

The Link

Newsletter | August 2022



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



August already! I've been crazy busy and I'm guessing you've been busy, too. So, I'm thinking you may need a memory refresher about HMA's current Membership Drive.

That's right. The push is on to increase the HMA membership roster. And because a peer-to-peer referral carries so much weight, I'm asking YOU to call a hardwood industry colleague; tell him—or her—why HMA membership is important to you and your business; and get them on board. Of course, HMA is here to help.

Before You Get the Conversation Started ...

Click here to access/download the *HMA Membership Benefits* handout sheet. It will provide much of the information about our unique and storied Association. Then, grab yourself a fresh cup of coffee and dial up your friend.

Without a doubt, your personal testimony will ring true. And to really "seal-the-deal," offer the following "new member" incentives!

- New members will enjoy a 50% dues reduction for the first 12 months of their membership. (HMA membership dues are based on reported annual production.)
- They'll also receive a complimentary 2023 meeting registration to experience an HMA event, first-hand!

And for You ...

Bring a new member on board, and you too will receive a complimentary 2023 meeting registration. And you'll also have your choice of HMA apparel!

The bottom line is that I'm asking you to use your influence to help grow the HMA membership, because when you speak, others listen.

Linda



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Tours Set for “Meet Me in St. Louis” Fall Regional Meeting

HMA is heading to Missouri, **October 19–20**, and we’ve lined up some mighty interesting tours that you’ll not want to miss.

Keep reading for a sneak peak at our tour sites. And for complete meeting details, visit HMAmembers.org.



East Perry Lumber Company

Frohna, Missouri | EastPerryLumber.com

Family owned and operated since 1945, and home to Tommy Petzoldt, HMA’s current president, East Perry Lumber manufactures over 14 million board feet of lumber annually; has a kiln drying capacity of 700,000 board feet—using the AHDC drying method; has a 10 unit fleet of Mack log trucks and runs a Hurst 600 HP wood fired boiler. Got your attention, yet?

HAVCO Wood Products

Scott City, Missouri | HAVCO.com

For decades, a leading manufacturer of oak hardwood flooring for trailers, truck bodies, and containers, HAVCO Wood Products has patented Fusion Floor™—a stronger, longer-lasting, new generation of composite floor. And the company is graciously opening its doors to the HMA for a close-up look at their unique operations.



W.W. Wood Products, Inc.

Dudley, Missouri | WWwoodproducts.com

While they may be located in the small, rural town of Dudley, Missouri, W.W. Wood Products, Inc., is far from small. A leading manufacturer of wood moldings; cabinet doors; and custom cabinetry brands Aspect, Shiloh, Eclipse, and Intenzi; and a provider of quality products to both commercial and residential customers, the company is comprised of more than 1,000 skilled craftsmen, machine operators, maintenance technicians, office personnel, CAD drafters, and information technology professionals. (So much for being small and remote!)

McGinnis Wood Products, Inc.

Cuba, Missouri | MWPcooperage.com

Famous for its handcrafted, white oak bourbon and wine barrels, McGinnis Wood Products serves as a standard of quality and perfection in the barrel industry. Their white oak barrels are prized worldwide for the unique flavors they give spirits and whiskies. And the Cuba, Missouri, location is home to five manufacturing buildings, eight dry kilns and 200 employees.



Registration & Hotel Info for the Fall Regional

Planning to join us in Missouri in October?

Online registration is up and running for all HMA members, Promotion Contributors, and 2022 National Conference Sponsors and Exhibitors. Visit HMAmembers.org and register today!

The two-city logistics of our Fall Regional Meeting require that reservations be made at two hotels. And we encourage you to act soon because the "special" rates at the hosting hotels are available until **September 6**. Any reservations received after that will be confirmed on a space-available basis at the prevailing rates.

■ For Tuesday, October 18

Make a one-day reservation at the **Drury Inn and Suites St. Louis/Brentwood** (8300 Eager Road, Brentwood, MO 63144). Reservations can be made online or by calling **800.325.0720**. Provide Group Code **#10027135** to get the special room rate of \$123. There is a full hot breakfast, as well as a kickback reception at 5:30 pm. *Be sure you check out of the hotel on Wednesday morning.*

A Special Note

Early arrivals on Tuesday are invited to meet up with HMA's Board of Directors, Past Presidents, and NextGen Leaders Council members for an evening of food, refreshments, and fun at the Board of Directors' Dinner & Reception. The cost is \$80, and festivities begin at 6:30 pm. Most importantly: Advance reservations are required!

■ For Wednesday, October 19

Make a one-day reservation at the **Drury Plaza Hotel Cape Girardeau Conference Center** (3351 Percy Drive, Cape Girardeau, MO 63701). Make a reservation online or by calling **800.325.0720**. And be sure to provide Group Code **#10025843**—Hardwood Manufacturers Association—to get the room rate of \$119. There is a full hot breakfast.

Let Us Spotlight Your Company

HMA's Fall Regional Meeting is an excellent opportunity for your company to get extra exposure as a meeting sponsor. It's a fast and friendly way to stand out from the rest of the field. And to say thanks for showing extra support, HMA will "spotlight" your company leading up to and throughout the event in *The Link* and *Mid-Month Update* newsletters, at HMAmembers.org, and on social media. Here's a look at the available sponsorship opportunities:

■ \$1,000 Sponsorship

Host Wednesday's Bus Transportation to the tour sites, Wednesday's Boxed Lunch, or Wednesday's Cocktail Reception (*Includes one complimentary meeting registration valued at \$275*)

■ \$500 Sponsorship

Host the Registration Gift Bags, Wednesday's Bus Refreshments, or help defray the cost of Thursday's Bus Transportation

To get the *log* rolling, contact the HMA at info@hardwood.org or **412.244.0440**.

FYI for Air Travelers

St. Louis Lambert International Airport (STL) is the primary commercial airport for metropolitan St. Louis. Many airlines service STL's two terminals, including: AirTran, Alaska Airlines, American, Continental, Delta, Frontier, Southwest Airlines, United, and US Airways. And a free, 24-hour shuttle service runs between both Airport Terminals, in 8–15 minute intervals.

Regarding ground transportation to the hotel, options include:

- Lyft and Uber operate at St. Louis Lambert International Airport. Reservations must be made online.
- Taxi service for Terminal #1 is at Exit Door 14 to Garage Yellow Level. Terminal #2 Taxi Zone is Exit Door 12.
- Other Ground Transportation Providers are available here.



Fall Regional Meeting
St. Louis, Missouri | October 19–20



The Hardwood Industry's Captivating New Tool

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

Have you heard the news? The Real American Hardwood Coalition (RAHC) officially launched **RealAmericanHardwood.com**—the industry's new consumer promotion website. We hope you'll take some time to explore the site and all it has to offer to you, me, and every one of us who is looking to learn more about Real American Hardwood™ products.

We Have Some Real News



The ultra-modern website takes visitors on a digital journey to discover how and why they should choose Real American Hardwood flooring, cabinetry, millwork, furniture, and other goods for their homes.

"Today's consumers are overwhelmed with product choices and often believe they're buying natural and renewable hardwood products, when in fact, they're buying look-alikes such as vinyl and plastic that are manufactured from non-renewable resources," says Michael Martin, president and CEO of the National Wood Flooring Association. "Now, the industry has an informative tool that's setting the record straight and separating fact from fiction—backed by research and science."

Designed by CANVAS United, the website offers interactive modules that engage visitors and compare the appearance, durability, value, home health, and environmental attributes of Real American Hardwood products to faux, wood-look alternatives. The site also provides project inspiration, maintenance tips, and environmental facts, and explores how hardwood is influencing lifestyles and culture.

"Our industry has a rich history and compelling stories to tell," says Dean Alanko, vice president of sales and marketing, Allegheny Wood Products. "I'm proud of how the website tells these stories and presents information that can make a difference in consumers' lives and benefit all industry stakeholders."

Looking back to late 2021/early 2022, the RAHC set out to develop a captivating website designed to inspire and educate consumers. As for that goal? Mission accomplished...but we're just getting started.

Getting the Word Out

To help spread the word on the website's launch, the RAHC sent out a news release that's received close to **100 known placements** and posted a video that's earned **875 views** across various social platforms. And, the RAHC is publishing a series of videos highlighting different sections on the website.

In just three weeks since launch, the site has generated more than **1,800 sessions** and nearly **6,400 page views**; impressive stats for a debuting site.

So What's Next?

In the weeks ahead, the RAHC is taking on its next major project: implementing a social media strategy.

As you may recall, the HMA created and has been managing the Real American Hardwood social channels on behalf of the RAHC. And now that the consumer website is live, we're excited to continue that work going forward, working directly with the creative minds at CANVAS United and their larger team of pros within the UNITED COLLECTIVE. Be on the lookout for viral content in the form of photos, videos, and infographics as our campaign begins rolling out.

Join Our Efforts

To learn more about the RAHC's work or lend support, visit **RealAmericanHardwood.org**. And please do share your thoughts on the new consumer website by emailing **info@RealAmericanHardwood.org**.

Make a Real Impact

One way your company can help promote Real American Hardwood products—and our industry—is to be more active on social media and engage with the RAHC.

Like, comment, share, follow, and subscribe! And be sure to use #RealAmericanHardwood across social platforms.



@RealAmericanHardwood



@RealAmericanHardwood



@RealAmericanHwd



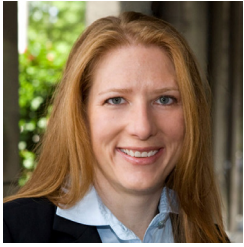
@RealAmericanHardwood

**REAL
AMERICAN
HARDWOOD**

Never a Dull Moment in D.C.

by Dana Lee Cole

Executive Director, Hardwood Federation



House Lawmakers Pivot to FY 2023 Spending Bills

On July 20, the House passed a Fiscal Year (FY) 2023 spending bill that will fund USDA, Interior and other agencies that oversee key programs that have a major impact on the industry:

■ Export Promotion

The USDA spending bill will fund the Market Access Program (MAP) and the Foreign Market Development (FMD) Program, which support the American Hardwood Export Council's (AHEC) promotion of U.S. hardwood exports.

The Hardwood Federation (HF) has met with House and Senate Ag Committee chairs and panel members to advocate for maintaining or increasing funding for these key programs.

■ Biomass

Spending bills also present opportunities for lobbyists (and creative lawmakers) to push priorities unrelated to dollar amounts going to federal programs. Case in point: the industry's efforts to enshrine "the carbon neutrality of biomass" into federal law. Since enactment of a spending bill in 2017, there has been a statutory directive, renewed each year, instructing federal agencies to recognize the carbon neutral nature of forest-based biomass in any federal energy or environmental policymaking.

However, the House-passed FY 2023 Interior appropriations measure includes watered down language that acknowledges the "carbon benefits" of biomass energy, but stops short of declaring this type of energy, which we deploy in our mills, as carbon neutral.

HF worked to defeat identical language and preserve the carbon neutrality directive through FY 2022. We're working with our Senate champions to secure a similar outcome for FY 2023.

■ Forest Inventory

The USDA's Forest Inventory Analysis (FIA) provides information critical for decisions regarding carbon stocks, sustainability, forestry management practices and existing and expanding markets. FY 2023 includes a significant funding boost for the FIA—a \$15.5 million increase over FY22 levels.

HF Opposes Small Business Tax Increase

On July 11, HF joined with 192 organizations—representing millions of small businesses, employing tens of millions of American workers—in a **letter** opposing a proposed small business surtax expansion as a means of paying for Medicare funding within the context of the most recent "Build Back Better" (BBB) package. Citing high inflation, a possible recession, and "chronic labor shortages" as major challenges, the coalition urged lawmakers not to add to the growing obstacles confronting small businesses.

What's the Latest on BBB?

In mid-July, Sen. Joe Manchin (D-WV), announced he would not support the latest BBB plan, including the surtax noted above. Then, on July 27, Manchin issued a statement supporting "The Inflation Reduction Act of 2022," a compromise bill that includes a "15% corporate minimum tax, a proposal to close the carried interest tax loophole, a provision for IRS enforcement, and historic spending for climate, though it's on a smaller scale than what the House envisioned last year." The legislation is now in the hands of the Senate parliamentarian for review.

West Coast Port Contract Negotiations Continue

Despite industry's win with the passage of the "Ocean Shipping Reform Act," labor contracts between west coast dockworkers and port operators expired July 1 and threaten to stall progress made on the legislative front. The Pacific Maritime Association, representing the ports, and the International Longshore and Warehouse Union released a joint **statement** saying that "cargo will keep moving" until parties reach an agreement.

Advocating before the Administration to keep the parties' feet to the fire, HF joined more than 100 industry allies in a letter to President Biden urging him to use the bully pulpit to assure continuity of operations at the nation's ports.



A New Training Opportunity for All Hardwood Stakeholders

Attention kiln operators, purchasers, sales representatives, production supervisors, plant managers, and all who deal with wood moisture related issues. The Northcentral Technical College (NTC) and the Great Lakes Kiln Drying Association are offering a **Kiln Drying Short Course**. And the workshop is set for **August 17-19**.

This training opportunity will focus on drying systems, controlling lumber quality, species specific drying wood structure and drying science. All of the details—curriculum specifics, cost, hotel, enrollment deadlines—are available at GLKDA.org. And workshop registration is [here](#).

And it's last call for enrollment in NTC's 12-week **Hardwood Manufacturers Certificate** program set for **August 29–November 18**. All hardwood industry stakeholders are welcome to participate, but act soon. The application deadline is August 12. Program details are available [here](#).

Both training opportunities will take place at NTC's 27,000-square-foot, state-of-the-art Wood Technology Center of Excellence in Antigo, Wisconsin.



Making Manufacturing Day Work for You

Held annually on the first Friday in October, Manufacturing Day (MFG Day) is a nationwide initiative organized by The Manufacturing Institute that's designed to promote careers in modern manufacturing. This year, MFG Day 2022 kicks off on **October 7**, with events occurring throughout the month. Why not make it work for you?

Manufacturing companies and educational institutions will be opening the doors of their facilities, inviting area students, parents, teachers, and community leaders inside for a first-hand look at their day-to-day operations and programs.



Host an **MFG Day** Event!

For hardwood stakeholders looking to attract potential employees and increase overall industry awareness and importance, conducting a MFG Day event is an excellent means to showcase your facility—and the hardwood industry! It works like this:

- An official MFG Day event must consist of a tour of a manufacturing facility, office, innovation center, or other site. And it must be open to students, parents, and/or educators. (Don't forget to include your local politicians and community leaders.)
- Pick the day that best suits your calendar, and the calendars of your potential attendees, and get to planning your MFG Day event.
- Register/advertise your event on the digital home for MFG Day at CreatorsWanted.org so that people in your area can easily find it and attend.
- Take advantage of free resources, including MFG Day logos, infographics, and social posts.

Bottom Line

For so many, seeing is believing. Conducting a MFG Day event is a means to that end. You'll be educating those in the world around you. And you just may be opening the minds of the next generation of leaders in the hardwood industry! Don't wait.



Time to ReThink Your Workspace?

Are you ending each workday feeling stiff, drained, and sometimes even in pain? If so, now may be the time to assess your workspace and implement some minor modifications.

Start with Your Chair

With your back fully against the back of the chair, adjust the seat height so your feet are flat on the ground and your knees, feet, and ankles come to a 90-degree angle. Then move the chair armrests so your elbows form a 90-degree angle at your desk.

About Your Desk

If your desk is the correct height, you should be able to comfortably maintain those 90-degree angles. If the desk is too high, add an ergonomic step stool to rest your feet on. If it's too low, use furniture risers to raise it to the appropriate height for you.

Your Computer Monitor

The top edge of the screen should be directly in line with your eyesight. Too low and you'll hunch over, creating neck pain. And if you use dual monitors, put the most-used monitor directly in front of you.

And remember, even young eyes need sufficient **lighting**. To limit eye strain—which may cause blurred or double vision, headache, and soreness of the neck, shoulders, and back—try utilizing task lighting (i.e. reading and desk lamps).

Information source: Jessica Migala's article for AARP The Magazine, "Straight to Work"

Photo: Jessica Glynn



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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