



March 2020

A message from HMA's President

By Bob Miller

It seems like it was just yesterday that Skipper Beal asked me to 'step to the plate;' take the plunge and yes, become an HMA Officer. I was 43 years old then; had already served a two year term on HMA's Board of Directors, valued the HMA greatly and knew that I wanted to grow my involvement with the Association.

And now, here I am. Fifty years old and coming to the close of my two-year term as President of the Hardwood Manufacturers Association! The time has certainly flown by, and I have enjoyed every bit of it! But, where to begin to say "thank you" to the many industry colleagues and friends that have gotten me to this point in my HMA journey?

I was always told, "You will be successful whenever you have a strong team around you." And without question, the HMA-team that I've been blessed to work with has been, if anything, phenomenal!

To the HMA Staff in Pittsburgh – HMA Executive Vice President, Linda Jovanovich, Amanda Dorohovich and Darleen Licina-Tubbs – thank you. You all continue to perform like a well-oiled machine, keeping the HMA-train connected, on track and moving forward.

I would especially like to express my gratitude to Linda. Her counsel has been golden. And I hope that going forward, she will allow me to continue to call upon her, her acumen regarding the hardwood industry, and her bottomless knowledge of the HMA.

To Troy Brown – Kretz Lumber Company, Inc., Antigo, Wisconsin - thank you for your support and friendship. You've been a great Vice President and I've been blessed to have had you at my side. As you assume the role of HMA President, all the best. And if I can assist you in any way, do not hesitate to call on me, please.

To the HMA membership – thank you for allowing me the opportunity to serve as President of our unique Association. You, a community of like-minded brothers and sisters passionate about our industry and the people we employ in our businesses, are simply amazing. And I thank you for calling me, friend.

And so, I look forward to spending time with you all in Nashville at HMA's National Conference and Expo. If you have yet to register to attend, please do so. While the entire event is not-to-be-missed, it is critical that you take part in a special session regarding the work of the Real American Hardwood Promotion Coalition (RAHPC), a coalition of industry associations passionate about: raising public awareness regarding the benefits of products

made from real American hardwood, generating new products and markets, increasing sales, and ultimately improving/stabilizing the hardwood industry. Don't miss this.

Bob

Remembering an Industry Legend

On February 14, 2020, George B. Barrett, age 83, passed away in Charlotte, North Carolina. Founder of the Hardwood Publishing Company and "a recognized industry expert on hardwood lumber markets," George was a familiar face at HMA sponsored events, and will be remembered as an accomplished, passionate and treasured industry colleague.

On behalf of all HMA members, we extend deepest sympathy to the Barrett family, wife, Roberta, sons, Richard and Michael, daughter-in-law, Missy, and granddaughters: Emily, Katie and Caroline, and agree that George "leaves behind a legacy of which his family, his employees and his industry should be proud."

A celebration of George's life will be held on March 13, 2020, at Christ Episcopal Church, 1412 Providence Road, Charlotte, NC 28207. Memorials may be sent to Christ Episcopal Church or to Hospitality House of Charlotte, 1400 Scott Avenue, Charlotte, NC 28203.

There is still time to Register to attend

But get a move on! **HMA's 2020 National Conference and Expo** is just a few weeks away. So, finalize your registration and hotel accommodations, today. And remember, all industry stakeholders are welcome to attend.

"Piloting Change"

If there is one thing that we can bank on, it's '**change**;' change in our personal, social, and professional lives. The experts tell us that managing change is the key to success. And so, our Conference agenda is focusing on just that. Anticipate learning sessions and Conference events aimed to assist in "**Piloting Change**" and setting a new course towards a more prosperous tomorrow!

And just like last year, the 2020 agenda includes a "**Today's Top Priorities**" session. This year's presentation will update all industry stakeholders regarding the Real American Hardwood Promotion Coalition (RAHPC), including an update on RAHPC's work to date, and what's next for this industry-wide initiative. So ...

Join us in Nashville

Register to attend, today, and be part of this history-making event. 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 Nashville.

Salute to all of the Conference Sponsors

You've done it again – gone the 'extra' mile in support of the HMA – by signing on as National Conference Sponsors. Your additional financial support is enabling HMA to enhance the Conference offerings for everyone.

On behalf of all Conference participants, we say "**thank you**" to these **HMA member companies**:

- **Platinum Sponsors:** Anderson-Tully Company, Baillie Lumber Company, Stella-Jones Corporation
- **Silver Sponsor:** Fly Tie & Lumber, LLC

- **Bronze Sponsors:** Frank Miller Lumber Company, Inc., Haessly Hardwood Lumber Company

And there's more! In addition to **Expo 2020 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, TS Manufacturing**, and **USNR**; Platinum Sponsors, **Piche, Stella-Jones Corporation, Taylor Machine Works, Inc.** and **UPG**; Gold Sponsor, **UPG**; and Silver Sponsor, **DMSi Software**.

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

Need-to-know Info on Member Benefits

Want to ship smarter? The HMA Shipping Program, managed by **PartnerShip®**, now offers HMA members specialized solutions for **international** freight needs. Whether you need multiple mode alternatives, customs brokerage, or export guidance, PartnerShip has the connections to get your freight where it needs to go, by air, by sea, and to your door. Learn more at www.HMAmembers.org.

Upcoming HMA events

While the specifics regarding HMA's 2020 Regional Meetings have yet to be finalized, the ink is dry on the locations, dates and venues of the HMA 2021 and 2022 National Conference and Expo events. Mark your calendars for:

- **2021 National Conference & Expo** – March 24-26 – Hyatt Regency Austin, Austin, Texas (www.hyatt.com)
- **2022 National Conference & Expo** – March 23-25 – Sandestin Golf and Beach Resort, Miramar Beach, Florida (www.sandestin.com)

Please anticipate additional information at the conclusion of NatCon 2020.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

The past year has indeed been a trying one for the greater hardwood industry – a fact not lost at the recent Hardwood Federation (HF) Board of Directors and Hardwood Federation Political Action Committee (HFPAC) Board of Directors annual winter meetings in Washington D.C.

As a memory refresher:

- The HF Board of Directors provides strategic direction for advocacy priorities and outreach efforts, as well as oversight of the HF budget and other administrative functions.
- The HFPAC Board is instrumental in helping raise PAC dollars to support our hardwood industry congressional allies, and in identifying those we should consider for financial support.

The input of these two groups is vital to HF's efforts on behalf of the industry, and we rely heavily on their insight and guidance. And so, their meeting agendas included updates regarding HF 2019 activity, and planning for policy and advocacy action in 2020!

During the Meetings

The Boards were briefed on the Federation's work done in 2019, especially the massive undertakings regarding Tariffs/Trade with the China. Trade is one of the most difficult policy issues to navigate in D.C. And while the Federation was able to clear one hurdle - being included in the Phase One deal with China, i.e. being mentioned in the agreement text, the White House fact sheet and by the U.S. Trade Representative in multiple media hits – much work remains to be done.

At press time, details were still emerging about how exactly the Chinese will honor the huge commitments to both Agricultural and Manufacturing purchasing. Additionally, the spread of the Coronavirus has added an unexpected hurdle to the process. Nonetheless, we have our foot in the door and will continue to work for hardwood industry relief, including the consideration of more ways to re-open China, as well as other markets.

Other issues discussed: The United States-Mexico-Canada Agreement; Appropriations – especially regarding Biomass, Wood Energy, and the implementation of the Farm Bill; and Transportation. The Boards also noted the impressive rise of awareness of the hardwood industry and Hardwood Federation, both on Capitol Hill and in the Media. Our hardwood message was covered by dozens of regional, state and national publications, television and radio outlets, including Fox Business, *The Wall Street Journal*, CNN, CNBC and NPR.

Going forward

Election years are always wild, but Presidential election years even more so. It's going to be quite a ride through November 3rd. Rest assured, however, that Congress will continue to see us and hear our hardwood message regarding the issues, reform measures and decisions that can either help or harm our industry.

Also this year, HMA will be represented by three outstanding hardwood industry leaders serving on both the Hardwood Federation and HFPAC Boards. Newly minted HFPAC President Bob Miller of Frank Miller Lumber in Union City, Ind. is joined by Troy Brown of Kretz Lumber Co. in Antigo, Wisc. and Richard Wilkerson of Anderson-Tully Lumber Co., based in Vicksburg, Miss. We very much look forward to working with them...and to our continued cooperative engagements with HMA Executive VP Linda Jovanovich, and her terrific team.

If you are interested in learning more about the Federation, or hearing more about our 2019 and 2020 activities, look for me at HMA's National Conference and Expo in Nashville. I'll be making a brief presentation, plus Bob Miller and I will be conducting a raffle in support of the HFPAC. It's going to be fun! And individuals contributing over \$100 could be winners!

Spoiler Alert – While there will be several drawings, the Grand Prize will have a definite "Tennessee" flavor! See you in Nashville!

In the works for Southern Cypress

If your company is engaged in the manufacture, processing, or distribution of cypress building products or veneers, then you must be a member of the Southern Cypress Manufacturers Association (SCMA). What, not yet involved with the Association? Here's what you should know.

Don't miss this!

SCMA's 2020 Annual Meeting is scheduled for **Wednesday, March 25**, at the JW Marriott Nashville, and all SCMA members (and interested prospective members) are encouraged to participate. There is still time to register to attend. And questions regarding the event should be directed to 412.244.0440.

Please note: the SCMA meeting is being held in conjunction with the Hardwood Manufacturers Association's National Conference & Expo. SCMA members are welcome to participate, and may register for the HMA event at HMA member pricing. Registration and hotel information can be found at www.HMAMembers.org.

Regarding Cypress Promotion

As the voice of the cypress industry, the SCMA is charged with promoting cypress building products to design professionals and consumers. To spread our cypress message, we use a variety of media tools and outlets. For example:

- Online and print news media across the country recently distributed a list-based editorial article entitled, "**Five Treatments to Enhance a Room's Fifth Wall.**" While most homeowners or buyers pay close attention to a home's wood floors and accent walls, the promo piece spotlights the **ceiling**, and offers five creative cypress applications to add character and drama to the potential of a room's fifth wall. The article, which also includes striking photography of cypress in these real-world applications, is now available at www.CypressInfo.org.
- *Building Products Digest* recently highlighted cypress in a Product *Spotlight* feature. Entitled, "**Creating Stunning Pergolas with Southern Cypress,**" the article explores the "how and why" of choosing cypress for outdoor spaces, and demonstrates that "when it comes to creating an outdoor structure that's built to last, cypress is the natural choice."

Distribution of other feature articles is on the cypress promotion agenda for 2020. And plans are in the works for SCMA's participation in the November 2020 North American Wholesale Lumber Association's (NAWLA) Trader's Market - a uniquely designed tradeshow for manufacturers of lumber and lumber-related products, and an excellent venue for spreading our cypress message and expanding our lumber industry networks.

If you would like to join us in our efforts to promote this beautiful, durable and highly versatile species, or if you would simply like to learn more about the SCMA, either visit us at www.CypressInfo.org, or call us at 412.244.0440. And by all means, follow us on Facebook, Twitter and Instagram.

A unique approach to Furniture making

"In the summer of 2019, ten leaders of London's cultural institutions collaborated with some of Europe's most exciting designers to create a '**legacy**' piece to pass on to a family member, or the institution they lead."

Inspired by the needs of each individual commissioner or cultural institution, and crafted using American red oak supplied by the American Hardwood Export Council (AHEC), the **Legacy** pieces are "everyday" objects, superbly characterized by American red oak's fine grain, warm coloring, and exceptional robustness and durability.

According to AHEC European Director David Venables, "We wanted to create a project that highlighted the suitability of the American red oak for furniture manufacturing. We are absolutely delighted with the resulting objects, which will hopefully be admired by many generations to come."

The **Legacy** exhibition was first presented at the London Design Festival 2019, and then at the International Furniture and Interiors Fair - IMM Cologne - January 2020.

- '**Fugu**' by Jasper Morrison Studio, with Dr. Tristram Hunt, Director of the Victoria & Albert Museum: Two chairs and a side table for the waiting area outside Tristram Hunt's office

- **'Beehave'** by Marlène Huissoud, with Sir Ian Blatchford, Director and Chief Executive of the Science Museum Group: A beehive which will feature in a new agricultural area of the Science Museum
- **'Serpentine Postbox'** by Nina Tolstrup and Jack Mama of Studiomama, with Hans Ulrich Obrist, Artistic Director of the Serpentine Galleries: A large and a small postbox for visitors to send postcards from the gallery
- **'Duo'** by Terence Woodgate, with Alex Beard CBE, CEO of the Royal Opera House: Two sofas intended for one of the meeting rooms in the Royal Opera House
- **'Writer's Collection'** by Sebastian Cox, with Amanda Nevill CBE, CEO of the British Film Institute: A desk, chair and pen holder where emerging filmmakers and writers can leave a record of what they were working on at the time
- **'Musical Shelf'** by Martino Gamper, with Tamara Rojo, Artistic Director of the English National Ballet: A shelf for Tamara's LP record collection
- **'Valet'** by Max Lamb, with Maria Balshaw, Director of Tate: A multipurpose dressing screen with a mirror, a shelf and a button for hanging clothes
- **'Wooden Hinge'** by Yael Mer and Shay Alkalay of Raw Edges, with Iwona Blazwick OBW, Director of Whitechapel Gallery: A bookstand made to display books and catalogues in the gallery
- **'Au'** by Tomoko Azumi, with Kwame Kwei-Armah OBE, Artistic Director of the Young Vic Theater: A boat-shaped outdoor seat for Kwame's garden
- **'The Nest'** by Juliet Quintero, with Sir John Sorrell, Chairman of the London Design Festival: A garden look-out seat for John's countryside home

To view the **Legacy** collection, visit the American Hardwood Export Council at www.americanhardwood.org.

New York design influencers & the 'inside scoop'

Looking to turn mundane into fresh and contemporary? Take your lead from design consultant Wendy Silverstein, and her New York crew of design influencers. The go-to material in their projects is all natural American Hardwood, in plentiful supply and simply gorgeous! Here's their 'inside scoop' on white oak, cherry and ash.

Gachot Studios (gachotstudios.com)

"Located in a late-19th-century brick building, a 2,500-square-foot, two-bedroom, two-bathroom loft belongs to a fortysomething single businessman for whom Gachot has designed a decidedly grown-up bachelor pad. The renovated apartment is sleek and modern, but also cozy and inviting, an expert blend of warm textiles, subtle colors, and natural wood finishes—notably American **white oak**, which is used for all the cabinetry, millwork, and flooring. Set against the predominantly white walls, the honey-color wood, complementary brass accents, and classic midcentury modern furniture give the airy spaces an impeccably tailored but unstuffy look.

Crisp Architects (www.crisparchitects.com)

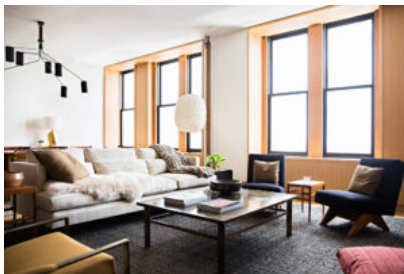
As part of the renovation of a 19th-century house in Bridgeport, CT, Crisp Architects installed a splendid wet bar in a kitchen corner next to the dining room. The gorgeous woodwork is **cherry** finished with a hand-brushed clear stain, and the countertop ... is a quartzite called Fantasy Brown with a leather finish. Even though the ceiling slopes, a single cabinet height is maintained here and throughout the kitchen, creating a sense of unity that cabinets of different heights would spoil.

Desai Chia Architecture (www.desaichia.com)

American hardwoods often play an outsize role in projects by Desai Chia Architecture, a New York firm led by the husband-and-wife team of Arjun Desai and Katherine Chia. A lakeside vacation retreat in Leelanau County, Michigan, designed in collaboration with Environment Architects (AOR) in 2016, is a good example of their masterly use of hardwood—in this case, **ash**.

The 60-acre site was thickly wooded, but most of the ash trees were dying, infected with the invasive emerald ash borer beetle. More than 100 of the plague-ridden trees had to be cleared for construction, but the architects were able to reclaim 40 of them for use in the home's interior.

Everything from the flooring, ceiling beams and panels, cabinetry, trim work, and custom pieces of furniture are made from what had seemed unusable timber. The light, golden tone of the ash wood creates spaces that feel bright, airy, and welcoming."



Gachot Studios

Photo: Brittany Ambridge for *NY Times*



Crisp Architects

Photo: Rob Karosis



Desai Chia Architecture

Photo: Ike Edeani

Wendy Silverstein, a consultant to the design industry and a former editor at *Architectural Digest*, *Home*, *Kitchen & Bath Customer Planner*, and *Home/Style* magazines, is a regular content contributor to the American Hardwood Information Center. Visit www.HardwoodInfo.com for more of her work.



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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