

A Message from HMA's President

by Tommy Petzoldt
President, HMA



Greetings HMA members! After an up and down 2022, I hope the onset of 2023 has brought some stability to your businesses.

Hope springs eternal, but from my conversations with many of you, it's clear that the challenges of the hardwood lumber markets continue to impact us all. Navigating those challenges is difficult, and I share your concerns. That's why I am encouraging you to

join up with other HMA members at our National Conference and Expo, March 22–24, in Nashville. This is our opportunity to listen, learn, talk, and strategize.

Our Conference theme is **Agents of Change**, which we felt perfectly summarizes what all of us in the hardwood industry are constantly navigating: change. To that end, the HMA staff has secured a great lineup of speakers and industry panel participants that will provide information, insights, and resources for you to take back and utilize in your businesses.

Plus, the Expo is Sold-Out! That means a full house of exhibitors, and a "one stop shop" to explore which products and services are available to enable you to not only adjust to our changing industry, but to take your operation to the next level.

And best of all, from start to finish, the event provides an excellent opportunity to meet and network with industry colleagues and friends to discuss how they are personally adapting to the current hardwood industry changes and challenges.

So, be part of our Association's signature event. And I encourage you to reach out to your industry friends and associates and invite them to join you—and all of us—at HMA's National Conference and Expo. They won't be disappointed. And believe me, this National Conference is going to be 'one for the books.'



What's the 'Big Deal' About Returning Your Dues Calculation Form?

HMA dues are based on your previous year's production. Providing your 2022 production figures will ensure you're being invoiced fairly.

Email your completed form to info@hardwood.org. If not received by February 22, your HMA dues will continue to be billed at the last reported production levels. (Submitted changes will be reflected on your March invoice.)

Also In This Issue

- National Conference 'Bulletin Board'
 - NatCon Task List
 - Attention Golfers!
 - On the Nashville Agenda
 - Industry Stakeholders Making a Statement
 - Last Call for Industry Suppliers
- SCMA Sets Sights on Promotion Projects, *by Ian Faight*
- Real Updates from the RAHC
- Hardwood Federation Industry Tidbits, *by Dana Lee Cole*
- 2023 Design Trends
- The Latest on HMA's NextGen Leaders Council
- Dressing for Success



National Conference 'Bulletin Board'

NatCon Task List

National Conference & Expo 2023 will soon be upon us, and all hardwood industry stakeholders are welcome to participate! But time is of the essence because the clock is ticking on the following deadlines. Please act today.

February 27 | Hotel Deadline

Rooms are filling up quickly at the JW Marriott Nashville. Don't be left out. Book your stay **online** or by calling **629.208.8384**. And be sure to mention the Hardwood Manufacturers Association to secure the group rate of \$289/night.

Rooms also are available at 1 Hotel Nashville (directly across the street at 710 Demonbreun St.). Act fast and book your room **online** or by calling **833.624.3111**. Mention the Hardwood Manufacturers Association for the discounted room rate of \$309/night.

March 6 | Conference Registration

If you haven't finalized your Conference registration, now's the time to take care of business, especially if you want to \$AVE. (After March 6, HMA member, HMA Promo Contributor, and SCMA member registration increases to \$600, and non-member registration to \$750.) Register online at **HMAmembers.org**.

Attention Golfers!

Space is limited for HMA's inaugural National Conference golf tournament, set for Wednesday, March 22, at the Gaylord Springs Golf Links. **Register** today to join in on the fun, and remember, funds raised from the tournament will be donated to the Real American Hardwood Coalition.

- **Cost** to participate is \$125, which includes golf/cart/driving range/lunch. **Rental clubs** are available for \$66+ tax, paid directly to Gaylord Springs. **Tee times** begin at 8:30 am. (HMA Board Members and SCMA members attending their respective Association meetings will be accommodated.)
- **Hole sponsorships** (Tee Box, Hole Prizes, etc.) are available and can be selected during the online registration process. Note: You can be a Sponsor even if you do not register to golf!

Email questions to golf organizer Peter McCarty at **PeterM@tsman.com**.



gaylordspringsgolf

On the Nashville Agenda

As reported in last month's *Link*, it's full steam ahead for NatCon 2023, March 22–24, in Nashville. If you're 'still on the fence' about participating, rest assured that the Conference Agenda promises something for everyone, first-time attendees and seasoned veterans. Here's what we mean.

Program Agenda

The carefully planned Conference learning sessions are in sync with this year's Conference theme, **Agents of Change**. **Steve James** will discuss Effective Communications and Leadership. **Dr. Chris Kuehl** will drill down on the U.S. Economy. **Judd Johnson** and **Michael Snow** will address domestic and global Hardwood Markets, respectively. **Dana Lee Cole** promises to provide 'the latest' from Washington, D.C. The **RAHC** (Real American Hardwood Coalition) will update on 'what's next' for this industry-wide, domestic promotion initiative.

And **Strategic Solutions for your Operations** are not-to-be-missed conversations, with experts and members, to take your mill or yard to the next level.

For example, MiCROTEC's Norvin Laudon will present, **CT Log Scanning in Hardwood**, a case study complete with real results that mills are achieving with the technology.

Spoiler Alert: Microtec's CT Log Scanner is able to see all of the defects inside of a log before sawing, particularly knots and stains. When coupled with Microtec's Logeye 900 Stereo Headrig Scanner, the system is able to fully optimize the log and execute the pattern on the headrig. Game changing technology for the hardwood industry!

Industry Networking

- The Wednesday and Thursday evening receptions will provide the perfect opportunity for all attendees to browse the technology Expo—plus meet, network, catch-up, make new contacts, and connect with industry colleagues and old friends.
- Plus, the Southern Cypress Manufacturers Association (SCMA) will be conducting its Annual Meeting in Nashville during NatCon. SCMA's participation, along with the industry suppliers making up the Expo portion of the event, guarantees great networking and information exchange opportunities for all in attendance.

The entire Conference agenda is available at HMAmembers.org. Take a look.

Industry Stakeholders Making a Statement

When it comes down to brass tacks, there are talkers, and there are doers. And HMA would like to shine a bright light on the following hardwood industry 'doers' that have graciously signed-on as National Conference and Expo Sponsors. Thank you! Your financial assistance speaks volumes.



Listing of sponsors is current as of February 1, 2023.

Last Call for Industry Suppliers

There is still room for YOU at HMA's Expo 2023. Sign on as a **Strolling Supplier**, and 'stroll' into all the events with an endless supply of business cards, and your best 30-second sales pitch.

This package is a worry-free opportunity to mix and mingle with all industry stakeholders. Don't be left out. Email info@hardwood.org for more information and to seal the deal.

SCMA Sets Sights on Promotion Projects

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

This year is shaping up to be a busy one for the Southern Cypress Manufacturers Association (SCMA). And when it comes to promoting cypress, there are several projects lined up to create buzz for this beautiful, durable, and versatile species.

First up is the launch of the new **CypressInfo.org**. Completely revamped with a fresh logo and color pallet, as well as new content and photos, the site will be a hub of information for homeowners and design pros who are looking for project inspiration, technical specs, and environmental data.

New editorial features are in the works too! The articles will focus on natural home décor, kitchen renovations, master bedroom remodels, and millwork projects. The articles will be sent out to newspapers across the country, promoted on social media, and converted into videos for extra exposure on various platforms.

The SCMA also is planning an Instagram giveaway for Mother's Day, and DIY video tutorials on building a coffee table and installing an acoustical accent wall.

Interested in SCMA Membership?

Is your company engaged in the manufacturer, processing, or distribution of cypress products? Then email ian@hardwood.org to learn more about the SCMA, its mission, and cypress promotion.

And if you'll be in Nashville for HMA's National Conference and Expo, consider attending the SCMA's Annual Meeting, Wednesday, March 22, 9 am. Email member-services@cypressinfo.org for details.



Real Updates from the RAHC

Are you following the Real American Hardwood Coalition (RAHC) on social media? If not, we encourage you to log on and check out how Real American Hardwood products are being promoted to homeowners and design pros. Here's a brief recap of two of the RAHC's latest posts.



Video courtesy of the HMA

As January was winding to a close, the RAHC launched a new **Behind the Lumber** video series by taking followers on a brief tour of HMA member **Cummings Lumber Company's** facilities in Troy, Pennsylvania. The video highlighted Cummings' company history, as well as its sawmill, Barefoot Flooring and Barefoot Pellet operations.

Watch the video on **Instagram**, **Facebook**, **Twitter**, or **YouTube**!


And in anticipation of Super Bowl LVII between the Kansas City Chiefs and Philadelphia Eagles, the RAHC kicked off a **Game Day Giveaway**

on Instagram in collaboration with John Boos & Co., an Effingham, Illinois, based company known for their Boos Blocks cutting boards. Three lucky winners will receive a rustic edge charcuterie board crafted from a plank of hard maple and a care kit.

Secure a win with your game day spread. See the entry rules on **Instagram**. Enter by February 6.

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



-  @RealAmericanHardwood
-  @RealAmericanHardwood
-  @RealAmericanHwd
-  @RealAmericanHardwood

Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



Administration Issues New "Waters of the United States" (WOTUS) Rule

As 2022 was coming to a close, the Environmental Protection Agency (EPA) **announced** a final rule to establish a definition of "waters of the United States" (WOTUS) that will attempt to settle the regulatory back-and-forth over Clean Water Act (CWA)

jurisdiction that has prevailed during the course of the past three Administrations. The final rule, which will define the scope of federal water permits, restores key requirements that were in place prior to the "navigable waters rule" issued in 2015.

Ag groups are criticizing the new rule, claiming it will expand regulators' reach over private property. And industry ally Rep. GT Thompson (R-PA) characterizes the rule as a "land grab." The Federation will keep you updated on legislative and legal remedies that will emerge to mitigate the impacts of the new rule.



New House Speaker, New House Rules

On January 6, Rep. Kevin McCarthy (R-CA) secured the House Speakership, as Congress then turned to a new GOP-drafted rules package that will govern legislative procedures for the next two years. Republican lawmakers have placed a priority on dollars and cents, proposing that any bill increasing federal spending would be accompanied by equal spending cuts.

Importantly for the hardwood sector, the plan would require a three-fifths supermajority to increase taxes, including those imposed on small businesses. The Federation and its small business community allies are already planning to go on offense by pushing full repeal of the estate tax early in the session. As events unfold, we'll keep you posted.

EPA Proposes New Air Quality Regulations

Also on January 6, EPA announced **proposed**, new regulations on fine, air-borne particulate matter (PM 2.5) that may create more red tape for businesses, especially manufacturers, operating in areas of the country that the agency classifies as being in "non-attainment" of the standards. Manufacturers, critical of the proposal, feel it will undermine business investment as the economy faces headwinds in 2023. Updates will be provided, should EPA actions increase costs for hardwood operations.

Senate Ag Panel Set to Review Farm Bill Priorities

On January 25, Senate Ag Committee Chair Debbie Stabenow (D-MI) and Ranking Member John Boozman (R-AR) announced the panel's first hearing on the 2023 Farm Bill. Scheduled for February 1, committee members will be focusing on trade and horticulture issues and received testimony from USDA's undersecretary in charge of trade and foreign agricultural affairs. The committee also has set up a rigorous schedule for the first quarter, including a hearing on conservation and forestry programs scheduled for March 1.

Feds Push Back Enforcement Date for Northern Long-Eared Bat

Also on January 25, the U.S. Fish and Wildlife Service (USFWS) extended the effective date of the final rule reclassifying the northern long-eared bat (NLEB)—from threatened to endangered—from January 30, 2023 to March 31, 2023. Why the extra 60-days? Regulators state that they want to give stakeholders enough time to "preview" temporary guidance documents and management tools, before the rule becomes effective. For more information on the NLEB, [FWS.gov](https://www.fws.gov).

Mark Your Calendars!

The Hardwood Federation Fly-In returns, June 13–15, 2023, and we hope you'll be in D.C., meeting with your Senators and Congressmen, and networking with your peers. Details forthcoming. Save the dates!



2023 Design Trends

In the final months of 2022, the National Kitchen & Bath Association (NKBA) released its Design Trends Study for 2023. With the goal of revealing future trends in style, design, color, technology, etc., the survey polled 600 industry pros for their professional insights and experiences. Sixty percent were designers, with dealers, showroom professionals, specialists, architects, contractors and kitchen and bath remodelers making up the remainder.



Photograph by Hugo Landa

According to the findings, 'functionality' and 'family fun' are the by-words associated with what's trending for kitchens. Consumers want designs that are 'open' to other areas of the home, and that include:

- Large islands that function as dining tables, homework havens, and hospitality focal points,
- Working/walk-in pantries,
- Sanitary counter surfaces and easy-to-clean flooring, and
- Access to outdoor living areas.

Additionally, "greens, blues, whites, wood tones, and grays are the top-of-mind colors for kitchens. Whites will be a popular neutral, with nature-inspired greens and blues for warmth and inspiration ... and hints of metallic to add glamour or a rustic feel. Quartz and quartzite are top countertop selections. And hardwood, engineered wood, luxury vinyl plank/tile, and ceramic tile remain the top kitchen flooring materials."

Visit [NKBA.org](https://www.nkba.org) for bathroom trends and other topics covered in the survey.

The Latest on HMA's NextGen Leaders Council

As 2023 got underway, HMA's NextGen Leaders Council members rolled up their sleeves and got to work! A late January Zoom meeting, under the leadership of Council Coordinator Jim Howard, Atlanta Hardwood Corporation (AHC), had members thinking inwardly about their personal and professional lives.

Prior to the session, participants were tasked with drafting personal mission statements and thinking about their top 5 core values. The group also completed worksheets to help them redesign their job descriptions by setting their 10 most important professional goals for 2023 and the 50 steps they'll take to achieve them.

Next on the Council agenda is an in-person meeting in Nashville in conjunction with HMA's National Conference and Expo. According to a Council insider, the group will meet to discuss *Gemba Walks* by author Jim Womack. The thought-provoking book reflects on the past 30 years of Lean methodology and assesses the current state of Lean today.

In addition, attendees will hit the road to go on a tour of AHC's facility in Clarksville, Tennessee.

And of course, their gathering in Nashville also includes full participation in HMA's Conference and Expo. You know what they say, "Real-world learning is the best teacher."

Dressing for Success

Exposure to extreme cold temperatures can lead to cold stress, “a condition that occurs when the body can no longer maintain its normal temperature,” and which can result in permanent tissue damage or death. To mitigate the problem, the Occupational Safety and Health Administration (OSHA) offers the following clothing guidelines, starting from the top.



Hats reduce the amount of body heat that escapes from the head. Wearing a **hat** that covers the ears will help keep the whole body warmer. And wearing a **knit mask** that covers face and mouth will limit tissue burn.

Tight clothing, which reduces blood circulation, is a no-no because warm blood needs to be circulated to the extremities to keep warm. Wear **loose-fitting clothing** and dress in layers—preferably at least three—because layering provides better insulation. Consider...

- An inner layer of wool, silk, or synthetic (polypropylene) to keep moisture away from the body. (Thermal wear, wool, silk, or polypropylene inner layers of clothing will hold more body heat than cotton.)
- A middle layer of wool or synthetic to provide insulation, even when wet.
- An outer wind and rain protection layer that allows some ventilation to prevent overheating, like an insulated coat or jacket (water resistant if necessary)

Insulated gloves (water resistant if necessary) will protect hands. And insulated, waterproof boots will protect feet. Visit [OSHA.gov](https://www.osha.gov) for more.



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.org

Contact
Darleen Licina-Tubbs, Editor
Darleen@hardwood.org

Follow Us



@HardwoodManufacturersAssociation



@AmericanHardwoods



@american_hardwds



@AmericanHardwds