

The Link

Newsletter | December 2023



Anticipating a New Year

by Ian Faight
Chief Operating Officer, HMA



It's hard to believe 2023 is coming to a close. In just a few short weeks, we'll be celebrating the holidays, spending time with family and friends, and taking a break from work. And if you're like me, it's time to check some items off on my never-ending to-do list before heading into the new year. First up is finalizing details for our National Conference and Expo, March 25–27.

Our theme is **Pathways to Success**, and our lineup of learning sessions is geared toward helping your company prepare for the future and overcome the challenges facing our industry. There also will be a virtual tour of NWH's facility in Longview, Washington. See how sawmilling is done in the Pacific Northwest, get a close-up look of their operations, and experience a birds-eye view of an alder forest.

The countdown is on and March will be here before you know it. If you haven't yet done so, take a few minutes to complete your registration and book your hotel room at The Charleston Place. All the details can be found online at HMAmembers.org.

Merry Christmas and Happy Holidays to you and yours. And best wishes for the year ahead. I look forward to seeing you all in 2024!



Your NatCon Checklist

Register Today

Have you registered for NatCon 2024? If not, what are you waiting for? Take care of business today at HMAmembers.org.

Not an HMA member? Not a problem! HMA's signature event is open to all hardwood lumber producers, processors, and suppliers.

And as a reminder, registration rates increase by 10% after March 1, 2024.

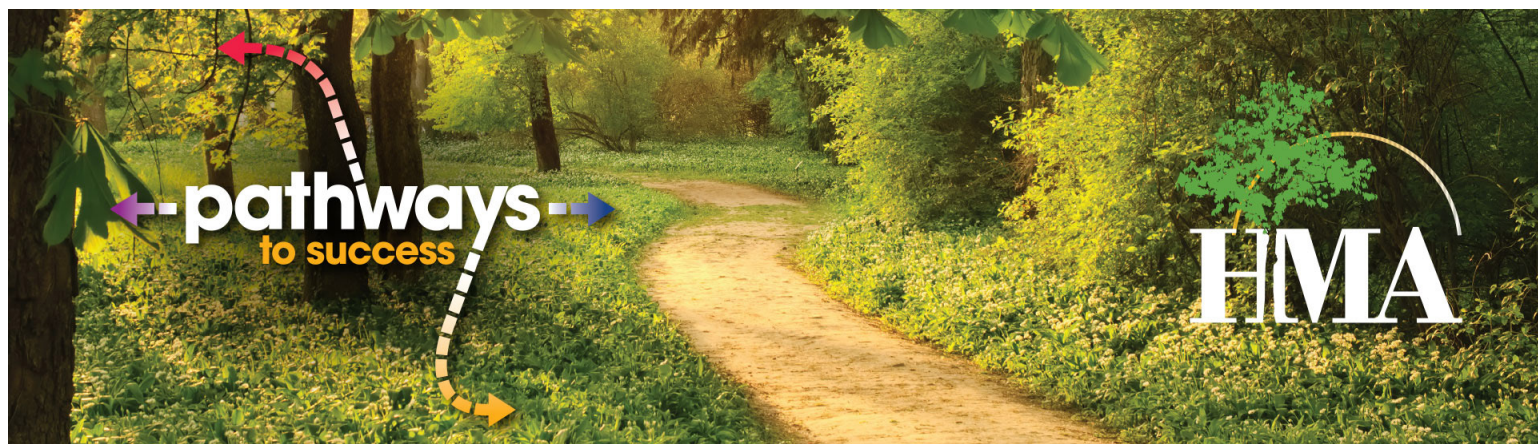
- HMA Members & Promotion Contributors | \$650
- SCMA Members | \$650
- Non-Members | \$800



Book Your Stay in Charming Charleston

The Charleston Place (205 Meeting Street) stirs the senses and lives forever in the minds and souls of all who gather at this iconic, luxury landmark. And through sumptuous accommodations, delicious food and drink, restorative wellness services, and warm, generous hospitality, the hotel is redefining its legendary service, experiences, and the city with a renewed passion, purpose, and intention. Learn more at CharlestonPlace.com.

Book your stay [online](#) or call **800.611.5545** and mention "Hardwood Manufacturers Association" to secure our discounted room rate of \$300/night. The reservation deadline is February 23, 2024.



On the Docket in Charleston

What's in store for your business in 2024? Would new equipment improve your operations and expand your capabilities, but you're struggling to figure out how to pay for it? Is there a generational gap in your workforce causing tension and making communication difficult? And the all-important question: What's going on with the economy?

If you're asking any or all of these questions, then you'll want to be in Charleston, South Carolina, for HMA's 2024 National Conference and Expo, scheduled for **Monday–Wednesday, March 25–27**, at The Charleston Place. This year's theme is **Pathways to Success** and our slate of learning sessions is focused on helping you navigate your company's future, adapting to our industry's ever-evolving landscape, dealing with economic markets, and much more.

More details can be found at HMAmembers.org. For now, here's a preview of what's on the docket.



US Forest Service Wood Innovations Grants for Mill Improvements

What exactly is the US Forest Service's Wood Innovations Grant (WIG) Program? What are the different grant opportunities? How can a grant help your company make equipment and operational upgrades? What companies are eligible? How do you apply? Marcus Taylor, Wood Innovations

Coordinator for the U.S. Forest Service's Southern Region, will be with us to provide all the details and answer your questions.

Effective Communication Panel

Times have changed and communicating with workers from different generations can be challenging and frustrating for all involved. Boomers and Gen Xers say younger workers are lazy with no work ethic—too busy on their phones. Millennials and Gen Zers believe they're not valued, but offer just as much talent; they're motivated and driven, but go about things in a different—sometimes more efficient—way.



This panel discussion, moderated by Steve James—president and CEO of Frank Miller Lumber Company and a certified John C. Maxwell coach, trainer, and speaker—will bring together workers from different generations to candidly talk about collaboration, stereotypes around different age groups, and why generational spread is a strength, not a weakness.

Economic Predictions: Hits and Misses

Every year, attendees get to hear from an experienced economist who gives an update on the U.S. economy. HMA members have asked, "What did they get right and where were they wrong?"

This year, we're welcoming back our 2023 presenter, Dr. Christopher Kuehl, co-founder of Armada Corporate Intelligence. His presentation will give an honest critique of his assessment last year, as well as a current look at the U.S. economy and a forward-looking analysis of trends to watch. We're looking forward to hearing what he has to say!

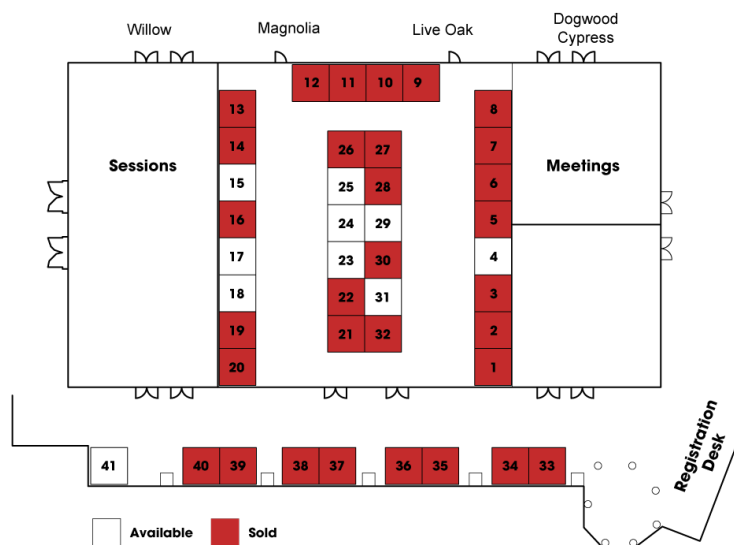


Limited Number of Exhibitor Booths Still Available

Attention all hardwood industry equipment manufacturers, suppliers, and service providers! HMA's 2024 National Conference and Expo is right around the corner. And this signature event is your opportunity to get face-to-face with potential customers during expo hours; after learning sessions; or at breakfast, lunch, or dinner.

And remember, booths are assigned on a first-come, first-served basis, so reserve your company's space today! For an up-to-date look at available booths, visit HMAmembers.org. Then email info@hardwood.org to secure your exhibit space and package.

And if you're interested in gaining extra exposure for your company or bringing additional company representatives, consider adding on a sponsorship. Learn more below.



Gain Extra Exposure: Sign on as a Sponsor

Looking for a cost-effective way to get in front of NatCon attendees and stand out from the crowd? Sign on as a sponsor!

Visit HMAmembers.org to browse a current list of available options, email info@hardwood.org to make your selection, send us your logo (vector files preferred), and we'll take it from there.

To thank you for going the extra mile, HMA will spotlight your company leading up to and during the event in Charleston, in *The Link* and *Mid-Month Update* newsletters, on social media, and all year long at HMAmembers.org. Secure your sponsorship today!

HMA truly appreciates your support in making our National Conference and Expo the talk of Charleston!

Platinum Sponsor | \$2,500

Choice of: NatCon Events Guide (full-page ad, interior front or back page cover), Swag Bags, or 3 Complimentary Registrations

Gold Sponsor | \$2,000

Choice of: Breakfast, Vendor-Expo Café Lunch, Tuesday or Wednesday Opening Session, Hotel Key Card Folders, *The Link* and *Mid-Month Newsletter Ads*, NatCon Events Guide (full-page ad), or 2 Complimentary Registrations

Silver Sponsor | \$1,500

Choice of: Wednesday Coffee Bar, Snack Bar, Water Stations, NatCon Events Guide (half-page ad), or 1 Complimentary Registration

Bronze Sponsor | \$750

Choice of: General Learning Session or Swag Bag Amenities



Thank You for Supporting American Hardwoods in 2023

The Hardwood Manufacturers Association (HMA) would like to take this opportunity to recognize and thank you, all the HMA member and non-member companies who have contributed to our American Hardwoods education/promotion campaign. Your contributions speak volumes. Thank you for keeping hardwood promotion on your priority list.

Over the past year—via **The American Hardwood Information Center** at **HardwoodInfo.com**, numerous online editorial features, Continuing Education presentations, social media posts, and much more—our hardwood message has reached countless consumers, architects, designers, and the build community, at large.

On behalf of all industry stakeholders, HMA applauds the extra effort of the following contributors for their generosity.

HMA Member Contributors

Anderson-Tully Co.
Baillie Lumber Co.
Bingaman & Sons Lumber, Inc.
Cersosimo Lumber Co.
Dwight Lewis Lumber Co.
East Perry Lumber Co.
Holt & Bugbee Co.
Jerry G. Williams & Sons, Inc.
Kretz Lumber Company, Inc.
Middle Tennessee Lumber Co.
MO PAC Lumber
Mueller Brothers Timber
Northland Forest Products, Inc.
RAM Forest Products, Inc.
Stella-Jones Corporation
The Turman Group
Wellborn Cabinet, Inc.

Non-Member Contributors

Cedar Creek Hardwoods
Cotton-Hanlon, Inc.
Hardwood Market Report
Maxwell Hardwood Flooring
National Hardwood Magazine
SII Dry Kilns
Swaner Hardwood Company
W.M. Cramer Lumber Co

Only through industry support and collaboration can promotional efforts, designed to inspire a renewed preference for American Hardwoods, continue.

To add your company name to these lists of supporters, contact info@hardwood.org. We look forward to hearing from you!



Driving Traffic

The American Hardwood Information Center website, **HardwoodInfo.com**, continued to serve as a valuable resource for homeowners and design pros. Each month, the site averaged:

- **8,800 users**
- **10,100 sessions**
- **13,200 pageviews**

Making Headlines

The AHIC published two listicles this year that secured **3,760 placements** and reached **340M potential readers** across the country.

Continuing to Educate

The AHIC's two continuing education units, *American Hardwoods and their Role in Carbon Neutral Design* and *Thermally Modified Hardwood and its Role in Architectural Design*, were completed by **800 architecture and design professionals** online and in person.



American Hardwoods™

Inspiring with Real American Hardwood

by Ian Faight

Chief Operating Officer, HMA | Digital Community Manager, RAHC

In November, the Real American Hardwood Coalition (RAHC) featured a series of posts on social media that were designed to inspire and educate homeowners. Here's a brief review of a few posts.

Hardwood Makeover



WD Flooring
Laona, Wisconsin

An Award-Winning Look

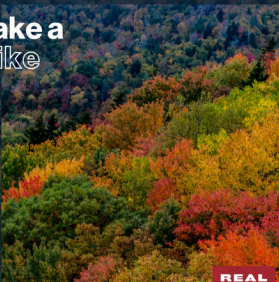
The RAHC continued its Hardwood Makeover series by featuring an intricate flooring project. Featuring a skip sawn texture and a bronze finish, the beautiful white oak project was named the 2018 Wood Floor of the Year winner in the textured wood category by the National Wood Flooring Association. See the post on [Instagram](#).

A Salute to Veterans

In recognition of Veterans Day, the RAHC highlighted the work of the Gary Sinise Foundation's R.I.S.E (Restoring Independence Supporting Empowerment) program and the story of U.S. Army Captain Jason Church. R.I.S.E builds specially adapted, mortgage-free homes for our nation's most severely wounded veterans. The homes feature durable building materials—like Real American Hardwood floors and cabinets—that meet the needs of

wheelchairs, prosthetics, and other mobility devices. Watch the video on [Instagram](#).

Take a Hike



Take a Hike

On November 17, the RAHC encouraged followers to get some fresh air and explore nature in celebration of National Hiking Day. It was the perfect opportunity to enjoy the fall foliage before the busyness of the holiday season. See the post on [Instagram](#).

Take the next step & Build Your World.



Contribute today!

Visit realamericanhardwood.com/industry
or scan the QR code.



**REAL
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Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



Congress Approves One-Year Farm Bill Extension

As Congress finally passed a Continuing Resolution (CR) to fund federal programs into January, House Speaker Johnson (R-LA) got the ball rolling by working with 209 Democrats and 127 Republicans to secure its passage in the House.

Speaker Johnson, eager to kill two birds with one stone, crafted a CR that piggybacks a one-year extension of the 2018 Farm Bill that will guarantee funding for key hardwood initiatives such as the Market Access and Foreign Market Development programs until September 30, 2024. The measure is headed to the President's desk for his signature. The Federation will keep you posted on new developments as they unfold.

Manufacturers Lay Out Tax Priorities

On November 2, the Federation joined the National Association of Manufacturers and allies in a **letter** to Capitol Hill urging action on the package of business tax benefit extensions that is currently pending on the House floor. The package—for which HF also is advocating—would extend through 2025 the 100% bonus depreciation benefit which began ratcheting down this year. It would also retroactively extend the research and development tax credit which phased out in 2022 and restore more generous interest deductibility provisions (interest deductions based on Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA) instead of the current EBIT standard)). Following positive statements from House tax writers and election of a new Speaker of the House, we are hopeful that Congress will act on this package by year's end.

Spending Bills Promote Biomass as Carbon Neutral

On November 3, the House passed Fiscal Year (FY) 2024 Interior and Environment appropriations legislation (**H.R. 4821**), a bill that includes important language classifying biomass as carbon neutral across federal agencies. The Senate Appropriations Committee passed its version of the FY 2024 Interior-Environment spending bill with the same language that is in the House-passed version. Although the two bills will likely experience rocky negotiations to hammer out a compromise bill, centered on the House version which includes a 39% reduction in EPA's budget that will not pass the Senate, we are optimistic that the biomass provision will become law, delivering a win for industry.

Congressional "To Do" List Stacks Up Before Holidays

With Congress kicking off a two-week sprint for its break currently scheduled to begin on Friday, December 15, lawmakers have several key votes to cast before leaving Washington. In addition to continuing negotiations to address the FY 2024 budget before expiration of the current Continuing Resolution (CR), Congress also needs to reauthorize the National Defense Authorization Act, the traditional vehicle for mass timber programs. There also is mounting pressure from the business community to address taxes. Other bills heading for a potential logjam include passage of the remaining nine Senate and seven House FY 2024 appropriations bills and potential supplemental funding for Ukraine aid and border security.

**D.C.
Cheat Sheet**

HARDWOOD
FEDERATION



Sign Up for the D.C. Cheat Sheet

Looking for more updates from Capital Hill that may impact the U.S. hardwood industry? Subscribe to the Hardwood Federation's **D.C. Cheat Sheet**.

Hardwood Gifts for the Holidays

It's especially pleasurable giving—or receiving!—presents made of Real American Hardwood® during the holiday season, knowing that each piece will have the natural beauty, durability, and familiar warmth that only oak, cherry, walnut, maple, ash, and other cherished species can impart. Here are six items that fully realize hardwood's timeless good looks and matchless adaptability.



South Bend Woodworks specializes in classic children's toys, like this splendid set of stacking blocks crafted of maple, walnut, and cherry, all sustainably sourced in the Midwest. And with smoothly sanded edges

and certified non-toxic finishes, the wooden shapes—cubes, wedges, columns, arches, and more—are as kid-safe as they are sturdy and beautiful.

southbendwoodworks.com



Hand-turned in Hartland, Vermont—and named the Champlain bowl after the state's most famous lake—this gorgeous cherry stunner shows off the unique grain patterns of the wood block from which it was made.

Available in five sizes, and

in black walnut, too, the multiuse bowl only needs a little walnut-oil reconditioning now and then to keep it looking great. andrewpearcebowls.com



The unique fin-inspired design of this walnut hook rack is the work of local architect and craftsman Brendon Farrell. Sturdy yet elegant, the versatile piece provides a strikingly sculptural form on which to hang your coats, bags, scarves, and other outdoor

essentials. Also available in natural white oak, it comes in a longer 10-fin version, too. rejuvenation.com

This beguiling candle holder collection comprises five designs—each a little totem-like sculpture, so attractive you'll want them all—hand-turned in a small Pennsylvania woodshop. Shown here in dramatic black walnut, the pieces are also available in cherry or maple, equally handsome woods that could be mixed and matched to great effect. lostine.com



Inspired by midcentury-modern design, this beautifully proportioned credenza shows off its golden-hued solid-oak cabinetry to perfection. Handmade in Ohio with locally sourced wood, the piece has a natural matte finish, while the base, which is also oak, has a contrasting black finish. The hand-welded drawer and door pulls are an elegantly restrained embellishment bertuhome.com



With its graceful lines, carefully judged proportions, and aura of timeless chic, this solid walnut armchair, which also comes in gray ash, would be a welcome addition to many styles of room, from the warmly traditional to the coolly contemporary. Shown upholstered in a hip bouclé fabric, it's also available in a wide selection of leathers—unsurprising since the piece is crafted by Dallas-based furniture maker American Leather. americanleather.com



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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