



November 2018

More than just talk

By Linda Jovanovich

HMA Executive Vice President

Comradery, Conversation, Connections – in a nutshell, the 3 C's of HMA Membership! For the HMA members, suppliers, and industry friends who participated in our recent **Northeast Regional Meeting** in State College, you know just what I'm talking about. The event provided the 3 C's, and much more.

Special thanks go out to:

- Our tour hosts – **Emporium Hardwoods**, the Rossi Group, **Northwest Hardwoods, Inc.**, **Walker Lumber Co., Inc.**, and **Wood-Mode, Inc.** - for welcoming the HMA into your facilities, and for working to advance the interests of the hardwood industry.
- Our meeting sponsors – **Taylor Machine Works, Inc.**, and **New River Hardwoods, Inc.** Your generous support helped to fund Wednesday's delicious lunch, and the 'special' Tuesday evening Dinner, respectively. Thank you for your extra assist of the HMA.

All-in-all, it was a great gathering of awe inspiring people, and a wonderful precursor to HMA's 2019 National Conference and Expo, March 20- 22 in Savannah. Get your planning started now, because in Savannah, the 3 C's of HMA Membership will be 'on steroids!' Visit www.HMAmembers.org for all of the details.

One more thing! Early in October I represented the HMA and the American Hardwood Information Center (AHIC) at the **Field + Supply Craft Fair**, in Kingston, NY. I'm pleased to report that it was a super event to 'spotlight' American Hardwoods. The New York/Boston area design community was there in full force, as was a host of editors/writers from media outlets like *Architectural Digest*, *Elle Décor*, *Interior Design*, *Better Homes + Gardens*, and more!

And our one-of-a-kind **Hackberry** dining table - crafted by local artisan Joshua Vogel of Black Creek Mercantile & Trading Co., and valued at \$12,000 – was so gorgeous, event attendees could not refrain from touching it. (Hope you enjoy the photo.)

Special thanks to HMA member Yoder Lumber Company, Inc., Sugarcreek, Ohio, for providing the Hackberry. And thank you to AHIC colleague and friend, Wendy Silverstein, for helping to coordinate our participation in this great promotional event.



And speaking of Hardwood Promotion

"An Inside Look into the Hardwood Industry," the American Hardwood Information Center's (AHIC) feature television segment, hit the airways on *"Make This Place Your Home,"* (www.MTPYH.com), TLC's (The Learning Channel) new how-to, do-it-yourself television series hosted by Jackie Zeman of soap opera fame, and Jaimie Laurita, Rock & Roll Chef and kitchen designer to the stars.

Filmed in August, under the auspices of HMA Executive Vice President, Linda Jovanovich, the mini segment takes viewers from forest to finished product, and shares much of our hardwood message. If you would like to see what all the excitement is about, tune in right [here](https://vimeo.com/foodquesttv/hardwood). (<https://vimeo.com/foodquesttv/hardwood>)

About "Make This Place Your Home"

Part of the Saturday morning programming lineup on TLC (The Learning Channel), the cable and satellite television network owned by Discovery Inc, *"Make This Place Your Home"* is not just another DIY (Do It Yourself) venture, but rather an educational, lifestyle series geared to inform home builders, home owners and first time home buyers seeking healthy, innovative and creative ways to make "their place a home."

Thank you Larry, Trisha and Nathan Thompson, T&S Hardwoods, Inc., for allowing the Atlanta-based camera crew into your forestland, sawmill, and home. And to our NextGen, on-camera talent, Claire Thompson Getty, Thompson Appalachian Hardwoods, Inc., and Thomas Battle, Battle Lumber Co., Inc., thank you for volunteering your time, talent and product/industry knowledge to this promotional effort. As funny-man Billy Crystal used to say, "You look(ed) mahvelous!"

Leadership Symposium set for January

Don't delay. Seats are filling quickly for the **2019 Hardwood Leadership Development Retreat**, set for January 28-30, 2019, at the BB&T Leadership Institute in Greensboro, North Carolina. Hosted by HMA, AHMI and NHLA, and geared to the specific needs of the hardwood industry, the Retreat offers a significant development curriculum for the aspiring, young manager(s) within your organization.

Why the BB&T Leadership Program?

For over 60 years, the Institute has been teaching leadership principles rooted in self-awareness. The January symposium will combine expert psychological insight with professional leadership training to develop people to become dynamic leaders, increase employee retention and improve the bottom line for companies.

All of the specifics – Registration, Costs, Housing and Program Schedule – are available at www.HMAmembers.org. Don't ignore this opportunity to grow your management team; help maximize their potential, and instill the values and behaviors that create a strong culture of leadership.

On the NatCon Agenda in Savannah

Planning for HMA's **2019 National Conference and Expo**, March 20-22 at the Hyatt **Regency Savannah**, is in full swing. Our Conference theme is "**Emerging Risks – Are You Prepared?**" And here's a look at what we'll be talking about.

To get things started, and...

To address the topic of **Enterprise Risk Management** is industry colleague and President/CEO of Pennsylvania Lumbermens Mutual Insurance Company, John Smith! He'll be speaking from personal experience and asking the "hard" questions like:

- How have you prepared if, during your travels today, you meet with a catastrophic, life changing occurrence?
- And regardless what the tragedy, what plans are in place so that tomorrow will be "business as usual" for employees, suppliers, customers, not to mention your loved ones?

In conjunction with John's presentation, a number of HMA members, recently impacted by the "challenges" of life and the risks associated with doing business in the modern world, will join John to further emphasize the importance of preparedness. You'll not want to miss this!

Also on the Dais

To assist with your long term planning, we'll be hearing from **economist**, Brendan Lowney, one of the founding Principals of Forest Economic Advisors LLC (FEA). As FEA's Macroeconomist and lead housing analyst, Brendan interprets and makes forecasts regarding the North American and international economic landscape -- analysis that forms the basis of FEA's industry projections. His presentation will address these and other significant economic indicators.

There's much more in store, so stay tuned. And be sure to visit www.HMAmembers.org for the specifics on Early Bird Meeting registration, hotel accommodation information (do not wait, please), event sponsorships, and the complete Conference agenda.

It's a challenging time for industry business owners, and the critical question is, Are You Prepared?

How about Savannah in the Springtime?

Like it or not, winter is fast approaching, and the long-range weather prediction from the Farmers' Almanac is telling us that Winter 2018-19 is going to be "a cold one, with plenty of snow." So how about Springtime in Savannah, when soft breezes and warm temperatures magically "coax the tree leaves and azalea blooms out of hibernation." Sounding good?

Then get to work and finalize your plans for HMA's **2019 National Conference and Expo**, March 20-22, at the **Hyatt Regency Savannah**. For starters:

- **Early Bird Registration** for HMA (and SCMA/WCMA) members is up and running at www.HMAmembers.org. Take advantage of the **\$395** registration rate and let the savings begin. (After January 7, member registration is \$445.)
- **Hotel Reservations** can be made at The Hyatt Regency Savannah, Two West Bay Street, via the Hyatt's web-based reservation system, [here](#). Act now because HMA's

negotiated room rate of \$205 Single/Double occupancy expires February 25 or when the group block is sold-out, whichever comes first.

About the Hotel

For a closer look at the Hyatt's newly restyled rooms and modern amenities, visit www.savannah.regency.hyatt.com. It's a deluxe property, on the waterfront and within walking distance of historic parks and squares, and with direct access to River Street and the city's Historic District.

So join us in the Spring, in Savannah. It's "one of the world's friendliest cities." And HMA will be there. Finalize your plans to attend, today.

Conference Sponsors go Above and Beyond

Now is the time to make your Conference Sponsorship commitment. Why? Your extra support will assist the HMA in achieving its goal of providing quality learning sessions, stellar networking events and Conference amenities to all participants. And to say 'thanks,' HMA will "**spotlight**" your company, online and in print, leading up to, throughout and even after the Conference and Expo!

As we go to press, **thank you** to the following Conference Sponsors:



At the **Exhibitor Event Sponsor** level, for the eighth consecutive year, is the Pennsylvania Lumbermens Mutual Insurance Company, Philadelphia, Pennsylvania! In Savannah, they'll be manning Booth #26. Stop by and be sure to thank them for supporting the HMA to the max. (www.plmilm.com)



Also at the **Exhibitor Event Sponsor** level is HMA member Stella-Jones Corporation, Pittsburgh, Pennsylvania! You will find them manning Booth#2 and Booth#3 at the Expo. Make every effort to thank them for their participation and their extraordinary show of support. (www.stella-jones.com)



At the **Platinum Sponsor** level is HMA member Baillie Lumber Company, Hamburg, New York! The good people at Baillie Lumber will be sponsoring the In-room "Welcome" amenities that all Conference attendees will be enjoying. Thank you for keeping us all hydrated and comfortable. And thank you for all you do in support of HMA's education/promotion efforts. (www.baillie.com)



Also at the **Platinum Sponsor** level is HMA member Fred Netterville Lumber Company, Woodville, Mississippi! The laneyards that will adorn the necks of all who participate at HMA's 2019 meetings will be touting Fred Netterville Lumber Company. Our thanks go out to Charlie, Matthew, Seth and everyone at Fred Netterville. (www.nettervillelumber.com)



At the **Gold Sponsor** level is Exhibitor Event Sponsor and HMA member Stella-Jones Corporation, Pittsburgh, Pennsylvania! They will be providing those clever, collapsible cellphone stands known as PopSockets. And you will also find them manning Booth#2 and Booth#3 at the Expo. Thank you for this extra show of support. (www.stella-jones.com)



Also at the **Gold Sponsor** level is industry supplier and longtime HMA event participant, Taylor Machine Works, Inc., Louisville, Mississippi! In Savannah, the Taylor company logo will be adorning the presentation folders for the hotel Keycards. Please visit them at Booth #28 to thank them for taking the 'next step' in support of the HMA. (www.taylorbigred.com)



At the **Silver Sponsor** level is industry supplier CARBOTECH INTERNATIONAL, Plessisville, Quebec! Wednesday afternoon's Beverage Refreshment Bar will be compliments of these fine folks. Be sure to find them at Booth #12 and offer your thanks. (www.carbotech.ca/en/)



Also at the **Silver Sponsor** level is HMA member T&S Hardwoods, Inc., Milledgeville, Georgia! In case we all need a morning eye-opener, Larry, Trisha and Nathan Thompson have opted to sponsor the refreshments of the Morning Coffee Bar. Our sincere thanks for all that you do for the HMA. (www.tshardwoods.com)

To discuss how you too can participate, simply contact the HMA office – 412.244.0440.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

With mid-term elections set for November 6, both chambers of Congress are in recess and legislators are back in their home states until after the ballots are tallied. In the meantime, you can be sure that candidates running for office will be out in full force, holding public forums, participating in community events, and touring various businesses.

This 'last blast before the vote' is an excellent time for you, their constituents, to speak out regarding what concerns you most. And if the Farm Bill and Trade are among those concerns, we're providing the following talking points for when you meet with your elected officials. Tell them ...

The Farm Bill, which authorizes and funds two programs vital to the hardwood industry, **must be passed and signed by the end of the year!** Those programs ...

- **MAP** (Market Access) & **FDM** (Foreign Market Development), both with proven track records, help open markets for U.S. agricultural products overseas and are crucial to the funding of the American Hardwood Export Council (AHEC).
- Tell **YOUR** story about how AHEC has helped to expand and maintain **YOUR** business operations! Communicate how the programs have helped you stay in business, hire employees and contribute to your community!

BOTTOM LINE: Both MAP and FMD should be reauthorized in the new Farm Bill and be funded at their current levels of \$200 million for MAP and \$34.5 million for FMD.

Trade

China's retaliatory tariffs on hardwood raw materials and products are having a devastating impact on the domestic hardwood industry, which relies heavily on export markets for its survival. **It is time for meaningful negotiations to take place**, because dependable, long-term export markets are essential to the sustainability of the hardwood industry, an important sub-sector of the wood products industry.

- Approximately 50 percent of hardwood exports to go China - in 2017, U.S. hardwood producers shipped \$4.04 billion worth of U.S. products to global markets; \$2.09 billion to Greater China
- Market uncertainty has rapidly driven hardwood pricing down by 25-30 percent, creating a life-threatening situation for many companies in terms of reduction of lumber, log and timber values.
- Hardwood export businesses are reporting decreased business sales, orders and operations of 30-60 percent, caused by just the threat of tariffs on hardwood and hardwood products.
- If this downward spiral continues, countless jobs will be lost, companies closed, and local economies, dependent on hardwood mill operations, will erode.

BOTTOM LINE: It is time for meaningful negotiations to take place. In the months ahead, we urge the administration to use forums like the G-20 to engage trading partners into discussions on how we can hold trading partners accountable, without hurting American families.

Loud and Clear

Rest assured that the Hardwood Federation will also be discussing these issues with the staff and Administration officials that are still in D.C. And of course, we strongly encourage everyone to make your voice heard by casting your vote on Election Day! Together, we can do much.

'Up to Speed' with Cypress Promotion

The Southern Cypress Manufacturers Association (SCMA) is in the business of promoting the use of Cypress. We're excited about our latest projects – especially the following three - and we think you might be, too.

Our 'new' Video

Take a moment and tune in to our new promotional video, "**Discovering Southern Cypress: The Natural Choice.**" It's concise: it's entertaining; it's informational. And it's available via YouTube, Vimeo, and of course at www.CypressInfo.org.

The three minute video speaks to design professionals and informed consumers. It's filled with a myriad of idea-inspiring images that highlight cypress' breathtaking beauty, exceptional durability, and unique versatility. It presents Cypress as **the** natural choice for interior uses and outdoor applications. And viewers from all walks of life, whether tackling a remodeling project, building an outdoor oasis, or designing their dream home, will readily see that Southern Cypress is the wood species that offers it all.

Let's not forget about TV

The DIY (Do-It-Yourself) home improvement subculture continues to grow in leaps and bounds, and serves as a significant means of showcasing cypress. SCMA especially likes working with renowned TV personality and home designer, Vicki Payne! And here's why.

Her syndicated series, **For Your Home**, is the longest running home and garden show on television. (For over 15 years, millions of national and international viewers have tuned in to the weekly DIY series, available on PBS, Create TV, and in national and international syndication.) And Southern Cypress is one of Vicki's go-to materials.

In her project, **True Residence**, a cypress-clad home in Charlotte, North Carolina, Southern Cypress abounds – siding, soffit, pergolas, indoor and outdoor ceilings, exposed beams. When asked why Cypress, Vicki said, "We selected cypress for its unique versatility,

breathhtaking beauty, unrivaled durability. Whether for interior or exterior applications, cypress adds value and a lifetime of good looks.”

As an added plus, **True Residence** was recently featured in the lifestyle magazine, *Charlotte Living*. For a closer look at the outdoor and indoor photos of the project, please visit www.CypressInfo.org.

Testimonies from the Experts

If you've missed it in your favorite media outlet, SCMA's editorial article, "**Outdoor Spaces Offer Style and Comfort**," also available at www.CypressInfo.org, features interviews with two design pros that use cypress to craft remarkable outdoor living areas. What did these experts have to share?

- "Outdoor rooms, peaceful spaces, and low-maintenance materials are the buzzwords I hear most from my clients," says Nancy Moore of [The Porch Company](#) in Nashville, Tennessee. "I like to use cypress in spaces that are exposed to the elements. From my experience, it holds up well to blowing rain that may come in. I love its character, authenticity, longevity, and the fact that it is a renewable resource."
- When crafting cabinetry for outdoor kitchens, Rod Richardson of [Associated Construction Group](#), Gonzales, Louisiana, relies on cypress, and for good reasons. "It offers value, appearance, and performance that lasts," Richardson says. "In my 20 years of building outdoor kitchens with cypress, I haven't had a callback."

And that's just for Starters

SCMA uses a variety of tools and media outlets to spread our Cypress message. For a closer look at the work we do, and to learn about membership in our storied association, visit us at www.CypressInfo.org and discover Southern Cypress.

American Hardwoods - Now is the Time!

If you have yet to do so, now is the time to tune in to the video presentation, *Defining Luxury ... American Hardwoods*. It tells our Hardwood message so well, and in less than five minutes!

For centuries, Americans have been surrounding themselves with products made from American hardwoods; recognizing their unique beauty; reveling in their warmth; confirming them as the perfect product choice - the optimum in authenticity and luxury.

Informed design professionals agree, and for all the right reasons:

- Nature's handiwork has created this magnificent material. And that material transforms into products that are durable, eco-friendly, and aesthetically pleasing.
- With color, texture, and grain as unique and individual as each of us, hardwood products coexist beautifully with other products, materials and design concepts.
- The intrinsic 'natural' feeling of hardwood reduces stress, evokes warmth and comfort, and establishes an overall sense of peace and well-being.
- Incorporating them into every facet of our lives makes sense.

Bottom Line: Unique, sustainable, forever stylish – products made from American Hardwoods offer the ultimate in authenticity and luxury. And they come by it naturally.

A mixed bag of Healthful Hints

As research data continues to come in, more and more Americans are making the switch from animal protein to plant-based protein. How to choose which plant-based protein powder might work best for you? Take a look at **Healthful Hint #1**.

- **Soy protein** - a “great choice for vegetarians or those who cannot digest lactose easily - is one of the few complete protein powders from a plant. It contains all of the essential amino acids and the FDA has determined that diets low in saturated fat and cholesterol, that include 25 grams of soy protein a day, may reduce the risk of heart disease.”
- **Pea protein** – an “alternative for people who do not want dairy, as well as those that avoid soy and gluten – has a neutral taste, is highly soluble and is a good choice for those on a vegan diet or looking for non-GMO options.”
- **Hemp protein powder** – made from hemp seeds and like soy, “serves up all nine essential amino acids – contains both Omega-3 and Omega-6 fatty acids, fiber and packs a healthy punch of iron, potassium, calcium and magnesium.” (Information source: The GNC Learning Center at www.gnc.com.)

Healthful Hint #2

Did you know that certain houseplants not only remove toxins from the air, but also “promote drowsiness and cultivate better sleep?” German researchers have found that **Jasmine** fragrance, “working in ways similar to barbiturates, eases anxiety and encourages sleep.” And **Lavender** houseplants, as well as lavender bouquets and oils, are also “popular sleep inducers.”

And who knew? **Boston Ferns** remove formaldehyde from the air. **English Ivy** helps reduce air borne mold spores, and **Aloe Vera** “vacuums up” volatile organic compounds, those unhealthy indoor chemicals known as VOCs. (Information source: *AARP The Magazine*)

Healthful Hint #3

The Pittsburgh Post-Gazette recently shared a *Washington Post* article entitled, “**Separate fact from fiction.**” In the article, Quay Snyder, president and CEO of Aviation Medicine Advisory Service, provided “advice for travelers on how to make wellness a priority while flying.” Most interesting was Snyder’s insight regarding contagion.

Mythbuster

“Travelers are less likely to get sick on an airplane than they are in other spaces. That’s because air is exchanged more frequently on the plane, than it is in typical offices and school buildings, and filters on airplanes remove about 99 percent of germs from the air.

- “Choose a window seat,” Snyder says, “because airplanes are designed so that the air flow comes down from the top of the cabin and exits from vents on the floor by the window, so when you choose the window seat you benefit from that air flow.”
- And remember to pack wipes (those with at least 62 percent alcohol), and use them to wipe down flat surfaces like tray tables, arm rests, seat belt buckles, even head rests.





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