

The Link

Newsletter | April 2024



More Than Just Talk

by Linda Jovanovich
Ex Officio Executive, HMA



HMA's 2024 National Conference & Expo is in the books, and from all indications, it was another successful rendezvous of industry producers, processors, suppliers, and friends. If you were not able to join us, you were missed!

As far as learning sessions go, we were able to provide valuable information as requested at the

annual National Conference planning session. Video recordings of all sessions will be available at HMAmembers.org. And note, we are always looking for membership involvement to plan these sessions, so if you have an hour to donate later this year, please volunteer and join HMA officers to discuss the lineup for the 2025 NatCon Learning sessions. Be on the lookout for those details.

It is with a heavy heart I write this last column for *The Link*. It's one way to connect with many members that I don't get to see in person often, and is a great platform to provide brief updates on the state of affairs at the HMA, as well as a peek into my own thoughts and preferences on any issues facing the industry.

I wanted to take a minute to officially say thank-you as I transition into retirement over the months ahead (my husband is assuming those months will turn into years, ha, ha!). Thank you to HMA's officers, board, and members over the years that have supported the work and mission of the HMA. Thanks for your kind words of encouragement—and sometimes criticism—to stay focused on our mission. Thank you for the beautiful video tribute at NatCon, as well as the generous travel voucher to places undecided. Most importantly, thank you for your personal support and friendship. HMA is another branch of my family tree, which has certainly flourished over the past 2+ decades.

However, it is time to focus on the tinier branches, and my beautiful grandkids need my attention. Who else better to sit at their sporting events and let the refs know how bad that last call was? "He was definitely safe, I'll show you roughing, hand ball, what; for crying out loud, where are your glasses?" My husband reminds me we have entered the fourth quarter, and the clock is ticking; and Lord willing, there are many miles to go before we sleep.



And I have one final request: Support your newly elected leader, Ian Faight, and communications and administrative coordinator, Sara Skwaryk. They are talented, energetic, and anxious to continue to strengthen and grow the HMA. I have the utmost confidence in both of them.

Until we meet again, you know where to find me.

With Love,

Linda



HMA's Spring Regional is Set for June 12-13

With NatCon now in the rearview mirror, we're setting our sights on our 2024 Spring Regional Meeting, which will take place **Wednesday-Thursday, June 12-13**, in Murfreesboro, Tennessee. Regional Meetings are one of the most valuable HMA member benefits, and they're an excellent opportunity to see new technology, equipment, and solutions in action; exchange information; and catch up with colleagues.

To date, confirmed tours include:

- **Middle Tennessee Lumber Co.**
Burns, Tennessee
- **Thompson Appalachian Hardwoods**
Huntland, Tennessee

More details on all of the tour sites and logistics, as well as registration and hotel information will be available at HMAmembers.org and included in April's *Mid-Month Update*.

Sponsorships are Available

Are you looking to gain extra exposure for your company? Sign on as a meeting sponsor!

- **\$1,000 Gold Sponsor**
Choice of co-hosting Wednesday's bus transportation, lunch, or cocktail reception. *(This sponsorship includes one complimentary meeting registration.)*
- **\$500 Silver Sponsor**
Choice of co-hosting the registration gift bags, Wednesday's bus refreshments, or Thursday's bus transportation.

To thank you for your extra support, HMA will recognize your company in *The Link* and *Mid-Month Update* newsletters, at HMAmembers.org, and on social media. For more information and to sign up, email ian@hardwood.org.

Take a Virtual Trip to the Pacific Northwest

Last fall, NWH invited HMA and a film crew out to their Longview, Washington, facility to get an up-close look at their operations and to learn more about alder—a beautiful, yet underutilized species.

Thank you to NWH for opening your doors.

[Click here or on the image to go on a tour!](#)



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NatCon Recap & Important Dates to Know

Quick Reports from Charleston

We hope you all had safe travels back from Charleston, South Carolina. HMA's 2024 National Conference and Expo was a memorable event—for many reasons. And we're happy that so many HMA members, industry suppliers, and representatives from nine other associations were able to join us.

Early feedback has been positive. Our learning sessions delivered insights into topics that are important to your daily operations, the format was refreshing, our Expo was sold out, and what can we say about the networking opportunities—the industry's best. In addition, HMA's Board of Directors and NextGen Leaders Council, Southern Cypress Manufacturers Association members, and the Fellowship of Christian Lumbermen all held productive meetings.

All of that said, we'd truly appreciate hearing from you. [Click here](#) to complete a brief survey to let us know your thoughts, ideas, or concerns.

Learning Sessions are Available Online

If you were unable to make it to Charleston or would like to revisit a NatCon learning session, log on to HMAmembers.org to view presentation slides or watch videos.



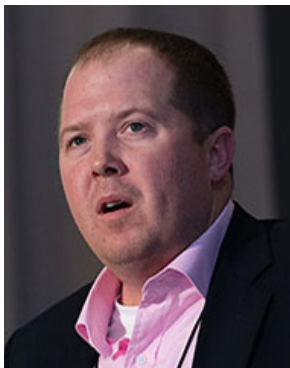
Mark Your Calendars for Knox-Vegas

If you haven't heard, we'll be inviting you to the Volunteer State, **June 10-12, 2025**. Our National Conference will be taking place at the Marriott Knoxville Downtown and the Expo portion will be held in the Knoxville Convention Center across the street. For now, save the dates; more details will be hitting your inbox soon.

If you'd like to share ideas, suggest topics, or join our NatCon planning call, email ian@hardwood.org. Your input matters!

HMA Elects Officers, Board for 2024

At HMA's 2024 National Conference in Charleston, South Carolina, the Board of Directors elected the following officers. Congratulations to President **Matthew Netterville** (*HMA's first third-generation president!*), Fred Netterville Lumber Company, Woodville, Mississippi; Vice President **Brian Schilling**, Pike Lumber Company, Akron, Indiana; and Executive Vice President **Ian Faight**, HMA, Warrendale, Pennsylvania.



Matthew Netterville



Brian Schilling

The HMA Board of Directors also elected members to the Executive Committee. In addition to the officers, they are: **Scott Cummings**, Cummings Lumber Company, Inc., Troy, Pennsylvania; **Tripp Josey**, Josey Lumber Company, Inc., Scotland Neck, North Carolina; **Wayne Law**, New River Hardwoods, Beckley, West Virginia; **Geoff Henderson**, Anderson-Tully Company, Vicksburg, Mississippi; and **Jason Dallas**, Stella-Jones Corporation, Pittsburgh. **Tommy Petzoldt**, East Perry Lumber Company, Frohna, Missouri, will serve on the Executive Committee as the immediate past president.

During the Conference's Business Meeting, HMA members elected Directors: **Nancy Tuck**, Gates Milling, Inc., Gatesville, North Carolina; **Thomas Battle**, Battle Lumber Company, Inc., Wadley, Georgia; **Scott Ferland**, Maine Woods Company, LLC, Portage, Maine; **Steve James**, Frank Miller Lumber Company, Inc., Union City, Indiana; **Kirby Kendrick**, Kendrick, Inc., Edgewood, Iowa; and **Jeff Lisk**, Wagner Millwork, LLC, Owego, New York.

Thank you all for your commitment and service to the HMA. And congratulations!

Staying Social with Real American Hardwood

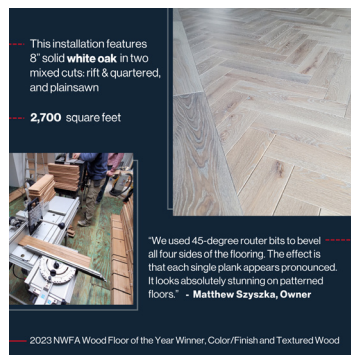
by Ian Faight

Executive Vice President, HMA | Digital Community Manager, RAHC

In March, the Real American Hardwood Coalition (RAHC) shared a series of social media posts to inspire, educate, and make hardwood relatable to everyday life. Here's a rundown of recent posts incase you missed them:

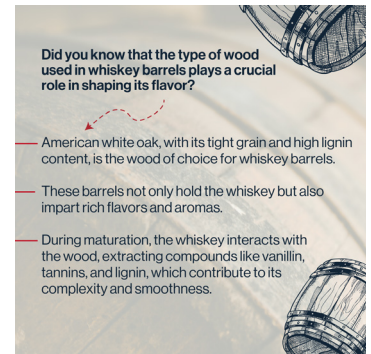
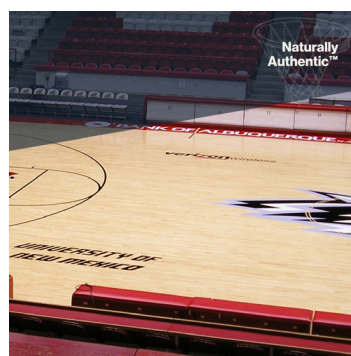
Real Luxury Flooring

Continuing its Hardwood Makeover series, the RAHC showcased a gorgeous flooring project, leaving no doubt that Real American Hardwood defines real luxury flooring. The project featured 2,700 square feet of 8-inch rift and quartered, and plain sawn white oak in a herringbone pattern. Manufactured by Floor Master Company, Crystal Lake, Illinois, the edges of each plank feature a 45-degree angle, providing a stunning appearance. See the post on [Instagram](#).



Taking Center Court

During the third month of the year, the NCAA Men's and Women's Division I Basketball Tournaments captivate sports fans. In response to this timely event, the RAHC challenged its followers with a simple question: Do you know what all the NCAA March Madness venues have in common? Of course, they're all sporting Real American Hardwood courts. See the post on [Instagram](#).



A Barrel of Knowledge

March 27 marked International Whiskey Day, and the RAHC took the opportunity to educate its followers and whiskey connoisseurs with a real fact: The world's best whiskey is aged to perfection in Real American Hardwood barrels—white oak to be exact. The post provided educational tidbits on why the species is used and how it enhances the flavor and aroma of the popular spirit. See the post on [Instagram](#).




A Salute to Women

Women's History Month is celebrated each March, and to honor the contributions of women to our industry and the world, the RAHC shared a special **post**.

"Over the past 50 years, we've seen a remarkable increase in women scientists and researchers, breaking barriers and reshaping industries. In the wood industry, their contributions have been invaluable, bringing fresh perspectives, innovative ideas, and driving sustainable practices. From forestry to materials science, women have played a pivotal role in shaping the future of wood-related industries. Let's continue to honor their achievements, support their advancement, and pave the way for future generations of women in science!"



Follow Along

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The Latest from Capitol Hill

by Dana Lee Cole

Executive Director, Hardwood Federation



FY 2024 Spending Package Includes Boost for Biomass, Truck Weight Flexibility, and Carbon Stored in Wood Products

Racing to get ahead of a partial federal shutdown deadline on March 8, the U.S. House of Representatives overwhelmingly approved a Fiscal Year (FY) 2024 **spending package** or “minibus”

that includes language classifying biomass as carbon neutral across federal agencies.

The 1,050-page bill also includes a provision that allows the state of Mississippi to issue a permit for trucks to haul raw forest products on the federal interstate highway system at 88,000 pounds. Raw forest products are defined as logs, pulpwood, biomass, or wood chips. The federal interstate highway truck weight limit is 80,000 pounds with 5 axles, so this new law will allow for more efficient truck movements of raw forest product materials from the forests to the mills within Mississippi. Although narrow in scope, we are encouraged by this action and will continue to support the Safe Routes Act, which would apply the Mississippi approach nationwide.

Also included in the mix, the new law adopts language provided by the Federation and its allies in the Wood Products Coalition that instructs the Forest Products Laboratory (FPL) to conduct a study quantifying the amount of carbon stored in wood products. Specifically, the law states that the FPL must “continue research to advance wood markets, including research on the amount of carbon stored annually in wood products, evaluated by specific wood producing sectors.” The law goes on to state that “efforts will also continue to focus on the environmental lifecycle benefits of wood products in the built environment,” providing tools for the industry to utilize when promoting markets for wood products.

Lawmakers Advocate Against USFS “Old Growth” Proposal, Exercise Oversight

In the wake of a proposal from the USFS earlier this year to amend all 128 Forest Plans to apply “consistent old growth policies,” on March 12, Sen. Barrasso (R-WY) introduced **S. 3929**, a bill that would prevent the USFS from moving forward with its forest plan amendment process. According to Sen. Barrasso, the USFS drafted its proposal without “appropriate state or local input” and would effectively impose a one-size-fits-all approach to old growth. In a related action, on March 20, lawmakers from both chambers

including Sens. Barrasso (R-WY) and Boozman (R-AR) and Reps. GT Thompson (R-PA) and Westerman (R-AR) sent an **oversight letter** to USDA Secretary Tom Vilsack requesting details related to the agency’s compliance with the National Forest Management Act in its plans to revise the scope of old growth regulations, laying the groundwork for possible judicial and legislative remedies to USDA’s action.

Hardwoods Caution USDA Not to Weaken “Bio Preferred” Policies

On March 22, the Federation submitted a letter to the USDA urging federal regulators not to take steps that could undermine the purchase of bio-preferred products, including hardwoods, by federal agencies. In an effort to make the program more efficient, the USDA **proposed** to streamline the process by eliminating stakeholder input, which would effectively block representatives from industry to provide input to the USDA on implementing a program that grows demand for wood products. Industry also urged the USDA to exempt wood products from mandatory testing to assure their eligibility to participate in the program, on the grounds that wood products are innately bio-based.

Tell House Lawmakers to Co-Sponsor Hardwood Access Development Program Act!

Join more than 140 of your industry colleagues who have already sent letters to their House lawmakers urging them to sign onto the hardwood access bill. You can support the industry by contacting your U.S. representative today and **sending a letter** urging more co-sponsors for **H.R. 6880**, the Hardwood Products Access and Development Program Act!

Hardwood Federation 2024 Fly-In Registration is Open

Attend the Hardwood Federation’s 2024 Fly-In, **Tuesday–Thursday, May 21–23**, and make your voice heard on Capitol Hill!

Members of HMA’s NextGen Leaders Council also will be in D.C. to participate, network, and attend a special session for young leaders. Is there an emerging leader in your company under 40? This would be an excellent opportunity for them.

View the **[schedule of events](#)** and be sure to **[register](#)**. And don’t wait to book your room at The Westin Washington, D.C. Downtown.

Embracing Black Walnut for Timeless Elegance

by Sara Skwaryk

Communications and Administrative Coordinator, HMA

Recently released from PPG's U.S. woodcare brands, OLYMPIC® Stains by PPG and PITTSBURGH PAINTS & STAINS® products, comes the 2024 Stain Color of the Year: **Black Walnut**.

Bridging the gap between warmer midtones and darker shades, Black Walnut offers the best of both worlds without going into red hues. As a versatile shade, it offers a timeless sense of elegance with a welcoming embrace.

Adding to the color stain's versatility is the ability to apply it to decks, siding, and other wood surfaces seamlessly across a variety of architectural styles. OLYMPIC® Stains by PPG enables DIYers the ability to clean and stain wood products on the same day, regardless of temperature.

If you are planning to use Black Walnut on a future project, PPG's woodcare experts recommend Black Walnut in OLYMPIC® MAXIMUM® Semi-Transparent stain and sealant for preserving and enhancing the natural beauty and longevity of woods. Also recommended is the semi-transparent Black Walnut in Pittsburgh Paints & Stains PARAMOUNT™ Exterior stain and sealant in one, for a perfect blend of cutting-edge paint and color technology and style expertise.

For more information, visit ppg.com.



Photo courtesy of Forever Cabinets.



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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