Meeting is heading to Grand Rapids, Michigan, May 24-25. It's been a while since we've toured that region, and we're looking forward to seeing

old friends and making a few new ones. The DoubleTree Grand Rapids Airport will serve as our base of operations, and tour locations to date are **Quality Hardwoods, Inc.**, **Northwest Hardwoods, Devereaux Sawmill, Inc.**, and **Maple Rapids Lumber**. Registration and other meeting specifics will be available at the conclusion of the National Conference and Expo. Be sure to visit www.HMAmembers.org for all of the meeting details.

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

- **2017 Mississippi Valley Regional Meeting** – September - details forthcoming
- **2018 National Conference & Expo** – March 21-23 – The Hyatt Regency, Greenville, South Carolina

Joining the ranks of the HMA

A hearty HMA 'welcome' is being extended to the following **NEW** and **RETURNING** member companies, and we hope to meet up with all of you in Charleston at the National Conference and Expo! "Welcome aboard" greetings go out to ...

- **Pembelton Forest Products, Inc.**, Blackstone, Virginia. Main contact will be Garland "Ray" Pembelton, raypembelton@yahoo.com.
- **Troyer Hardwood, LLC**, Fredericktown, Ohio. Aden Troyer will serve as main contact, 740.358.8153.
- **Welter Forest Products, Inc.**, Marathon City, Wisconsin. Main contact will be S.E. "Gus" Welter, gwelter@granitevalley.com.

And "welcome back" **Northern Hardwoods Lumber, LLC**, South Range, Michigan! Vice President/CFO Marc Blom and Sales/Marketing Manager Ryan Peterson will serve as the company's main contacts. If you'd like to send a personal 'welcome back,' please call 906.487.6400.

There is still time to register to attend

We're heading to historic Charleston for **HMA's National Conference and Expo**, March 22-24, at the Francis Marion Hotel. If you've yet to finalize your plans; there is still time to register for this blockbuster. What's all the excitement about?

This annual event will be featuring speakers, workshops and roundtables on national and global economics, industry and market trends, innovation, and issues of importance to the hardwood industry. Don't be left out. 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. Should you have questions, please contact the HMA office at 412.244.0440. See you in Charleston.

All industry suppliers "front and center"

HMA members and many other industry stakeholders are heading to Charleston, South Carolina for HMA's **2017 National Conference and Expo**. The Expo is a sell-out- **thank you industry suppliers**- and here is a listing of the many companies who have made plans to be "front and center" at the Francis Marion Hotel in Charleston.

American Wood Technology, LLC	Mountcastle Insurance
Automation & Electronics USA	Nicholson Manufacturing, LTD
BBandT Ins. Svc.–Nat'l. Forest Prod. Practice	PHL
Baxley – LogPro	PA Lumbermens Mutual Insurance Co.
Brewco, Inc.	Pierce Construction & Maintenance Co.
Brunner Hildebrand Lumber Dry Kiln Co.	Progress Engineering, LLC
Buckman	Progress Industries Inc.
CARBOTECH INTERNATIONAL	SII Dry Kilns
Cleereman Industries, Inc.	Salem Equipment, Inc.
Corley Manufacturing Company	Stella-Jones Corporation
DMSi Software	Stiles Machinery, Inc.
Froedge Machine & Supply Company, Inc.	Stringer Industries
HDE Dry Kilns	TS Manufacturing
HMC Corporation	Taylor Machine Works, Inc.
Hasko Inc.	U-C Coatings
ISK Biocides, Inc.	UPG
Industrial Vision Systems	USNR
Kop-Coat, Inc.	Wagner Meters
Lonza Wood Protection	Wiese USA
McDonough Manufacturing Co.	Wood-Mizer, LLC
Mellott Manufacturing Co., Inc.	

Don't miss this opportunity to "connect" with key hardwood industry stakeholders. And for a preview of the Exhibit space and all of the Conference details, please visit www.HMAmembers.org.

Industry Confab and so much more on Agenda

Get ready! Have your notepads handy. And don't hesitate to ask questions. This year's **Industry Confab** is promising lots of discussion on some pretty "hot" topics. So hot, it may be difficult to choose which of these is most relevant to your business needs!

Between 3:30-4:30 on Thursday, March 23, plan on participating in these on-point roundtable discussions:

- **"Trumped" up Financial Markets** - Peter M. Williams, Morgan Stanley
- **Benchmarking Your Benefit Programs** - Michelle Reynolds, OneDigital
- **Leadership Development** - Rushe Hudzinski, SHRM, Savannah Technical College
- **Advanced Wood Processing Technology** – Robert Slater, Stiles Machinery, Inc.

And there is so much more on the Conference agenda, like a panel of Human Resource experts discussing, **"Trends in Talent Management and Leadership Development."** And an **"Economic Outlook"** to be presented by **John B. Jung Jr.**, Senior Managing Director and Head of BB&T Capital Markets, a division of BB&T Securities, LLC.

Other business session topics include **"Advancing Your Hardwood Processing Technology," "Global Promotion and Innovative Uses of American Hardwood," "Domestic and Global Market Trends,"** and **"Politics and Policy in the Trumped up World of D.C."** Whew! It's going to be busy, but there also will be plenty of opportunity to catch up with old friends and industry colleagues, and to make some new contacts. [Register](#) to attend, today.

Hardwood Federation Update

*By Dana Lee Cole
Hardwood Federation Executive Director*

For the first time in recent memory, blizzard conditions somewhere in the U.S. did not deter participants from attending the Hardwood Federation's Board of Directors and Hardwood Federation (HF) PAC Board of Directors annual winter meetings in Washington D.C. Thankfully, February 15-16 was blizzard-free, and during that time three (3) Hardwood Manufacturers Association (HMA) representatives were re-confirmed to the HF Board.

Congratulations to **Skipper Beal**, Owner of Beal Lumber Company; **Jamey French**, President and CEO of Northland Forest Products; and **Richard Wilkerson**, President of Anderson Tully Lumber Co. During their time on the Board, all have been tremendous advocates for the hardwood lumber industry, and the HMA. And HF is very pleased they will continue their service in 2017.

The primary focus of the winter meeting is to set the Federation's direction and priorities for 2017, based on last year's advocacy activity, the anticipated Administration agenda, and the responses to the annual Hardwood Federation Priority Policy Survey. Of course, the ever changing world of politics and policy can shift some of this course, but to have marching orders at the start of every year greatly helps the HF staff provide the best possible assistance to the hardwood industry.

2017 will be a busy year! At this moment in time, chief priorities include:

- **Federal Forest Management**
- **Regulatory Reform**
- **Tax Reform**
- **Trade**
- **Biomass**

These are not new topics of concern, but the high level of importance placed on them by respondents to HF's Priority Policy Survey is a clear mandate for us. Congress will continue to hear why it is important that the right decisions be made when considering reform measures in these areas. And why the wrong decisions can devastate our industry.

Our efforts on Capitol Hill will not be limited to these five issues. Green building programs, the Lacey Act, the Endangered Species Act and export market issues, amongst others, will all continue to command some of our attention.

Additionally, the Board of Directors held a lengthy discussion about how HF can best position itself on the issue of **trade**, particularly within the context of the new Administration. On the campaign trail, and early in 2017, various policy positions were floated regarding U.S. agreements and practices with our trading partners, including the NAFTA countries of Mexico and Canada, China, and Europe. As an industry that benefits greatly from export markets - and one that also suffers from unfair competition from hardwood imports - there was a lot to discuss.

The Board started with the premise that the Hardwood Federation advocates for fair, legal and free trade. Although we are still fine tuning our specific, final policy guidelines, it is safe to say that the HF will be working with the Administration and Congress to communicate both sides of this matter, and to advise them that trade is an extremely complicated issue that cannot be adequately addressed with "one-size-fits-all" national policy.

No doubt this will be a challenging issue for the Hardwood industry...and for many other industry sectors...to deal with. But it's an issue that is critical to our industry, and we are prepared to work strategically with hardwood companies - and our supporters in Congress - to realize a satisfactory outcome.

I look forward to spending time with you in Charleston to discuss these and other issues affecting your business. See you in a few weeks.

How to alter the anti forestry narrative

A recent issue of the *Forest2Market* newsletter included an interesting article entitled, "**Two Sides Illustrates Health of American Forests with Data.**" For all industry stakeholders working to set the record straight about the "overall health and sustainability

of America's forests," the article is a must-read and a must-share in the crusade to "change the anti-forestry narrative that has so dominated the news cycles for decades." Take a look.

"Rather than approaching the educational and outreach efforts with a haggard reliance on emotionally-driven images, the forest industry has tangible, positive data on its side. Proof always wins in the end, and the overall health and sustainability of America's forests is best represented in the fact-based conversation that is occurring now.

[Two Sides North America](#) - an organization promoting the sustainability of both the graphics communications industry and forest resources - recently released a creative piece of **messaging** that uses spatial comparisons to illustrate the significance of this data. Per the message titled "Some Thought-Provoking Analogies on Paper, Forests and Recycling," Two Sides North America President Phil Riebel notes:

- Forest area in the U.S. increased by 5,800 NFL football fields per day between 2007 and 2012.
- The volume of wood (trees!) on U.S. timberland increased by the equivalent of 159 Empire State Buildings per year between 2007 and 2012.
- In 2015, the U.S. recovered enough paper (for recycling) to fill 125 Empire State Buildings.
- From 2005 to 2015, U.S. forests stored the equivalent in carbon to taking 137 million cars off the road each year.

The campaign also includes a visual element developed for Two Sides publisher partners, who also help to promote the positive environmental story of sustainable forest management and the forest products industry. As the forest community begins to join the conversation and combat the many misconceptions that are so pervasive in today's media, this is the kind of proactive, confident storytelling that will ultimately lead to education about the sustainable value of our forests."

Bottom Line: "The case is made time and time again - with the support of reliable data - that America's forests are flourishing." Spread the word!

Forest2Market is a global provider of timber pricing, cost benchmarks and in-depth analytics for participants in the wood raw materials supply chain. Based in Charlotte, NC, they can be reached at 1.980.233.4010.

US "system approach" on EAB accepted by EU

The American Hardwood Export Council (AHEC) recently announced that "the EU has adjusted the requirements for import of American ash into the EU to include recognition of the "system approach" for control of Emerald Ash Borer (EAB) in place of the present pest free area recognition. The new requirement came into effect immediately on publication of the "Implementing Decision" in the EU Official Journal on February 3, 2017." However, please take special note of the following:

- "It is likely to take APHIS around two months to put in place the new procedures – although there is some uncertainty surrounding the timing of the internal authorization process in APHIS, due to personnel changes under the new administration.
- Any AHEC member currently preparing consignments of ash for the EU, and who is dependent on a phyto declaring Pest Free Area origin, is strongly advised to seek an assurance from the relevant plant health authority in the destination country, that it will be accepted in advance of the shipment."

For more on this issue, please click [here](#).

Hardwood Trends in Residential Design

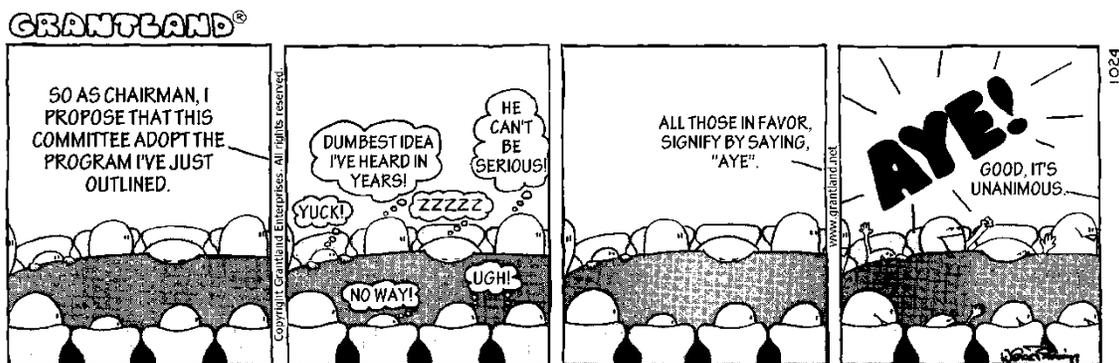
"For centuries, hardwood planks have been the ultimate material for residential floors. Combining exceptional durability with unrivalled good looks, oak, walnut, cherry, or other solid-wood floorboards add value and beauty to any home they grace. But these days, handsome timber planking is not only found underfoot but also on the ceilings and walls of many stylish houses, whether newly built or freshly renovated."

That's the intro paragraph of the American Hardwood Information Center's latest news release, "**Trend Alert: Wood Planks Warm up Ceilings and Walls.**" The release's pickup, both online and in print, has been phenomenal. And many of you have asked us to explain how it all happens. (And it's really quite simple.)

- First off, the actual release content is either written in-house or by one of HMA's preferred writers.
- Once approved by HMA, the article is "put on the wire," i.e. distributed to countless news outlets by our preferred, content-based marketer, Brandpoint. (And that's that!)

To date, the release has generated more than 1,100 online and print placements, with a potential desktop, mobile and print readership/audience of nearly 147 million! Our ROI is 73 to one. And more importantly, our hardwood story is out there, at the fingertips of specifiers and consumers of all levels.

If you'd like to read the release in its entirety, please visit www.HardwoodInfo.com.



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