



November 2019

More than just talk

By Linda Jovanovich

HMA Executive Vice President

Throughout the past year, I've heard more than once that American Hardwoods need a social media presence! Well, they have one; actually many – AHEC, AHMI, HF, HMA, NAFF, NHLA, NWFA, SCMA! The list goes on and on. And they don't host just one platform. All have multiple social media platforms; posting content regularly to Facebook, Twitter and Instagram. So ...

Just how social are you? Do you have a personal or company profile on any social media platform? How comfortable are you responding to compliments, questions and even criticism from basic strangers? Or would you prefer to just leave the 'social talk' up to someone else? I hope not!

Our country recently celebrated National Forest Products Week. Did you celebrate by sharing the many posts that hardwood industry trade associations shared? Did you shout out to key influencers, using key hashtags that will garner an even larger audience? If not:

- Try sharing our hardwood message with the leader of the Free World, @realDonaldTrump. **Like him or not, he has 66 million followers!**
- Try your state's governor, congressmen or senators; or just as important, share our hardwood message with key architects and designers that can assist us by sourcing our most environmentally favored resource.
- Oh, and I almost forgot Joanna and Chip Gaines at 14+ million followers.
- And a recent email from an industry producer suggested the hashtag, #climatepositive. I like that! Why not include that in your posts?

I guess I get confused when I see people politicking to do away with plastic straws, but yet they fill their homes with plastic floors; allow their babies to crawl on them and their dogs to lick them! Clearly, they just do not know. And **we need to do a better job of getting our story out there!**

Right now, the most cost-effective and quick way is to share, repost, like and repeat our hardwood 'message,' every day. Not sure how to get started?

Ask any hardwood association executive. We'd be happy to assist. And if you are not comfortable creating new content, there's plenty of it already available for you to share with your friends and customers.

WE can't afford to sit back and wait for someone else to spread our message. That monkey is on our backs! So, get 'social.' Share our hardwood message and watch our social media presence grow!

#americanhardwoods #realwoodreallife #climatepositive #healthy #sustainable
#WoodisGood #YOUGOTTASTARTSOMEWHERE

Re\$ource Purchasing gets a 'new' program

Concerned about the expense of providing health care benefits to your valued employees? Keep reading, please. HMA has added a new **Re\$ource Purchasing Power Program**. And the timing may be just right for you!

The new opportunity

HMA has partnered with **Caravus**, an independent firm of specialists expert in understanding the needs of employers in today's health care world. Endorsed and recommended by the National Wood Flooring Association, Caravus works to simplify health care coverage choices, saving you time and empowering you and your employees to confidently choose the health plan best suited to your needs.

HMA members wishing to learn more about all that Caravus can provide are encouraged to respond to HMA@caravus.com and to visit the Caravus website, www.caravus.com, for customer testimonials and additional information.

Other programs ...

Information about all of the offerings included in HMA's **Re\$ource Purchasing Power Program** is just a click away at www.HMAMembers.org. Learn more about these cost-saving "Tools," today.

"All good things must come to an end"

Later this month, when HMA's *Mid-Month Update* arrives at your desktop, it will include Art Raymond's final **TrendTracker Update**. Yes, you read that correctly. HMA's trusted industry colleague and longtime friend, is taking leave of us to "kick back," and concentrate on some long overdue R&R.

These words from Art ...

"It's hard to believe that the first edition of *TrendTracker Update* was published in 2006. The run originated, of course, with Sue Regan. She was a tough editor. I believe that she taught me a lot about wordsmithing and editing. Hopefully your members benefited from my opinions on things economic that mattered to their businesses. It has been an honor to work for the HMA. It's past time to kick back."

From the HMA ...

Thank you – Thank you, Art, for always being there; at the ready; always knowledgeable! And as you, and those dear to you, embark on your 'new normal,' please know that yes indeed, HMA's management and membership have benefited greatly from you, your expertise, your professionalism, and your friendship. All the best!

"Piloting Change" at NatCon 2020

In an article entitled, "**The Importance of Seeing it Coming**," global futurist, Robert B. Tucker advised business owners not to be blindsided by change, but to manage it! HMA is on Tucker's wavelength. And so is NatCon 2020.

Make plans to join us at the JW Marriott Nashville, **March 25-27** for our **2020 National Conference and Expo**. The theme of the event is **"Piloting Change."** And the Conference learning sessions will focus on getting "ahead of the curve," and setting a course to "take you from where you are today, to where you will need to be tomorrow, to profit from change." For example ...

"Lost in Translation" – taking another look at Benchmarking

To succeed in our highly competitive and ever-changing world, the experts tell us that to know where you're taking your business; you first have to know where it's been. That's where Benchmarking comes into play.

- Benchmarking is the process of compiling, examining and interpreting financial, operational and external performance metrics.
- Analysis of this valuable data provides information regarding the operational efficiency of your businesses.

So, how about some insight as to how fellow colleagues use benchmarking? During business session/panel discussion, **"Lost in Translation,"** plan on hearing from several HMA members regarding their Benchmarking practices, and how the lessons learned from monitoring those metrics have benefited their operations.

Also on the Dais

And joining us from West Virginia University will be Scott Schuh, Ph.D. An economist in the Federal Reserve System for over two decades, and now associate professor of Economics, John Chambers College of Business and Economics, West Virginia University, Schuh's **"Economic Outlook"** presentation will be just the ticket to assist with your long term planning.

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. Make plans to participate, today!

"Hats off" to these Conference Sponsors

Without hesitation, they've stepped to the plate and said, "Count me in!" And to say 'thanks,' HMA will be **"spotlighting"** them - online and in print - leading up to, throughout and even after the 2020 National Conference and Expo!

As we go to press, **thank you** to:



Exhibitor Event Sponsor, for the **ninth** consecutive year, industry supplier and HMA friend, Pennsylvania Lumbermens Mutual Insurance Company, Philadelphia, Pennsylvania! In Nashville, they'll be manning Booth #32. Please stop by and be sure to thank them for supporting the HMA to the max. (www.plmins.com)



Supporting the HMA to the max - also at the **Exhibitor Event Sponsor** level - is industry supplier TS Manufacturing, Lindsay, Ontario! Visit them at Booth #36 **and** Booth#37 to discuss their sawmill and lumber handling solutions, and to offer your thanks. (www.tsman.com)



Also at the **Exhibitor Event Sponsor** level, and for the **sixth** consecutive year, is industry supplier and HMA friend USNR, Woodland, Washington! You'll find them at Booth #3. Make every effort to thank them for their ongoing support of the HMA. (www.usnr.com)



Thank you to **Platinum Sponsor** Anderson-Tully Company, Vicksburg, Mississippi! They will again be advertising in the Conference Events Guide. Look for their latest information on the inside **back cover** of the Guide, and be sure to thank them for their support of the HMA. ([601.636.3876](tel:601.636.3876))



At the **Platinum Sponsor** level is industry supplier *Piché*, Daveluyville, Quebec! The **lanyards** that will adorn the necks of all who participate at HMA's 2020 meetings will be touting their name/logo. 'Thank you,' *Piché*. Your sponsorship and support of the HMA is much appreciated. (www.picheinc.com)



Also at the **Platinum Sponsor** level is industry supplier and longtime HMA event participant Taylor Machine Works, Inc., Louisville, Mississippi! Taylor has chosen to be our **Room Keycard** sponsor. That means that their company name/logo will be "opening doors" for every Conference participant. Be sure to visit them in Booth #39. And 'thank you' for your ongoing support of the HMA. (www.taylorbigred.com)



At the **Silver Sponsor** level is industry supplier, DMSI Software, Omaha, Nebraska! Thank you to these fine folks for sponsoring Thursday afternoon's **Beverage Bar**. You'll find them at Booth #23. Be sure to spend some time with them. (www.dmsi.com)



At the **Bronze Sponsor** level is Frank Miller Lumber Company, Inc., Union City, Indiana! Once again, these generous folks will be sponsoring one of the Conference learning sessions. To all at Frank Miller Lumber, thank you! And to Bob Miller, HMA's soon-to-be 'past' President, thank you for your years of service to the Association. (www.frankmillerlumber.com)

Looking to add your company name and logo to this impressive list? Call the HMA office, 412.244.0440, and we'll get the ball rolling for you.

HMA's NextGen Leaders making their mark

You'll want to keep your dial set to the **American Hardwood Podcast Network** at www.HMAmembers.org, because members of HMA's NextGen Leaders Council are hard at work preparing content for the next, and the next, and the next podcast episodes.

What's in store?

In follow up to their video presentation, "Counting Growth Rings: Building Upon a Legacy of Hardwood," our energetic NextGen-ers have been on the interview trail, talking with more of our respected hardwood industry legends - some retired - documenting their experiences, and capturing their wisdom and insight.

Based on availability, you may soon be hearing from colleagues, Arnold Curtis, Lee Jones, Don Meyer, Johnny Schaffhauser, Galen Weaver, and many others. Won't that be sweet?

And, podcasts slated for the near term will include learning sessions with:

- Mike Snow and Tripp Pryor, the American Hardwood Export Council, regarding the latest on tariffs and trade.
- Henry Quesada, Virginia Tech, discussing Hardwood Cross-Laminated Timber (HCLT) and the status of their research regarding the product's acceptance into building codes and what's needed from the hardwood industry to move forward.

And if you weren't aware ...

Our NextGen Leaders will be hosting the Thursday evening Reception and Expo of HMA's 2020 National Conference, March 26, in Nashville. That will be your opportunity to get to know them better, and their opportunity to mix and mingle with **You!** For a closer look at the National Conference and Expo agenda, visit www.HMAmembers.org.

A celebration of all things “Hardwood”

By Dana Lee Cole

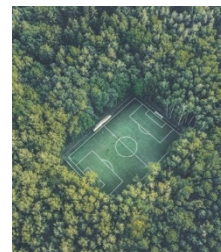
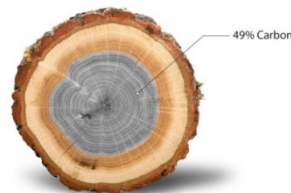
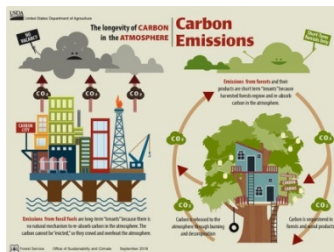
Hardwood Federation Executive Director

In 1960, to “pay tribute to the forest products industry for the important contributions it makes to our society and economy,” Congress declared the third week of October as National Forest Products Week. And so, to augment this year’s celebration, which began with the annual Presidential Proclamation issued on Monday, October 21st, the Hardwood Federation issued a call to the hardwood sector to celebrate ‘all things hardwood’ via social media, and provided hardwood promotional messages and images to celebrate our industry’s long- standing traditions of responsibility, sustainability, and community.

To all who participated in the effort, Thank you! And while the ‘official’ celebration of National Forest Products Week has concluded, I’m encouraging a continuation of the social media ‘blitz,’ and ask all industry stakeholders to continue to post these significant and factual messages:

- Every product we choose has a carbon consequence on our home, when we choose wood we invest in long-term climate solutions @USDA #climatepositive #americanhardwoods #choosehardwood
<https://www.usda.gov/media/blog/2019/10/07/wood-product-and-carbon-connection>
- #DYK 49% of hardwood’s dry weight is sequestered carbon? #hardwoodproducts #realwoodreallife #carbonneutral #climatechange #choosehardwood
- #DYK hardwood products are hypoallergenic and can improve air quality inside the home? #americanhardwoods #hardwoodproducts #hypoallergenic
- Every two minutes the U.S. Hardwood Forest grows by the size of a football field @ahec_europe #americanhardwoods #climatepositive #hardwoodforests
- Steel, aluminum, glass, concrete, and brick production requires up to 126 times more energy to make than American Hardwood products @APAwood #realwoodreallife #climatepositive #americanhardwoods #themoreyouknow #choosehardwood (Facebook tag @APAEngineeredWood) (Twitter tag @APAwood)
- Wood products make up 47% of all industrial raw materials in the U.S., but consume only 4% of the total energy required to manufacture those materials. @APAwood @ahec_europe #climatepositive #americanhardwoods #themoreyouknow #hardwoodforests (Facebook tag @APAEngineeredWood) (Twitter tag @APAwood)
- #DYK the hardwood industry accounts for over 1.8 million jobs in the United States? @NorthwestHardwoods #economicbenefits #realwoodreallife #hardwoodindustry #hardwoodproducts (Twitter tag @NWH_Inc) (Facebook and Instagram tag @NorthwestHardwoods)

And don’t forget the imagery. As we know so well, “a picture is worth a thousand words!” For these and other images, contact the Hardwood Federation office at 202.463.5186. Hope to hear from you.



Meetings and more on Association agenda

Members of the Southern Cypress Manufacturers Association (SCMA), along with SCMA promotion sponsors and other industry stakeholders, recently convened for SCMA's Mid-Year Meeting. Held at the Hilton Norfolk The Main, the Mid-Year gathering coincided with the South Atlantic Regional Meeting of the Hardwood Manufacturers Association (HMA). And here's why.

More than a few SCMA member companies are also members of the HMA. Case in point - **Gates Milling, Inc.**, Gatesville, North Carolina and **Josey Lumber Company, Inc.**, Scotland Neck, North Carolina - the tour locations for the HMA Regional Meeting! So it just made good sense to combine the two events. And as it turned out, the joint gathering was a win-win for all involved.

- SCMA Officers, members and promotion sponsors convened to update and discuss SCMA membership, promotion and other Association matters.
- The tours of Gates Milling, Inc. and Josey Lumber Company, Inc. provided a first-hand look at the latest technologies at work.
- All in attendance participated in and benefited from peer-to-peer networking and industry comradery.

Thank you to all who contributed to the success of the gathering. And looking ahead, we ask that you mark your calendars for what's next on the SCMA agenda.

2020 Annual Meeting

Scheduled for Wednesday, March 25, at the JW Marriott, Nashville, Tennessee, the event is being held in conjunction with the Hardwood Manufacturers Association's 2020 National Conference and Expo. All cypress producers, processors, and distributors are welcome to attend. Not an SCMA member, but thinking you should be? Visit www.CypressInfo.org to learn more. Then call us at 412.244.0440!

Speaking of a win-win ...

As you know, SCMA's Mission is the promotion of cypress building products to design professionals and consumers. As a non-profit organization, we rely on the financial support provided by our membership, and other industry associates, to accomplish our promotional goals. It is those non-member promotion sponsors that SCMA would like to spotlight here, and show our thanks by providing a brief description of what they are all about.

- **BREWCO, Inc., Central City, Kentucky**, manufactures horizontal resaws, and is best known for its B-1600 Grade Run-Around System. The B-1600 uses either a 4" wide or a 2" wide band. Brewco also manufactures the Big Jake Sharp Chain Scragg System and Auto Edger, Grade Edgers, Trimmers, and Material Handling Equipment.
- **ISK Biocides, Inc.**, Memphis, Tennessee, manufactures and supplies wood stains and preservatives, end coatings and sapstain control chemicals for freshly cut logs and lumber.
- **McGriff Insurance Services – National Forest Products Practice, Greenville, North Carolina**, offers a full range of commercial insurance products designed specifically for the forest products industry. Founded in 1922, McGriff Insurance Services is one of the largest independent insurance agencies in the United States.
- **SII Dry Kilns**, Lexington, North Carolina, a leading manufacturer of hardwood kilns in the USA, offers multiple styles of kilns, as well as fan sheds and predryers. From the latest computerized controls to repairs of existing kilns, SII can provide the equipment and services needed.

To add your company name to this list, call the SCMA at 412.244.0440.

If ever there were a lover of Wood ...

It was George Nakashima (1905-1990), American woodworker, architect and furniture maker. Born in Spokane, Washington and formally educated at the University of Washington and then at M.I.T., Nakashima is "recognized as one of America's most eminent furniture designer-craftsman," and one of the leading innovators of 20th century furniture design.

His Philosophy

- "Trees have the yearning to live again, perhaps to provide the beauty, strength and utility to serve man and even to become an object of great artistic worth.
- Instead of a long running and bloody battle with nature, to dominate her, we can walk in step with a tree to release the joy in her grains, to join with her to realize her potentials, to enhance the environments of man.
- Each flitch, each board, each plank can have only one ideal use. The woodworker, applying a thousand skills, must find that ideal use and then shape the wood to realize its true potential."

His Legacy

Known for his butterfly joints and "free-edge" aesthetic, Nakashima's hand-crafted, one-of-a-kind pieces have become ultra-collectible. And his amazing work continues at the **George Nakashima House, Studio and Workshop**, New Hope, Pennsylvania, under the direction of daughter, Mira Nakashima, and the Nakashima Team.

For your 'to-do' list

Visit nakashimawoodworkers.com for a look at their magnificent work. And then, as an industry advocate, **plan a tour** of the Nakashima Studio and Workshop. That's what HMA and the American Hardwood Information Center did for the students of the Pratt Institute School of Industrial Design, Brooklyn Campus. Experiencing 'Nakashima' proved to be an educational and inspirational eye opener for them! And an awe inspiring way of delivering our hardwood message.

For information on touring the **George Nakashima House, Studio and Workshop**, simply call 215.862.2272.



Conoid Bench in Walnut

Photo Credit: nakashimawoodworkers.com

Deadline looming for Sawmill Workshop

Time is of the essence! The Beck Group is presenting a 3 day workshop on **Sawmill Management Training**, to be held in Portland, Oregon, December 3-5. Here are the details.

Description: Gain a greater understanding of the key elements of managing a successful sawmilling operation. Learn strategies and analytical tools to improve your operation. Hear from industry veterans regarding lessons learned. Exchange ideas and insights with industry colleagues.

When: December 3-5, 2019

Where: World Forestry Center
Portland, Oregon

Who should attend: Sawmill managers, supervisors, management-track employees, and anyone interested in developing an in-depth understanding of the sawmilling business

Registration: Deadline is November 15. Register at www.beckgroupconsulting.com or call 503-684-3406

How about this 'twist' on 'wood finishing'

In October, Loretto, Kentucky Bourbon distiller Maker's Mark revealed its first-ever limited release Bourbon, Maker's Mark® Wood Finishing Series 2019. Just in time for the holidays and something to smile about!

For nearly a decade, the company has been "tinkering with wood finishing - inserting carefully chosen wooden staves into barrels full of already-matured bourbon to give it extra flavor (baking spice and fruit) and character (a bright finish.)"

The staves were made of American oak; "seasoned for a year and half (a.k.a. exposed to the outdoor elements) and then baked in a convection oven before being introduced to the cask-strength bourbon." Only 255 barrels of the 108.2 proof, wood-finished Bourbon have been made. And like we said, just in time for the holidays! (www.esquire.com)



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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