

The Link

Newsletter | April 2023



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



Hello HMA membership!

Spring is in the air. And so is change. Change for me. Change for the HMA. (Don't be alarmed. It's all good.)

Over the past 18 months, at my request, and with a firm deadline, HMA's Executive Committee has been strategically planning for my successor. And in March,

at the National Conference and Expo, Bob Miller was introduced as HMA's Executive Director and officially welcomed back to the HMA family.

What this means is that later this year, once his "learning-the-ropes" transitioning phase has been completed, he will step into the role of Executive Vice President. And I will move on to "other" things. *(It's family time.)*

I've known many of you for decades, but, other than talking black and gold, the 'Stillers,' my love of Pittsburgh, wine, hockey and all things Pittsburgh Penguins, I've tried not to dwell on my personal life with you. So, you may not know that, during my tenure at HMA, I've proudly watched each of my four kids graduate from high school and college, and receive advanced degrees in their occupational fields. I've watched them all commit their love and life to someone other than Mom and Dad. I've helped them all move into their forever homes, and watched with tears of joy and thankfulness as they welcomed their own healthy babies into the world.

Any minute now, I look forward to meeting my ninth grandchild! Nine unique little ones all under the age of nine—seven boys and two little princesses! Add in all the fur babies and we are one big, happy, sometimes dysfunctional family. Truly BLESSED and thankful to the good Lord every day.

For the past 25 years, I've been extremely fortunate. I've loved my work, and I've grown to respect and care deeply about the people I've met along the way. I will be forever grateful to the HMA for this amazing and fulfilling career opportunity.



And so, dear HMA membership, as the saying goes, all things must come to an end. But don't write me off just yet. Until Bob is up to speed, you know where to find me.

Linda



Spring Regional Set for May 24-25

Pack your bags and grab those hard hats! HMA's Spring Regional Meeting is set for May 24-25, and we're heading to Lexington and the beautiful Bluegrass state of Kentucky. Don't miss this! Confirmed tour sites include:

- **Kentucky Hardwood Lumber, Inc.**, Somerset, KY
- **BPM Lumber**, London, KY
- **Robinson Stave Company**, East Bernstadt, KY
- **GreenTree Forest Products, Inc.**, Wallingford, KY

Action Items Needing Your Attention

Online registration is up and running at **HMAmembers.org**. Secure your spot and register to attend, today. (\$275 for HMA members, Promotion Contributors and 2023 National Conference Sponsors and Exhibitors; \$600 for Non-members.)

The Embassy Suites by Hilton Lexington/UK Coldstream, 1801 Newtown Pike, Lexington, KY 40511, will serve as our base of operation. Make a reservation **online** or by calling the hotel at **859.455.5000**, and mention the Hardwood Manufacturers Association to get the 'special' room rate of **\$159**.

Note: The negotiated rate at this hotel is available until May 1, or until the group block is sold-out, whichever comes first. So, act today.

Sponsorships are Available

Be a meeting sponsor by contacting the HMA at **info@hardwood.org**.

- A **\$1,000 Gold Sponsor** could co-host Wednesday's Cocktail Reception or bus transportation to the tour sites. (You'll receive a complimentary Meeting Registration valued at \$275)
- A **\$500 Silver Sponsor** could co-host Wednesday's Bus Refreshments or Wednesday's lunch.



Kentucky Hardwood Lumber, Inc.



BPM Lumber



Robinson Stave Company



GreenTree Forest Products, Inc.



Spring Regional Meeting
Lexington, Kentucky | May 24-25

NatCon 2023 in the Rearview Mirror

Thank you to all who participated in HMA's National Conference and Expo at the JW Marriott Nashville! Without a doubt, the event was one for "the books!"

HMA members were out in full force. Members of the Southern Cypress Manufacturers Association added to the networking pool. The industry expo—a mix of familiar and new faces—was a sell-out! And to-date, feedback regarding the business/learning sessions has described them as "on point and informative!"

Available at HMAmembers.org

If you were unable to be in Nashville, or would like a refresher on our **Agents of Change** business sessions, audio files and PowerPoint presentations of each session will be available in the Members Only section of HMAmembers.org. And presentation recaps will be included in upcoming issues of *The Link*.

Looking Ahead

HMA's 2024 National Conference and Expo is set for March 25–27, at 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 Nashville, the following officers were elected for 2023. Congratulations to President **Tommy Petzoldt**, East Perry Lumber Company, Frohna, Missouri; Vice President **Matthew Netteville**, Fred Netteville Lumber Co., Woodville, Mississippi; and Executive Vice President **Linda Jovanovich**, HMA, Pittsburgh.

Executive Committee members also were elected. In addition to the officers, they are: **Scott Cummings**, Cummings Lumber Company, Troy, Pennsylvania; **Tom Gerow**, Wagner Millwork, LLC, Owego, New York; **Tripp Josey**, Josey Lumber Company, Scotland Neck, North Carolina; **Wayne Law**, New River Hardwoods, Mountain City, Tennessee; and **Hal Mitchell**, Atlanta

Hardwood Corporation, Mableton, Georgia. **Troy Brown**, Kretz Lumber Company, Antigo, Wisconsin, will serve on the Executive Committee as the immediate past president.

During the Thursday Business Meeting, HMA members elected Directors: **Truss Beasley**, Thompson Hardwoods, Hazlehurst, Georgia; **Todd Breitenfeldt**, Kretz Lumber Company, Antigo, Wisconsin; **Jason Dallas**, Stella-Jones Corporation, Pittsburgh; **Geoff Henderson**, Anderson-Tully Company, Vicksburg, Mississippi; **Jim 'Jed' Miller**, NWH, Frisco, Texas; and **Brian Schilling**, Pike Lumber Company, Akron, Indiana.

Congratulations to all. And thank you for your service!

NextGen Leaders Council Meets in Nashville

HMA's NextGen Leaders Council got together during our National Conference and Expo in Nashville. Led by Council Coordinator Jim Howard of Atlanta Hardwood Corporation (AHC), the group took a tour of AHC's moulding plant in Clarksville, Tennessee, discussed *Gemba Walks*—a collection of insightful essays on lean manufacturing by author Jim Womack—and had a learning session on lean process improvement.

Next on their agenda is a leadership seminar with Dr. Gerald D. Bell that'll take place via Zoom on June 6.



Staying Social with the Real American Hardwood Coalition

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA | Digital Community Manager, RAHC

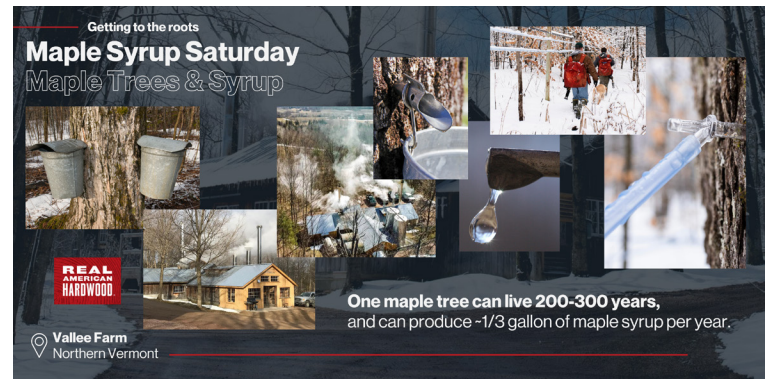
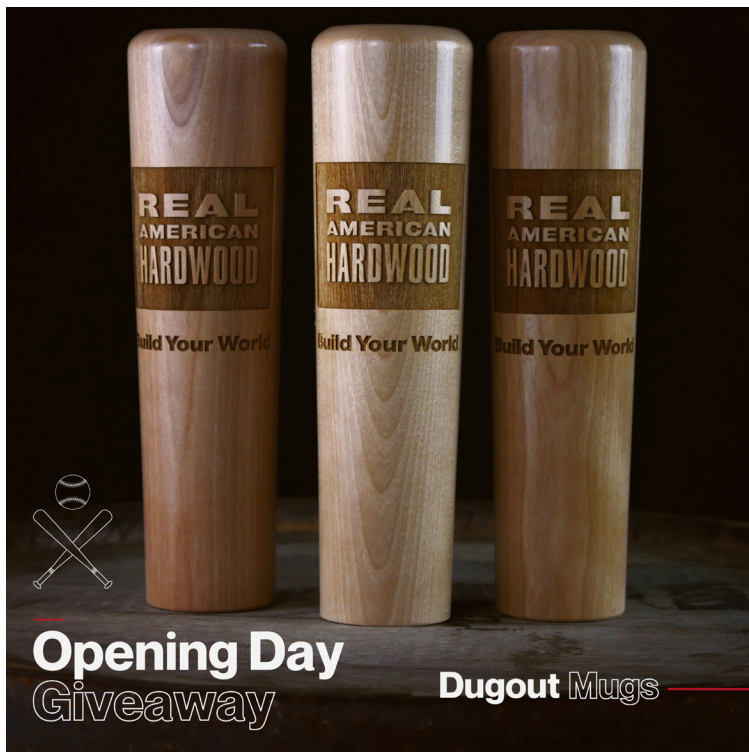
The Real American Hardwood Coalition (RAHC) is utilizing social media to inspire a healthy and stylish environment by showcasing the many benefits of natural wood products. Here's a brief review of recent posts.

Hitting a Home Run

Baseball season is underway and leading up to MLB's Opening Day on March 30, the RAHC hosted a giveaway on Instagram in collaboration with Dugout Mugs. Based in Winter Haven, Florida, the company crafts unique mugs out of real baseball bats.

The giveaway was designed to boost the RAHC's following, drive engagement, educate consumers, and promote hardwood—and it was a hit! More than 200 people participated in the giveaway, and a series of posts—including behind the scenes footage of making the mugs—received 18,120 impressions and generated 934 content interactions.

Three lucky winners received a yellow birch mug sporting the Real American Hardwood® logo and the Build Your World™ tagline. And they shared photos of their new mugs on their own Instagram stories!



That's Sweet

In honor of Maple Syrup Saturday, March 18, the RAHC continued connecting hardwoods to everyday life and put the spotlight on Vallee Farm, a family-owned syrup operation that produces the "real stuff" in St. Albans, Vermont.

The post provided some fun facts about maple trees, responsible forest management, the sugaring season, production, and the best ways to enjoy maple syrup, of course!

And the concept for the post was from a connection made through HMA's NextGen Leaders Council. Vallee Farm is owned by the family of Council member Parker Dukas of Abenaki Timber. The value of industry networking is pretty sweet!

Celebrating Whiskey

March 27 marked International Whiskey Day, and in celebration, the RAHC took followers on a tour of McGinnis Wood Products' cooperage in Cuba, Missouri.

The video, sourced from HMA's 2022 Fall Regional Meeting, went down the production line to show how white oak staves are assembled, strapped, charred, and pressurized with water to ensure there are no leaks.

View the video on [Instagram](#).



Video courtesy of the HMA.

Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



President's 2024 Budget Sparks Tax Debate

Early in March, President Biden released a **\$6.9 trillion budget** for Fiscal Year (FY) 2024. More of an outline of the Administration's priorities rather than a blueprint for legislation, the small business community has raised alarm bells about the prospects of tax hikes

that could be offered up, in the event portions of the President's Budget move through Congress triggering the need for offsets to cover new spending.

The Federation is working in conjunction with small and family-owned business groups to oppose higher taxes on small businesses, including possible rollbacks to the industry supported tax reform law that passed in 2017. Additionally, the Federation signed a joint letter, led by the Family Business Estate Tax Coalition, to support Sen. Thune's (R-SD) "Death Tax Repeal Act," a bill that would rescind the estate tax altogether. As events unfold, we'll keep you posted.

Senate Ag Committee Spotlights Forest Management in 2023 Farm Bill

Also in March, Senate Ag Committee Chair Debbie Stabenow (D-MI) and Ranking Member John Boozman (R-AK) presided over a hearing to gain input from USDA and review a broad spectrum of conservation and forestry programs that will be included in the upcoming Farm Bill. In a detailed discussion on how to reduce wildfires through effective forest management:

- Industry ally Boozman asked USFS Associate Chief Angela Coleman about specific ways that the agency could promote wood products to achieve their wildfire prevention goals.
- Coleman responded that the USFS supports creation of a "healthy timber-producing infrastructure" and more wood innovation grants as pillars for effective land management and wildfire mitigation.

Additionally, the Federation has been making the rounds on the Hill to advocate for a **Hardwood Products Access and Development Program** within the 2023 Farm Bill, focusing on House and Senate Ag panel members and other leaders on industry issues.



Recent House side meetings include HFPAC events with Reps. Chavez-Deremer (R-OR), David Rouzer (R-NC), Mike Simpson (R-ID) and Carol Miller (R-WV). The Federation has also connected with key Senate Ag Committee members, including the offices of Sens. Ernst (R-IA), Fetterman (D-PA), McConnell (R-KY), Smith (D-MN) and Committee Chair Stabenow (D-MI).

And as March was winding to its end, more than 150 members of the hardwood industry had sent letters to their senators urging inclusion of a Hardwood Products Access and Development Program within the 2023 farm bill.

Stay tuned for regular updates on the Farm Bill as it moves through Congress this year.

Federation Fly-In is back!

Join us in Washington, D.C., June 13–15, for Fly-In 2023! This is your opportunity to make your voice heard! Meet your federally elected officials. Share your challenges and needs with them! Network with your peers! Don't miss this. (Click **[schedule of events](#)** for the Fly-In agenda.)

The Washington Hotel Monaco is the 'host' hotel, and we've arranged a 'special' room rate for Fly-In registrants. However, the number of rooms is limited. To reserve your hotel room—and to Register for Fly-In 2023—please **[click here](#)**!



It's All About Networking and Collaboration

IFDA—the International Furnishings and Design Association—is the “voice” of the furnishings and design industry, and for years, HMA has been collaborating with them to promote solid American Hardwoods. Here’s why.

- “Founded in New York City in 1947, IFDA is an international, professional alliance of leaders representing the residential and commercial furnishings and design industry, providing its members with the tools and resources to enhance their businesses.
- With 11 chapters worldwide, its members are executives and companies that manufacture, distribute, design, write about, or sell floor coverings, lighting, decorative fabrics, accessories and building products. Others are engaged in graphic, residential, and contract design; education, publishing, licensing, marketing, and communications.”

HMA is a Silver Industry Partner with IFDA. And when the New York Chapter’s most recent newsletter was distributed to its extensive membership, our hardwood message was front and center.

Build Your World with Real American Hardwood

In the kitchen or the bath, over the fireplace or on the floor, enhance your designs with Real American Hardwood® products. Why real hardwood? Unique in color, texture, and grain—and for centuries providing beauty, warmth and functionality—nothing beats the “real thing.” And Hardwood is so much more than a “pretty face.” As a resource, the material is naturally renewing, abundant and sustainable. The appeal is real! The health benefits, many! The possibilities, endless! So, paint it; stain it; refresh it; love it! Build Your World™ with it!

Bottom Line: It’s all about networking and collaboration. And **IFDA** is an excellent information conduit for our hardwood message.



Unstained white oak flooring and alder plank walls.

Project by Burton Architecture. Photo by Cesar Rubio.



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.

Hardwood Manufacturers Association

One Williamsburg Place, Suite 108
Warrendale, PA 15086

Phone 412.244.0440
Web HMAmembers.org
HardwoodInfo.com

Contact
info@hardwood.org

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