



BUILDING SOMETHING BIG

The Real American Hardwood Coalition

Real Collaboration

- What We Are:** Voluntary, industry-wide, domestic promotion initiative for American Hardwoods
- Who We Are:** National, regional, and state Hardwood Association Executives
- Our Goals:**
- Increase American Hardwood Sales
 - Improve Industry Stability
 - Raise Awareness of Real American Hardwood Health and Environmental Benefits

The American Hardwood Story

We are:

- Beautiful
- Desirable
- A Lifetime Value
- Sustainable
- Small Family Businesses



Real American Hardwood Is...

Solid hardwood and veneered hardwood products from resources that are grown in the United States. Real American Hardwood maintains the integrity of the natural wood and is not a replication or non-wood product; its natural appearance (grain) has not been altered prior to finishing.

The Time is Now!

Competing Products



Look Like Wood



Take Our Market Share



Negatively Impact Our Reputation



Deflate Our Profits



Real Connection

Our Plan

Execute a Comprehensive Marketing Campaign to Drive Enduring Domestic Consumer Demand for American Hardwoods



RAH Branded Social Media



RAH Branded Products



RAH In-Store Presence



Real Impact



Get Involved!

Industry Engagement and Participation is Essential...

Use the RAH Logo on Your Company's:



Products



Advertising



Packaging



Point of Sales Materials



Invoices



Business Cards



Grow Our Online Presence

Your Participation Helps Us Grow



Use RAH Content on YOUR website and social media



Link to RealAmericanHardwood.com



Follow and link to RAH Social Media

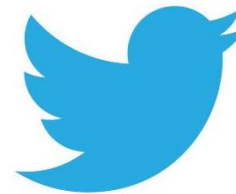


Use [#RealAmericanHardwood](#) in Your Posts



Instagram

@RealAmericanHardwood



twitter

@RealAmericanHwd



facebook

@RealAmericanHardwood

Sounds Great...What Does it Cost?

We'll start with a goal of \$500,000
which will allow for:



Social Media Development (Instagram, Pinterest, etc.)



Consumer Website Development of
RealAmericanHardwood.com



Distribute In-Store Signage



Expand industry-facing website
RealAmericanHardwood.org



The More We Raise, The More We Do

\$750,000 Let's Us:



Expand Social Media Presence and Initiate Search Capacities



Add Content to RealAmericanHardwood.com



Supports Creation of In-Store Signage

\$1.2 Million Would Take Us Further:



Relationships with Retailors, Large and Small



Partnerships with Social Media Influencers

Where's The Money Coming From?

The RAHC is seeking the financial support for the national campaign from regional and national industry trade groups and associations, hardwood and hardwood plywood producers, distributors, manufacturers, and suppliers. Support for the Real American Hardwood promotion campaign is **voluntary**, and we encourage all members of the industry to participate at any level they are able. Suggested annual contributions range from \$600-6,000, please see the tables below for contribution recommendations.

Business Type	Suggested Voluntary Annual Contribution	Contributions Range From:
Hardwood Industry Associations	\$1,000 - \$50,000	Based on annual budget
Primary Producer/Distribution Yards	\$600 - \$6,000	Based on annual production
Secondary Manufacturing	\$1,000 - \$3,000	Based on annual sales
Plywood Manufacturing	\$3,000 - \$5,000	Based on annual sales
Forestry/Forest Landowners (FLO)	\$250 - \$3,000	Based on class/acres
Industry Suppliers	\$500 - \$5,000	Voluntary

Where's The Money Coming From?

Primary Producers and Distribution Yards are based on annual production, and the suggested voluntary funding model is below:

Annual Production	Suggested Voluntary Monthly Contribution	Suggested Voluntary Annual Contribution
<10 MMBFT/YR	\$50	\$600
10.1 – 20 MMBFT/YR	\$100	\$1,200
20.1 – 30 MMBFT/YR	\$250	\$3,000
+30 MMBFT/YR	\$500	\$6,000

Naturally
Authentic

REAL AMERICAN HARDWOOD

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RAHC Advisory Committee

Lowery Anderson – Roy Anderson Lumber Company

Troy Brown – Kretz Lumber Company

Rick Holden – Derr Flooring Company

Darwin Murray – McClain Forest Products

Tommy Maxwell – Maxwell Hardwood Flooring

Bob Miller – Frank Miller Lumber Company

Norm Steffy – Cummings Lumber Co., Inc.

Jeff Wirkkala – Hardwood Industries



REAL AMERICAN HARDWOOD

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