

The Link

Newsletter | April 2022



More Than Just Talk

by Linda Jovanovich
HMA Executive Vice President



Thank you to all who made NatCon 2022 such an informative and successful event. There truly is strength in numbers. And spending time with so many of you was wonderful. But more than that, it was invigorating! I arrived home inspired, "pumped," and ready to kick some "you-know-what!" I hope you're just as "pumped," because we have an exciting year ahead. But first things first.

At long last, HMA will be conducting an **In-Person** Spring Regional Meeting, May 25–26, in North Carolina. (I think I can hear you cheering.) Please, make attending this Regional a priority, especially if you were unable to participate in the National Conference and Expo.

What's there to say about HMA Regional Meetings, except: **often imitated, yet never duplicated.** The events have been and will continue to be the "meat and potatoes" of HMA's Member Services efforts. As you know so well, touring the mills and concentration yards—up-close and personal—provides immeasurable value. And "ditto" for the camaraderie enjoyed on the bus rides to and from the facilities.

A member Communiqué will soon be heading your way with the meeting details. Plus, this issue of *The Link* will fill in some of the gaps, until the Communiqué arrives. In the meantime, clear your schedule and plan to participate, please.

Now, let's talk "strength in numbers." It's time to grow the HMA membership roster. And increasing our membership is a task that requires us all, because when successfully completed, the result will benefit us all. So, I've tweaked the saying, "A happy customer is your best *salesman*," to fit our HMA purposes. Our catchline is "An engaged HMA Member is our best Means to Grow our Membership." In a nutshell, personal endorsements are crucial.

We'll discuss this further at the Regional. Until then, know that when a potential member, in your neck of the woods, is identified, I may be asking you to call them to share how your HMA membership benefits you. Remember, "strength in numbers."

Linda

Also In This Issue

- IN-PERSON Spring Regional Set for North Carolina
- Thank You for Your Participation
- Officers & Directors Elected at Conference
- Your HFPAC \$ in Action, by Dana Lee Cole
- It's a Busy Year for the SCMA, by Ian Faight
- Curtailing Risk in Your Wood Operations
- A Photomontage of 'Favorite' Home Features



One Industry, Comprised of Leaders, United.

The Hardwood Manufacturers Association brings together industry leaders who are united toward a common goal: the future of our industry.

Membership is limited to sawmills and concentration yards, and offers peer-to-peer information exchange and networking at its best.

For more information, visit HMAmembers.org or call **412.244.0440**.



IN-PERSON Spring Regional Set for North Carolina

You read that right! At long last, we look forward to meeting up with you—IN-PERSON—at **HMA's Spring Regional Meeting** set for May 25–26 in the Charlotte/Hickory, North Carolina area. Join us. Meeting registration for HMA members and 2022 National Conference Sponsors and Exhibitors is now open at HMAmembers.org. Register today!

Need-to-Know Info

The two-city logistics of this meeting require that reservations be made at two hotels. Here's what to do:

- For Tuesday, May 24, make a one-day reservation at the Embassy Suites by Hilton Charlotte (4800 S. Tryon Street, Charlotte, NC 28217). Make an **online reservation**. Or call the hotel directly, **704.527.8400**, and provide **Group Code: HMA** to get the special room rate of \$169. ***Be sure you check out of the hotel on Wednesday morning.*
- Note:** The Embassy Suites provides a complimentary airport shuttle, evening reception, and cooked-to-order breakfast.
- For Wednesday, May 25, make a one-day reservation at the Crowne Plaza Hotel (1385 Lenoir Rhyme Boulevard SE, Hickory, NC 28602) by calling **828.323.1000**. Ask for **Group: Hardwood Manufacturers Association Regional** to get the room rate of \$109. ***Our evening reception and dinner will be at the Crowne Plaza.*
- The special rates at these hotels are available until May 3, 2022, or until the group block is sold-out, whichever comes first. So, do not delay.

To date, confirmed tour sites include **Granite Hardwoods, Inc.**, Granite Falls, North Carolina, and **High Country Lumber & Mulch**, Wilkesboro, North Carolina.

And yes, Meeting Sponsorships are available. Contact the HMA to discuss:

- **\$1,000 Gold Sponsorship** | Includes one complimentary registration (valued at \$265), and your company could help host Wednesday's cocktail reception or bus transportation to the tour sites.
- **\$500 Silver Sponsorship** | Your company could help host Wednesday's bus refreshments or lunch.

Time is of the essence, so don't delay in making your plans. If you have questions, contact the HMA at **412.244.0440** or info@hardwood.org. Otherwise, we'll see you in North Carolina!



Thank You for Your Participation

HMA's 2022 National Conference and Expo is now just a fond memory. And thanks to all 225 of you, it was a win. After two years of confinement, our HMA members were out in full force: In-person! Face-to-face! Plus, members of the Southern Cypress Manufacturers Association added to the excitement of being together again. (It was great being with you.) And the sold-out industry Expo—a mix of familiar and new faces—was the icing on the cake!



From comments received thus far, "Investing in the Future" with the HMA was a great way to kick off what we all hope to be a better year for our industry. And thanks for letting us know that the networking opportunities were advantageous and the business/learning sessions "on point, informative, and entertaining!" Sounds like "Mission accomplished" all the way around!

Available at HMAmembers.org

If you were unable to be in Florida, or would like a refresher of one or all of the business sessions, videos and PowerPoint presentations of each presenter will be available in the Members Only section of HMAmembers.org. And recaps of the NatCon presentations will be included in the next several issues of *The Link*.

Looking Ahead

National Conference and Expo 2023 is set for March 22–24, at the JW Marriott Nashville! Yes, we're heading back to Music City. So please, mark your calendars NOW, and plan to be part of the excitement. As always, the Conference will be action packed. And as you know, the city of Nashville offers countless adventures! Music City, here we come!

And back by popular demand, HMA's **2024 National Conference and Expo**, set for March 25–27, is returning to the [Charleston Place Hotel](#), Charleston, South Carolina. Plan to join us.

Officers & Directors Elected at Conference

At HMA's March Board of Directors meeting in Florida, the following Officers were elected for 2022. Congratulations to:

- President **Tommy Petzoldt**, East Perry Lumber Company, Frohna, Missouri
- Vice President **Tom Gerow**, Wagner Millwork, LLC, Owego, New York
- Executive Vice President **Linda Jovanovich**, HMA, Pittsburgh, Pennsylvania

Executive Committee members also were elected at that meeting. In addition to the Officers, they are:

- **Geoff Henderson**, Anderson-Tully Company, Vicksburg, Mississippi
- **Hal Mitchell**, Atlanta Hardwood Corporation, Mableton, Georgia
- **Craig Miller**, Battle Lumber Company, Inc., Wadley, Georgia
- **Richard Buchanan**, Granite Hardwoods, Inc., Granite Falls, North Carolina
- **Wayne Law**, New River Hardwoods, Mountain City, Tennessee

Troy Brown, Kretz Lumber Company, Inc., Antigo, Wisconsin, will serve on the Executive Committee as the immediate past president.

During the Thursday Business Meeting of the National Conference and Expo, HMA members elected Directors:

- **Scott Cummings**, Cummings Lumber Company, Inc., Troy, Pennsylvania
- **Matthew Netterville**, Fred Netterville Lumber Company, Woodville, Mississippi
- **Tripp Josey**, Josey Lumber Company, Inc., Scotland Neck, North Carolina
- **David Lewis**, Lewis Brothers Lumber Company, Inc., Aliceville, Alabama
- **Wayne Law**, New River Hardwoods, Mountain City, Tennessee

Congratulations to all, and thank you for your service.

Your HFPAC \$ in Action

by Dana Lee Cole

Executive Director, Hardwood Federation



The 118th Congress will convene in January 2023, and your Hardwood Federation (HF) team is taking steps now, to ensure that a significant number of members—on both sides of the aisle—will fight for the issues important to the hardwood sector.

This is where funds raised through the

Hardwood Federation Political Action Committee (HFPAC) come into play. And the significance of HFPAC dollars cannot be understated.

HFPAC dollars open doors to and support the campaigns of the lawmakers—from diverse political and geographical backgrounds—who support our industry's agenda. And once these doors are open, the HF staff builds connections, shares insights and perspectives, and continually works to grow relationships. HFPAC \$'s open important doors like these:

- In late 2021, HF attended PAC meetings with both **Senator Debbie Stabenow** (D-MI) and **Senator John Boozman** (R-AR), currently serving as the chair and ranking member of the Senate Agriculture Committee, respectively. Both legislative veterans are long-time champions of farm bill programs that support the industry, including export promotion funding. Regardless which party controls the 2023 Senate, HF will have a champion in both party leadership seats.
- In late January, HF met with **Rep. Jim Costa** (D-CA), a longtime industry friend and senior member of the House Agriculture Committee. If Democrats retain their majority in November, there's a strong possibility he could assume chairmanship of the committee, providing a platform for the industry's carbon agenda. If Republicans take over the House, he could become the committee's ranking member, bringing a deep understanding of the issue to the minority side of the table.
- In February, **Rep. Mike Gallagher** (R-WI) assured HF that he will prioritize measures that provide relief from transportation bottlenecks. His seat on the House Transportation and Infrastructure Committee assures an effective advocate on this key issue.
- In March, HF talked to **Rep. Jim Comer** (R-KY), the ranking member of the House Oversight Committee who could ascend to the Chair's seat depending on the November outcome. During the meeting, **Sen. Minority Leader Mitch McConnell** (R-KY) made an appearance and shared insights regarding Senate action for the balance of 2022. (An impromptu opportunity to engage and share our message.)
- Also in March, **Rep. Annie Kuster** (D-NH) told HF she wants to lead the charge on policy measures assuring that climate-related programs account for carbon captured in finished wood products.
- On April 27, HF will be co-hosting an event for long-time ally **Rep. GT Thompson** (R-PA). GT is now the ranking member of the House Agriculture Committee and will likely become chair, should Republicans assume the majority in the fall. An expert on the importance of federal forest management and an advocate for the wood products industry, he understands the environmental benefit connection between forest management, wood product manufacturing, and sustainability.

Because the issues we face are growing in number and complexity, now is the time to get involved in the political process. Make your voice heard! **Click here** to learn how to support pro-industry candidates through HFPAC.

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HARDWOOD
 FEDERATION

It's a Busy Year for the SCMA

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

The Southern Cypress Manufacturers Association (SCMA) recently kicked off 2022 at its Annual Meeting at the Sandestin Golf and Beach Resort in Miramar Beach, Florida. At the two-day event, held March 22–23, members and promotion sponsors were updated on the SCMA's activities, previewed upcoming projects, and gathered together for a networking reception and dinner. So what's new with the SCMA?

Unveiling a New Logo

The image of tall bald cypress trees sitting on top of the stacked words "Southern Cypress Manufacturers Association" has long been the visual identity of the SCMA. The look was professional and familiar, but became dated and difficult to use in more modern, digital applications.



Over the past several months, the SCMA has been developing a fresh logo that's designed to represent the species, as well as be clear and legible in a variety of applications and at various sizes. And at the SCMA's Annual Meeting,

attendees were presented with the winning logo, which includes familiar design elements, colors, and even some Easter eggs if you look closely.

The SCMA will fully debut its new look along with the launch of its redesigned website at CypressInfo.org in the coming months. And on that note...

Launching a Refreshed Website

It's been a decade since the SCMA last made a major upgrade to its home on the web—and digitally speaking, that's an eternity.

The SCMA has been busy working on a modernized website that will feature an eye-catching design, promote new content and feature articles, and capitalize on an extensive photo gallery and case study library. The user experience also will be improved with more fluid navigation and faster load times to aid information seekers.

Keep a look for the new website, which is expected to go live in the second quarter of 2022.

Taking the Lead in Promotion

When it comes to marketing cypress products, the SCMA leads the charge on behalf of all cypress manufacturers, producers, wholesalers, and distributors. And the SCMA is generating buzz for cypress and inspiring homeowners as they prepare for their spring and summer home renovations. And a new feature article is doing just that!

In "Stylish Furniture Finds for Your Home," the SCMA highlights how cypress is being used to craft beautiful and practical tables, dressers, beds, and more. The article features interviews with custom furniture makers and woodworkers, detailing why homeowners should invest in high-quality pieces.

Join Our Efforts

Is your company engaged in the manufacture, processing, or distribution of cypress products? Then it's time to consider joining the SCMA. Learn more by visiting CypressInfo.org or sending an email to member-services@cypressinfo.org. And be sure to follow us on [Instagram](#), [Twitter](#), and on [Facebook](#).

Stylish Furniture Finds for Your Home

Take a look around your home. Does your dining table show signs of wear and tear? Is your work-from-home setup not getting the job done? Does your bedroom furniture look a little shabby and not quite chic? If you're nodding your head in agreement, then it might be time to upgrade. And there's no better investment than Real American Hardwood™ furniture crafted from a stylish wood like cypress.

Learn more about stylish furniture finds to refresh your home's decor at CypressInfo.org.



Curtailing Risk in Your Wood Operations

Looking to minimize areas of risk within your organization? Pennsylvania Lumbermens Mutual Insurance Company (PLM), through Mastery Technologies, Inc., is offering a library of streaming safety training videos that may help. Here is a sampling of what's available.

■ Forklift Operator Safety: Handle with Care

This training lesson will focus on four major techniques and rules of operation to help raise the level of forklift safety: inspection, stability, safe operation, and loading trucks and trailers.

■ Industrial Fire Prevention

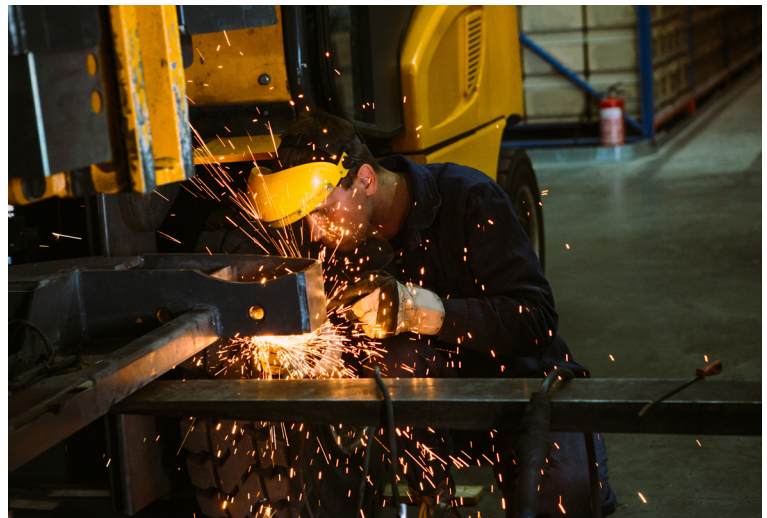
This video reviews and provides information needed for fire prevention and management if a blaze does break out. It addresses ignition sources, classes of fires, ways to extinguish flames and safe handling of flammable materials. The program combines this information with job-specific pointers for workers using welding and electrical equipment, paying special attention to the unique fire risks these jobs pose, as well as the threats caused by sparks and static electricity.

■ Machine Guarding and Operator Safety

Machine operators who try to "cheat, defeat, or override" safety guards and practices put themselves at risk of injury and even death. This safety training course teaches the importance of using machine guarding and safety devices, as well as following safe handling practices."

Sound like a potential resource for your operation? If so, visit [PLMins.com](https://plmins.com) and browse the extensive video library. Then contact the PLM Loss Control Team, **800.752.1895**, to discuss implementing these risk management tools into your safety program.

Pennsylvania Lumbermens Mutual Insurance Company has been serving the wood products and building materials industries for more than 125 years.

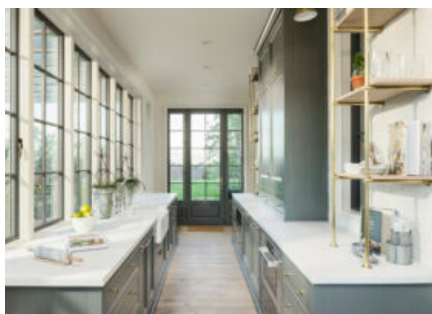


A Photomontage of 'Favorite' Home Features

What do today's home buyers really want? In a recent release, the National Association of Home Builders (NAHB) identified some of the 'top' preferences of today's home buyers. And since "a picture is worth a thousand words," take a look at these 'favored' home features.

"Whether it's an open kitchen with a kitchen island as a central focus, an elaborate home office that doubles as a hobby space," a retro scullery/walk-in pantry, an inviting outdoor/indoor space, "or simply a corner niche for basic exercise equipment to create a makeshift home gym, there are lots of creative ways to enhance homes to meet buyers' growing preferences."

Visit [NAHB.org](https://www.nahb.org) for the entire release.



Photos (clockwise, starting top left) courtesy of Plain & Fancy Custom Cabinetry, Eric Roth, EcoWood™ flooring by Atlanta Hardwood Corporation, Joshua Caldwell



The Link is published each month exclusively for members of the Hardwood Manufacturers Association. Views expressed are not necessarily those of the HMA; HMA staff welcomes comments and questions.

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