

# The Link

Newsletter | February 2022



## More Than Just Talk

by Linda Jovanovich  
HMA Executive Vice President



### Watch Your Snail-Mail

You may not recall, but my column in the October 2021 issue of the *National Hardwood Magazine* shared some information from Mark Sanborn—an international bestselling author and award-winning speaker on leadership, team building, customer service and change—and I thought it appropriate to reiterate some of Sanborn's insightful information, as our National Conference and Expo approaches.

In an article titled *15 Ways to Learn from Someone You Disagree With*, Sanborn said:

- Learning from people I disagree with isn't easy, but it is almost always worthwhile.
- If you only converse with those who share the same point of view, for the same reasons, you'll feel validated, and maybe vindicated, but you won't learn anything.
- Choosing to learn from those who think differently challenges your thinking, identifies blind spots, broadens your perspective, creates connection and maybe builds a bridge to a relationship.

My take-away from Sanborn's words is this: Learning is about looking to others as resources for growth, about expanding our frame of reference, about being flexible to change, about investing in alternative processes in order to progress and achieve success.

All of this is the perfect segue as I encourage you to join us at HMA's 2022 National Conference and Expo, **March 23–25**, in Miramar Beach, Florida. Let's gather as an admirably purposeful industry primed to think, to discuss, to disagree, to inspire, to learn, to laugh—an industry "Investing in the Future," working to solve problems, meeting challenges head-on, determined to succeed.

Registration and Conference details—hotel information, agenda, event sponsorships, and a listing of participating exhibitors—can be found at [HMAmembers.org](https://HMAmembers.org). You may register online or complete the form on page 8 of *The Link*. Finalize your plans to participate, today.

*Linda*

## Also In This Issue

- NatCon Deadlines Looming
- Reminder: Return your 2022 Dues Calculation Form
- Last Call for Conference Sponsors
- NextGen Leaders Council Needs You!
- NTC Offering Two-Day Class in March
- Administration, Congress Pivot to Transportation Bottlenecks, by Dana Lee Cole
- Previewing the SCMA's Game Plan in 2022, by Ian Faight
- Robert Tucker on "Putting Leaders to the Test"
- Home Design Trends Survey



## Remember to Update Your Address Book

As a reminder, the HMA moved to a new office. Please be sure to update your address book and accounting software.

### Hardwood Manufacturers Association

One Williamsburg Place, Suite 108  
Warrendale, PA 15086

## NatCon Deadlines Looming

HMA's 2022 National Conference and Expo is just around the corner. So, if you plan to attend, please take note of the following important deadlines.

### February 27 | Hotel Reservations

HMA's negotiated/discounted room rate at the Sandestin Golf and Beach Resort in Miramar Beach, Florida, ends February 27. **Reserve online** or call **800.320.8115** and mention the HMA National Conference and Expo and **Group Code 247079** to secure the discounted room rate of **\$185**.

Be sure to only use the phone number or hotel link provided by the HMA. And be on the look out for hotel email scams.

**Note:** If you plan to stay longer and/or want a larger room, contact the Sandestin to discuss availability. Be sure to mention Group Code 247079, to receive the 'best' available rate and to be added to the HMA room block.

### February 28 | Conference Registration

All interested in attending HMA's 2022 NatCon are encouraged to **register today**. Registrations received after February 28 will be considered 'late,' i.e. HMA and SCMA Member Registration **increases to \$575** (non-member registration to \$700).



### Attention Golfers

An informal HMA golf outing is set for March 23, at Sandestin's award-winning Links Golf Course.

- To reserve your spot, email Peter McCarty, golf outing coordinator, at [PeterM@TSman.com](mailto:PeterM@TSman.com).
- The cost to participate is **\$75+tax** (includes golf/cart/driving range) and will be paid on-site, directly to the Pro Shop at the Club House.
- Tee times begin at 9:03 am. Arrangements can be made to accommodate HMA Board Members and SCMA members who are attending their respective Association meetings.
- **Hole Sponsorships** (for "longest drive" or "closest to the pin") are available for **\$50**. Email Peter to learn more and to join the fun!



## Reminder: Return your 2022 Dues Calculation Form



The amount of your HMA membership dues is based on your company's previous 12 months' production. And so, to ensure that you are being invoiced fairly, HMA recently mailed you a 2022 Dues Calculation Form to be completed and returned by **February 10**.

If you have not yet done so, please email the updated information to [info@hardwood.org](mailto:info@hardwood.org). Submitted changes will be reflected in your **March 1, 2022** invoice. Email questions to [info@hardwood.org](mailto:info@hardwood.org), or call Linda at **412.215.9256**.

If we do not receive your recalculation form, your HMA dues will continue to be billed at the last reported production levels.

## Last Call for Conference Sponsors

The clock is ticking and it will soon be 'last call' for NatCon 2022 Sponsors. It's a great way to raise company awareness and differentiate your products and services from the rest of the pack. So, if you would like to add your company name and logo to this impressive list, contact the HMA at **412.215.9256**. We're looking forward to your call!

As we go to press, thank you to:



Industry supplier and **Platinum Sponsor**, Eagle Machinery & Supply, Inc. – MiCROTEC, Sugarcreek, Ohio! As a NatCon Events Guide Sponsor, check out their ad on the interior front cover of the Guide. And be sure to visit them at Booth #13 in the Expo. [EagleMachine.com](http://EagleMachine.com)



Industry supplier and **Platinum Sponsor** TS Manufacturing, Lindsay, Ontario! The 'Welcome Amenities' that all attendees will enjoy are compliments of TS Manufacturing. Visit them at Booth #39 to offer your thanks. [TSman.com](http://TSman.com)



Thank you to **Platinum Sponsor** UPG/ Unified Purchasing Group, South Jordan, Utah! Unable to physically be in Florida with us, yet UPG will be with us in spirit! We look forward to seeing you at a future HMA and/or industry event. [UPG.org](http://UPG.org)



Thank you to HMA member and **Gold Sponsor** Fly Tie & Lumber, LLC, Grenada, Mississippi! These fun people will be co-sponsoring the Expo Luncheon. Thank you for helping to keep us all 'well-fed.' [FlyTimber.com](http://FlyTimber.com)

At the **Silver Sponsor** level is HMA member, Bingaman & Son Lumber, Inc., Kreamer, Pennsylvania! Thank you for your vote of confidence in the HMA. Here's to a great 2022 for us all. [Bingamanlumber.com](http://Bingamanlumber.com)



Thank you to HMA member and **Silver Sponsor** Kendrick Forest Products, Inc., Edgewood, Iowa. See you in Florida. We hear it's your home-away-from-home. [KFPlowa.com](http://KFPlowa.com)



Also at the **Silver Sponsor** level is industry supplier, DMSi/TallyExpress/eLIMBS, Omaha, Nebraska! Spend time with them at Booth #24. And thank them for sponsoring the Water Stations. [DMSi.com](http://DMSi.com)



And hats off to the following HMA members and **Bronze Sponsors**—Abenaki Timber Corporation, Kingston, New Hampshire; Frank Miller Lumber Company, Inc., Union City, Indiana; and New River Hardwoods, Inc., Beckley, West Virginia—for sponsoring various Conference learning sessions.

[AbenakiTimber.com](http://AbenakiTimber.com)  
[FrankMiller.com](http://FrankMiller.com)  
[NewRiverHardwoods.com](http://NewRiverHardwoods.com)



## Visit Our Event Sponsors



[PLMins.com](http://PLMins.com) | Booth #15



[TaylorForklifts.com](http://TaylorForklifts.com) | Booth #32



[USNR.com](http://USNR.com) | Booth #6



## NextGen Leaders Council Needs You!



The purpose of HMA's NextGen Leaders Council is to engage the next generation of leadership in HMA member companies and the industry, and to seek their input as to how the HMA can better serve the professional

development of future leaders. So, if you have a 'potential leader' that is ready, willing and able to commit to a three-year term, now is the time to submit their name to the HMA.

Nominations to the Council are being accepted through **February 25** at [info@hardwood.org](mailto:info@hardwood.org). And here's the criteria.

- Anyone currently employed in an HMA member company, under the age of 40 and recommended by an HMA member, is eligible to serve on the Council.
- Council members must be willing and available to work on various HMA sponsored projects to help further develop each Council member, and to offer insight and recommendations on improvements for the HMA.
- Council members are encouraged to participate in HMA Board of Directors meetings, as well as Hardwood Federation Fly-Ins, in order to become familiar with all aspects of HMA and to gain insight into industry issues.

Please call **412.215.9256** should you have questions. And again, nominations are being accepted through **February 25**.

## NTC Offering Two-Day Class in March

HMA's partner in education, Northcentral Technical College (NTC), will be conducting a two-day **Hardwood Log Scaling & Grading Workshop**, March 18–19, at its Antigo Campus Wood Technology Center of Excellence. To better facilitate hands-on learning, the workshop will be limited to 14 participants.



### Who Should Participate?

Log scaler/grader trainees, sawmill supervisors, landowners, foresters, and forestry students.

### What will be Covered?

In this hands-on workshop, participants will learn how to apply log scaling principles and grading criteria used by industry professionals to merchandise hardwood logs. Also, training will take place in the classroom and off-site at a local sawmill. (Lots of warm clothing will be needed!)

Visit [NTC.edu](http://NTC.edu) for all of the Workshop details—Daily Curriculum, Cost, Registration, Hotel(s), Enrollment Deadline. Finalize your participation, today.

**Note:** The registration fee includes workshop material, reference binders, and daily coffee and donuts.

# Administration, Congress Pivot to Transportation Bottlenecks

by Dana Lee Cole

*Executive Director, Hardwood Federation*



In a November 2021 survey reflecting 15 macro-economic concerns raised in the broader business community, hardwood industry leaders identified transportation holdups, and related driver shortages, as the second most pressing policy challenge. Not long afterwards in December, as negotiations in Congress

began to unravel on the Administration's "Build Back Better" plan, the Administration pivoted to transportation issues and unveiled a "trucking action plan."

In a statement released in December, the Administration attributed many of the current transportation logjams to workforce shortages that predate the pandemic, citing high labor turnover, aging workforce issues, and long hours spent away from home as factors that have exacerbated driver shortages. To address the shortages, the Departments of Transportation and Labor (DOT and DOL) are initiating the following actions:

## ■ Expedite Issuance of Commercial Drivers Licenses

The Administration will allocate more than \$30 million to the Federal Motor Carrier Safety Administration (FMCSA) to fund state "toolkits" outlining best practices for timely issuance of CDLs. The FMCSA will

also monitor activities at the state level where CDL challenges persist. Administration officials cited a California program that expanded hours of service at testing locations to alleviate licensing bottlenecks as a success story that other states could emulate.



## ■ "90-Day Challenge" to Jump Start Apprenticeships

The Administration pointed out that although the trucking industry is itself operationally diverse, including long-haul vehicles and fuel-carrying "tank trucks," all types of carriers concede that Registered Apprenticeship Programs will create pathways to on-the-job learning and credentials that incentivize driving careers. Specifically, the DOL unveiled an Apprenticeship Trucking Challenge website for businesses and unions interested in participating in the 90-day challenge. More information on the program is available at [Apprenticeship.gov](https://www.apprenticeship.gov).

## ■ Veteran Outreach

The Administration identified U.S. veterans as a logical labor pool from which to recruit thousands of well-trained drivers. According to one federal estimate, there are about 70,000 veterans who are likely to have certified trucking experience in the past

five years." This outreach will require a partnership between DOL and the Department of Veterans' Affairs (VA) to align existing resources to focus on veterans transitioning into civilian employments.

## ■ "Driving Good Jobs" Initiative

DOT and DOL have committed to a new partnership that will include listening sessions focusing on recruits, labor unions, and the business community, among other stakeholders. The initiative also will take a deeper dive into trucker pay and develop ways to recruit women and young drivers into the field.

To establish accountability, the Administration has pledged to achieve concrete goals through March. These include identifying partners from the 90-Day Apprenticeship Challenge; establishing task forces to focus on underrepresented communities and predatory truck leasing contracts that discourage entry into the field; and developing an action plan resulting from the sessions with program stakeholders.

## Other Activities of Note

On January 12, while commending the Administration for its timely implementation and commitment to mitigating the trucker shortage, the hardwood industry and other stakeholders submitted comments on the FMCSA proposed implementation of the DRIVE Safe Program, another Administration initiative authorized by the "Infrastructure Investment and Jobs Act," enacted last fall.

Co-signers urged the FMCSA to implement a program that more closely aligns with the legislative mandate outlined in the "Infrastructure Investment and Jobs Act," and cautioned against establishing requirements that would discourage participation in the program—for example, stringent reporting requirements that would require submission of data to FMCSA every 30 days.

In late 2021, alleviating transport bottlenecks drew some bipartisan and government-wide consensus when the House passed HR 4996, the "Ocean Shipping Reform Act of 2021," by a vote of 364-60. This important bill would update the federal "Shipping Act" and institute remedies for unfair shipping practices that exacerbate global supply chain disruptions caused by the pandemic. In the coming months, Senators John Thune (R-SD) and Amy Klobuchar (D-MN) are expected to offer a slimmed down, companion version of the bill.

## It's a New Year ...

With the Administration rolling out a comprehensive "trucking action plan," and Congress considering substantive international shipping reforms, there are reasons to be optimistic that transportation issues will improve as we drive into 2022. Stay tuned for progress reports on federal efforts to help assure the timely delivery of hardwood products to their customers!

## Previewing the SCMA's Game Plan in 2022

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

The Southern Cypress Manufacturers Association (SCMA) is hitting the ground running in 2022. And from the launch of a new logo and website, to publishing new articles and getting social with influencers, it's going to be a busy year. Here's a look at what's in store.

### New Year, New Look

In the second half of 2021, the SCMA was working on developing a fresh and modern look to represent the association, its members, and cypress building products. And that work has continued into the early stages of 2022.



To kick things off, members of the association recently selected a redesigned logo, which will be the new visual identity of the SCMA.

The new logo's design is clear and legible at various sizes, so that it can be used consistently without tweaks

to "make it fit," and it also pays homage to familiar design elements in the old logo.

Progress also has been made on a revamped website at [CypressInfo.org](http://CypressInfo.org). (See a homepage design concept on the bottom left.) The SCMA's new home on the web will feature an eye-catching design, promote new content and social media posts, capitalize on an extensive photography and case study library, and improve navigation to aid information seekers.

Stay tuned for updates and keep a look out for the new logo and website rollout.

### All Eyes on Promotion

When it comes to promoting cypress building products, the SCMA leads the charge on behalf of all cypress manufacturers, producers, wholesalers, and distributors. And this year, the SCMA will continue generating buzz for cypress products by creating content for newspapers, news websites, and social media.

Utilizing the power of the written word in editorial articles and social posts, the SCMA will seek to inspire homeowners as they prepare for their next renovation project or plan their dream home. The articles will feature interviews with architects, interior designers, and home builders; design tips and considerations; and of course, stunning photography.

In addition, the SCMA will partner with social media influencers on sponsored posts and projects to expand its reach in the ever-evolving, ever-growing social realm. Working with influencers will be a cost-effective way to get cypress products in front of a large audience, help build the SCMA's following, and drive engagement.

### Join Our Efforts

The SCMA will host its 2022 Annual Meeting on **Wednesday, March 23**, at the Sandestin Golf and Beach Resort in Miramar Beach, Florida, as part of the HMA National Conference and Expo. There also will be a networking reception and dinner the prior evening, **Tuesday, March 22**, where members, prospective members, and industry suppliers will gather to mix and mingle.

If your company is involved in the manufacture, processing, or distribution of cypress building products, consider registering to attend to get a first-hand look at the SCMA. Interested in learning more? Email [member-services@cypressinfo.org](mailto:member-services@cypressinfo.org) today.





## Robert Tucker on “Putting Leaders to the Test”

Sourced from “Putting Leaders to the Test,” [InnovationResource.com](https://www.innovationresource.com)



As an innovation coach and public speaker, I’ve had a 35-year, ringside seat to observe leadership in action. Working in 54 countries, and in every state and with businesses and trade groups of every size and industry, I’ve seen examples of great leadership that inspired me to no end. Yet lately—as we all have—I’ve seen dysfunctional and self-serving

leadership that has disgusted me, and made me fearful for future generations.

As senior leaders of large organizations, this is my call for you to step to the plate. Never has there been such an urgent need for leadership as right now. Your company, your country needs you to lead. (So, consider this.)

Warren Bennis, the late leadership guru and former president of the University of Cincinnati, believed that great leaders are not born but made, insisting that “the process of becoming a leader is similar, if not identical, to becoming a fully integrated human being.” Both were grounded in self-discovery.

Particularly appropriate to the times we are living in, is Bennis’ definition of leadership. As Bennis saw it, leadership is “the capacity to translate vision into reality.” And that vision-to-reality transformation is what we need to study now.

Instead of “just getting by” or muddling through, true leaders develop a vision of where they want to take their organization. They study the trends. They look back to be guided by history. They inform themselves consciously and consistently as to where today’s trends are headed. And they take risks and make investments, rather than merely “kicking the can down the road” for future leaders to deal with!

Going forward, you and I as leaders face three distinct challenges. Can we build trust where trust is lacking? Can we anticipate change and think ahead of the curve? Can we execute skillfully and turn vision into reality?

*Robert B. Tucker is a global futurist and an internationally recognized pioneer in the field of innovation. Visit [InnovationResource.com](https://www.innovationresource.com) for more.*

## Home Design Trends Survey

Each quarter, architectural firms from across the country “share project data to reveal new and emerging trends in residential design.” Also each quarter, the American Institute of Architects (AIA), in its *AIA Home Design Trends Survey*, “highlights a different area of home trends, providing an incisive look at the key features owners and buyers want and purchase.”

An excellent tool for architects and designers, the survey is used to educate homeowners on current trends, and aids in positioning the build community “as the knowledgeable professionals in the home construction and remodeling industry.”

The 2021 Quarterly Survey results, available at [AIA.org](https://www.aia.org), are presented in a visual format for easy access to charts, figures, etc. Q1 addresses “Kitchen and Bath;” Q2 covers “Home and Property Design;” Q3 covers “Home Features;” and Q4 addresses “Neighborhood and Community Design.”

Visit [AIA.org](https://www.aia.org) for more.



*Photo courtesy of the AIA.*



*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](https://www.HMAmembers.org)  
[HardwoodInfo.com](https://www.HMAmembers.org)

**Contact**  
Darleen Licina-Tubbs, Editor  
[Darleen@hardwood.org](mailto:Darleen@hardwood.org)

### Follow Us



@HardwoodManufacturersAssociation



@AmericanHardwoods



@american\_hardwds



@AmericanHardwds



## HMA National Conference and Expo

Sandestin Golf and Beach Resort  
Miramar Beach, Florida

**March 23–25, 2022**



Register to attend HMA's 2022 National Conference and Expo by completing the form below and returning it to the HMA office. Exhibitor registration must be made by calling 412.244.0440.

**Mail to:**

Hardwood Manufacturers Association  
One Williamsburg Place, Suite 108  
Warrendale, PA 15086

**Email to:**

info@hardwood.org

## HMA and SCMA Member Registration | \$525

*Member registration fee after February 28 is \$575.*

Name

Company Name

Email

Are you registering your spouse? (+\$125) ☐ Spouse Name

Would you like to receive HMA text message alerts? ☐ Cell Number

## Non-Member Registration | \$650

*Non-member registration fee after February 28 is \$700. Excludes HMA and SCMA members, and industry suppliers.*

Name

Company Name

Email

Are you registering your spouse? (+\$125) ☐ Spouse Name

Would you like to receive HMA text message alerts? ☐ Cell Number