



March 2019

A message from HMA's President

By Bob Miller

We all recognize the importance of employee engagement and growth. And I'd like to share what Steve James, Frank Miller's CEO/President, has been and is doing to grow our company's leadership team.

But first, this quick comment regarding the recent Hardwood Leadership Development Retreat. I'm pleased to report, it was implemented quite successfully! And to the 49 industry stakeholders who participated in the event, I hope you agree that it was time well spent. I offer my thanks to AHMI, HMA, and NHLA for making this most important leadership training symposium a reality. - For more on this collaborative effort, please read article, "Leadership Retreat a great success!"

Now, about what's happening at Frank Miller Lumber Company? Steve James is always exploring ways to grow his people and to get the best out of us.

- Last year, Steve asked our leadership team to read John C. Maxwell's, *The 15 Invaluable Laws of Growth*.
- Our assignment was to read a chapter a week, and then every two weeks, we would come together to discuss the information and how it related to each of us.

I won't kid you. The first couple of meetings were tough! But that soon changed. And thus far, the experience has been **incredible** – a combination of us all relating to Mr. Maxwell's personal experiences; all of us letting down our guard; sharing our vulnerabilities; trusting those around us, and growing in understanding and compassion.

For me, it was like going through therapy and coming out of these sessions a better person. Maxwell's writings showed me how to reflect on myself, identify areas for improvement and growth, and provided me a game plan on how to make the necessary changes to improve my social and professional life.

For the group, our Leadership team has clearly grown. We are, without a doubt, a more united group that has developed greater trust and care for one another.

We are preparing to begin discussion of another of Maxwell's books, *Developing the Leader Within You 2.0*. If you're not familiar with his work, I encourage you to seek it out. Seems he's always looking to improve himself and others. Not a bad example for us, eh?

Hardwood Economic Impact Study Released

The Hardwood Federation is pleased to announce the release of the Hardwood Industry Economic Impact Study. Managed by the Hardwood Federation and conducted by

Agribusiness Consulting, in conjunction with Informa Analytics, the study includes data for the U.S. and all 50 states.

The study found that nationally:

- The U.S. hardwood forest products industry helps to employ over 1.8 million people and contributes \$348 billion to the U.S. economy.
- Hardwood producers and manufacturers directly support more than 685,000 jobs in 25,000 facilities, generating \$35 billion in annual income.
- Related industries, including transportation, retail, forest ownership and logging, support more than 1.1 million jobs, and add \$212 billion to the economy.
- For every \$1 million in output of hardwood products, 5.3 jobs are created.

The study also looks at a number of sectors within the hardwood industry, including sawmills, lumberyards, flooring companies, kitchen cabinet manufacturers and railway ties.

The following groups provided funding for this effort and make up the Hardwood Industry EIS Steering Committee directing the research:

American Hardwood Export Council
Appalachian Hardwood Manufacturers Inc.
Decorative Hardwoods Association
Hardwood Federation
Hardwood Manufacturers Association
Hardwood Market Report
Indiana Hardwood Lumberman's Association
Kitchen Cabinet Manufacturers Association
Lake States Lumber Association
Maple Flooring Manufacturers Association
National Hardwood Lumber Association
National Wood Flooring Association
Pennsylvania Lumbermens Mutual Insurance Company
Railway Tie Association
Wood Component Manufacturers Association

To view the entire study, visit www.hardwoodfederation.com.

Mark your Calendars & Save the Dates

HMA's 2019 Mississippi Valley Regional Meeting is heading to Texarkana, Texas, June 5-6. So clear your schedules and mark your calendars – please - because the call to action is “all aboard!”

Tour locations, registration and other Meeting specifics will be available at the conclusion of the National Conference and Expo. That means that beginning March 26, you'll find all of the Mississippi Valley Regional Meeting details at www.HMAmembers.org.

Now, since you have your calendars in hand, please make note of these other upcoming HMA events:

- **2019 Fall Regional Meeting** – details forthcoming
 - **2020 National Conference & Expo** – March 25-27 – J.W. Marriott Nashville (<https://www.jwmarriottnashville.com>)
-

NatCon '19 is calling – Don't be left out!

HMA's 2019 National Conference and Expo is just weeks away; and all industry stakeholders are welcome to attend. Yes, that means you. So if you've yet to finalize your plans, get a move on because ...

The Stage is Set

And the learning sessions are spot on! In accordance with our Conference theme, "**Emerging Risks – Are you Prepared?**" we've compiled a dais of presenters, and an agenda of events to aid all industry stakeholders in the management of and preparation for mishaps, uncertainties and exposures that could jeopardize decades of hard work and sacrifice.

And as an update, based on membership input, we've put the finishing touches to the content of the Thursday morning session entitled, "**Today's Top Priorities.**" Tiffany L. Smith, Legal Professional/Consultant and Senior Policy Advisor for global law firm Mayer Brown, will be taking the stage to discuss trade and tariffs. You'll not want to miss this. As part of Mayer Brown's Government and International Trade group, Tiffany advises global companies, trade associations, and non-profits on strategies for achieving their international trade and economic objectives. So ...

Don't be left out

Register to attend, today, and be part of this blockbuster event. All of the Conference details – Program Schedule, updated Hotel Information, Expo Exhibitors, Conference Sponsors – can be found at www.HMAmembers.org. Should you have questions, please contact the HMA office at 412.244.0440. See you in Savannah.

Sponsorship response has been simply great

Thank you to the many **HMA member companies** who have signed on as National Conference Sponsors. Your response has been phenomenal and the additional financial support is enabling HMA to enhance the overall Conference offerings. Special thanks to:

- **Platinum Sponsors:** Anderson-Tully Company, Baillie Lumber Company, Fred Netterville Lumber Company, Thompson Appalachian Hardwoods, Inc.
- **Gold Sponsors:** Fly Tie & Lumber, LLC, New River Hardwoods, Stella-Jones Corporation
- **Silver Sponsors:** Edwards Wood Products, Inc., Northland Forest Products, Inc., T&S Hardwoods, Inc., Thompson Hardwoods, Inc.
- **Bronze Sponsors:** Frank Miller Lumber Company, Inc., Haessly Hardwood Lumber Company

And there's more! In addition to **Expo 2019 being a sell-out**, the following industry suppliers have gone "Above and Beyond" in their support of the HMA. Thank you to Event Sponsors, **Pennsylvania Lumbermens Mutual Insurance Company, Stella-Jones Corporation**, and **USNR**; Platinum Sponsors, **Piche** and **UPG**; Gold Sponsors, **Mellot Manufacturing, Taylor Machine Works, Inc.**, and **UPG**; and Silver Sponsor, **CARBOTECH INTERNATIONAL**.

For a look at all of the vendors planning to be 'front and center' in Savannah, please visit www.HMAmembers.org.

Good things happening at GA member company

With so much negativity in the news these days, HMA thought it important to pass along some 'good' news, especially since it involves a current member of HMA's NextGen Leaders Council.

In two separate press releases, Atlanta Hardwood Corporation, Mableton, Georgia, announced the promotion of two talented employees.

- HMA NextGen Leaders Council member, **Zack Rickman**, has been promoted to vice president of operations. In his new position at Atlanta Hardwoods, Zack "will be responsible for production at four lumber yards, including remanufacturing and millwork facilities, distribution, production personnel and capital expansions."
- **Kris Long**, who in 1993 began his career as an entry-level lumber stacker, has been promoted to vice president of national sales, and will manage U.S. and Canadian sales.

"According to Hal Mitchell, president of Atlanta Hardwood Corporation, Zack provides tremendous production knowledge ... and Kris adds a new level of depth to our sales management team."

To learn more about these exceptional men, visit www.hardwoodweb.com.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

On February 11-12, the Hardwood Federation (HF) Board of Directors and HFPAC Board of Directors held their annual winter meetings in Washington D.C. As always, it was a packed few days of discussion, networking and strategic planning. And I'm pleased to report that HMA members were at the heart of it all.

The focus of the February gathering is twofold - to introduce the members of the 2019 HF Board of Directors and HFPAC Board of Directors, and to set the Federation's direction/priorities for the New Year.

- Congratulations go out to Board of Directors President Rick Holden, Derr Flooring Company, Willow Grove, Pa., and incoming Vice President Matthew Smith, Smith Creek, Inc., Borden, Ind.
- HMA will also be well represented on the HF Board by Troy Brown, Kretz Lumber Company, Antigo, Wis., Bob Miller, Frank Miller Lumber Company, Union City, Ind., Richard Wilkerson, Anderson-Tully Lumber Company, Vicksburg, Miss. Jamey French, Northland Forest Products, Inc., Kingston, N.H., continues in his role as Policy Chair. And Bob Miller has also assumed the role of Vice President of the HFPAC Board.

Thank you all for your support and engagement in the Federation. I look forward to working with you!

2019 Priority Agenda

Having a sense of direction at the start of every year greatly helps the Hardwood Federation staff provide the best possible assistance to the hardwood industry. And so, after considering our 2018 D.C. advocacy activity, the responses to the annual HF Priority Policy Survey, and this year's anticipated Administration agenda, both Boards discussed and set a course of action for 2019.

Topping the priority list are: Regulatory Reform, Federal Forest Management, Tax Reform, Trade, and Innovative Wood Products. Throughout the year, HF will also monitor: Funding

Government Programs that Enhance Exports, Export Markets, the Lacey Act, Biomass, Immigration Reform, and the Endangered Species Act.

The Board also recommended a focus on Transportation issues – with special regard to trucking – and other Infrastructure issues that may have potential to move in a now divided Congress.

These are not new topics for the Federation, but the level of importance placed on them by those who responded to the survey is a clear mandate for us. Congress will continue to hear from us 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. 2019 will no doubt prove to be another busy year!

Hardwood Industry Economic Impact Study

I was pleased to inform all in attendance that the long awaited **Hardwood Industry Economic Impact Study** is ready for release and distribution. As you know, the Hardwood Federation was established as a coordinating body within the industry to represent common interests on federal policy in Washington D.C...a mandate I am proud to continue. And so, coordinating the economic impact study project was a natural extension of our daily activities on the Hill: identifying unifying goals, gathering supportive industry and association leaders, jointly developing solutions and serving as an organizing body for implementing those solutions.

The study, conducted by Agribusiness Consulting and financially supported by 15 industry associations/companies/publications, is a product that has far reaching value beyond one company or one organization. The “nutshell” findings are that:

- The U.S. hardwood forest products industry helps to employ over 1.8 million people, and contributes \$348 billion to the U.S. economy.
- Hardwood producers and manufacturers, including sawmills, lumberyards, flooring companies, kitchen cabinet manufacturers and railway ties, directly support more than 685,000 jobs in 25,000 facilities, generating \$35 billion in annual income.
- Related industries, including transportation, retail, forest ownership and logging, support more than 1.1 million jobs and add \$212 billion to the economy.
- For every \$1 million in output of hardwood products, 5.3 jobs are created.

The entire study, along with a listing of the financial contributors, can be found at www.hardwoodfederation.com.

I would especially like to thank the HMA for its assistance in the execution of this project. We simply could not have done it without your financial contribution, as well as the input and insight provided by Linda Jovanovich, as we moved through the process.

Going forward, I hope to continue working with all the wonderful members of the hardwood community to identify future ways to serve the industry.

Leadership Retreat a great success!

While event follow-up surveys continue to trickle in, the overwhelming consensus regarding the recent Hardwood Leadership Development Retreat is “WOW! Thank you AHMI, HMA and NHLA for hosting such a significantly informative event!”

Designed to help individuals maximize their potential and instill the values and behaviors that create a strong culture of leadership, the **January 28-30** symposium, conducted at the BB&T Leadership Institute in Greensboro, NC, offered a curriculum that combined expert

psychological insight with professional leadership training, and the venue for excellent networking opportunities and valuable information exchange.

Geared to the specific needs of the hardwood industry and approved for 10 hours of Continuing Forestry Education from the Society of American Foresters, 49 industry stakeholders participated in the professional leadership training symposium where:

- Day One of the event focused on the topic, ***Growing Your Company Through Your People.***
- And the topic of discussion on Day Two was, ***Leading Change with Purpose.***

The BB&T Leadership Institute was selected because of its unique qualifications to develop people to become dynamic leaders, increase employee retention and improve the bottom line for companies. To all participants we extend Congratulations, and best wishes going forward.

NWFA's new Consumer Outreach Initiative

The National Wood Flooring Association (NWFA) has launched a new consumer awareness campaign to help consumers and professionals identify the difference between real wood and wood-look flooring products.

"Many flooring options today emulate the look of wood flooring," says Brenda Cashion, member of the NWFA Board of Director's Task Force and Hardwood Product Developer and Market Strategist at Swiff-Train Company, "causing consumers a great deal of uncertainty about what they are actually purchasing."

In response, the industrywide campaign - "**Real Wood. Real Life.**" - was designed to help minimize consumer confusion. By defining wood flooring, and informing consumers on how to choose the right floor, select a professional for the job, and conduct proper maintenance, the stage is set for greater awareness of the characteristics and benefits of real wood floors.

To learn more about the "Real Wood. Real Life." initiative, to access a campaign toolkit and other resources, and for more on how to share "the great story of why wood is the only flooring option that can truly last for the life of a home," visit www.NWFA.org.

Six Reasons why your Head Hurts

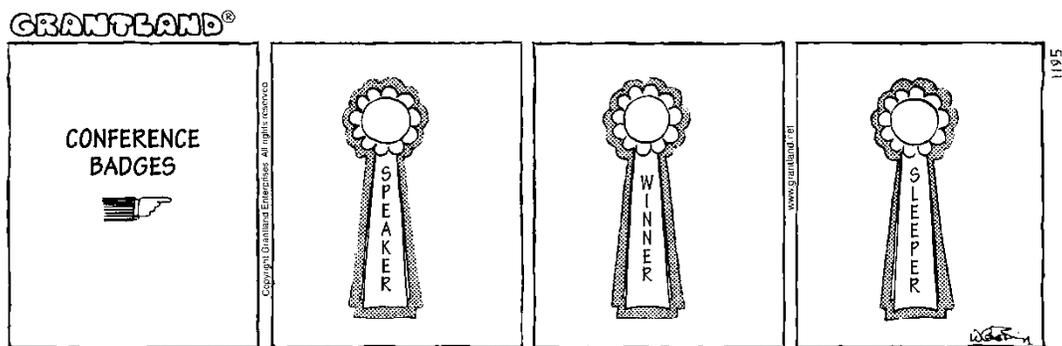
Did you know that one in 20 adults "has a headache every – or nearly every – day?" Health writer Jessica Migala, in a recent *AARP The Magazine* article, tells us the how and why of some of the "surprising factors that can trigger headaches." Please take a look.

- **Dehydration** – Fluid levels affect the concentration of minerals in and around cells, and your brain may respond to those fluctuations with pain. Research has found that drinking at least 16 ounces of water may help to relieve headaches within 30 to 60 minutes.
- **Caffeine Withdrawal** – Breaks in your routine, including the timing of your caffeine consumption, can disrupt your brain's equilibrium, leading to an achy withdrawal.
- **Sleep Deprivation** – Snoring, insomnia and sleep apnea are all risk factors for chronic daily headaches. If you have head pain, prioritize sleep and maintain a regular schedule for when you go to bed, and when you wake up, even on the weekend.
- **Barometric Headache** – It's not your imagination: One study found that migraine sufferers had a 28 percent higher risk of an episode on days when there is lightening.

- **Seasonal Headache** – Aches that crop up just at specific times of the year may be related to seasonal allergies, which can cause a flood of inflammation and may increase your chances of getting a headache. A stuffy nose may indicate a sinus headache, but may also be masking a misdiagnosed migraine.
- **Muscle-Tension Headache** – Stress can lead you to clamp your jaw or sit with a tight neck or shoulders. Try adjusting your posture, dropping your jaw and doing some neck rolls.”

Just remember: “Any headache accompanied by weakness, vision loss, balance problems or slurred speech require **immediate** physician care. Sudden pain that feels like the worst headache of your life – also described as a thunderclap – is a **RED** flag that can signal an aneurysm. **Call 911.**”

Information Source: *AARP The Magazine* at www.aarp.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.

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

