

The Link

Newsletter | January 2023



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



Happy New Year, everyone! Whether 'good' or 'not-so,' 2022 is just a memory, now. And ready or not, it's time to dig in; get down to brass tacks; and take care of 2023 HMA business.

To Ensure You're Being Invoiced Fairly ...

A 2023 Dues Calculation Form will soon be arriving, via U.S. mail. At your earliest convenience, please provide an update on your annual production figures, then email the completed form to info@hardwood.org. If I do not hear from you, your 2023 dues will be billed at your last reported production levels.

And as in previous years, the calculation form also will include several ways to provide extra financial support to the HMA. I hope you will sign-on for one or both of the following:

- **Sustaining Member Contributions**
support the Member Services activities of our storied Association.
- **Voluntary Member Promotion Contributions**
support HMA's Promotion & Education Campaign.

I'd Like to Also Remind You that ...

Now is the time to take action if you know of an eligible student that could benefit from the financial assistance provided through the Susan M. Regan Memorial Scholarships. These annual Scholarships are available to qualified students enrolled in an accredited forestry and/or wood products program.

All of the scholarship details—eligibility requirements and a scholarship application—are available at HMAmembers.org. And please, don't delay. Completed applications, along with transcripts and references, must be received by January 31, 2023.

Just Around the Corner ...

Is HMA's 2023 National Conference and Expo, and from now until March 22, it's full steam ahead for our March 22–24 event. If your name is missing from the most current registration list, please change that by finalizing your **Online Registration**, today.

Hotel Reservations at the JW Marriott Nashville also can be made online. And because last year's informal 'golf outing' was such a success, we've officially placed Golf on the 2023 NatCon Agenda.

This issue of *The Link* has the NatCon '23 event details, and so much more. So, continue reading, please. And as always, should you have any questions, visit HMAmembers.org or call me at **412.215.9256**.

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National Conference 'Bulletin Board'

Conference Agenda Includes TWO Panel Discussions and More

If you like the information flow and format of a panel discussion, then make your way to NatCon 2023. This year's conference agenda is touting two panels comprised of industry specialists—who will showcase their automated equipment/processes—and HMA members—who will disclose the particulars of how their businesses have benefited by these innovations.

In a nutshell: these panels will discuss **Strategic Solutions for your Mill or Yard**. You'll want to hear all about it, not to mention the other **Agents of Change** presentations on the Conference agenda.

Let's Talk Hardwood Promotion

Will be an update session on the exciting progress being made by the RAHC (Real American Hardwood Coalition), and what's coming up next for this industry-wide promotion initiative.

Hardwood Markets: A Forward-Looking Conversation

Judd Johnson, editor of *Hardwood Market Report*, will be recapping hardwood market performance in 2022 to gauge "where things are going" in 2023.

Other business sessions include:

- **Implementing Agents of Change with Effective Communications and Leadership**, Steve James, certified John C. Maxwell Coach, Trainer, Speaker and CEO, Frank Miller Lumber Company
- **Hardwood Federation Update**, Dana Lee Cole, Hardwood Federation Executive Director
- **Global Market Update**, Michael Snow, American Hardwood Export Council Executive Director
- **Trends and Forecasts for the U.S. Domestic Economy**, Dr. Chris Kuehl, Analyst, Economist, Thought-Leader, Managing Director, and co-founder of Kansas-based, Armada Corporate Intelligence

And did we mention ... the Southern Cypress Manufacturers Association and the Fellowship of Christian Lumbermen also are conducting their meetings during NatCon '23. Their participation, along with the industry suppliers making up the Expo portion of our event, guarantees great networking and information exchange opportunities for everyone. So, join us in Nashville, March 22-24. And continue reading for all of the event details.

Down to the Wire: NatCon Action Items

- Conference Registration is up and running at HMAmembers.org. All hardwood industry stakeholders are welcome!
- Rooms at the JW Marriott are going fast. Book your stay **online** or by calling **629.208.8384**. Mention the HMA to secure the group rate of \$289/night.
- Be a Conference Sponsor and HMA will 'spotlight' you before, during and after the Nashville event. Visit HMAmembers.org for a look at sponsorship opportunities. Make your selection, then email info@hardwood.org to get the ball rolling. Don't waste a moment more.

Calling All Industry Suppliers

There are only four Exhibitor Booths left! And we don't want you to be left out.

Email info@hardwood.org your booth selection and Exhibitor Package, today!

Teeing up at Gaylord Springs

Attention GOLFERS! HMA will be holding its inaugural golf tournament in conjunction with the 2023 National Conference and Expo. The event will be Wednesday, March 22, at the Gaylord Springs Golf Links, just 20 minutes from the JW Marriott Nashville. Join the fun because proceeds raised from the tournament will be donated to the Real American Hardwood Coalition.



 [gaylordspringsgolf](http://gaylordspringsgolf.com)

- Cost to participate is \$125, which includes golf/ cart/driving range/lunch on the turn.

Space is limited so **register** early! (Golfers are responsible for their own transportation.)

- Tee times begin at 8:30 am. Arrangements can be made to accommodate HMA Board Members and SCMA members attending their respective Association meetings.
- Taylor Made rental clubs are available for \$66 + tax, paid directly to Gaylord Springs.
- Hole Sponsorships (Golf Towel, 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!

Questions? Email golf organizer Peter McCarty at PeterM@tsman.com.

Event Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Listing of sponsors is current as of January 3, 2023.

Real American Hardwood Products are Trending on Social

by Ian Faight

Social Media Community Manager, Real American Hardwood Coalition

Heading into the holidays, the Real American Hardwood Coalition (RAHC) coordinated a Holiday Gift Giveaway on Instagram for cellphone speaker amplifiers in collaboration with woodworking duo Siroh & Ivy, from Beaver, Pennsylvania. The handmade amplifiers were crafted from walnut and aspen, donated by Allegheny Mountain Hardwood Flooring (Hickman Woods), based in Emlenton, Pennsylvania.







If you missed this giveaway, keep a look out later this month. Plans are in the works for a Super Bowl Game Day Giveaway in collaboration with John Boos & Co., located in Effingham, Illinois, for Real American Hardwood cutting/charcuterie boards.

Are You Following the RAHC?

If not, what are you waiting for? Original, branded content is being produced each month on Instagram, Facebook, Twitter, Pinterest, and YouTube that your company is welcome to share on your own social media channels. And be sure to use #RealAmericanHardwood when posting to help spread our reach.

Make a Real Impact

Visit RealAmericanHardwood.org to learn more about the RAHC and lend your support. Together, let's inspire a stylish and healthy environment by educating consumers on the many benefits of Real American Hardwood products.

 @RealAmericanHardwood
 @RealAmericanHardwood
 @RealAmericanHwd
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To enter, participants were asked to share their favorite holiday gift they ever received, as well as tag three friends and follow the RAHC, Siroh & Ivy, and Hickman Woods accounts.

Launched on Black Friday, the giveaway was designed to boost the RAHC's following on Instagram, drive engagement, and promote hardwood. And with those goals in mind, the giveaway was a booming success, with the RAHC gaining nearly **300 new followers** over the two-week entry period. All in all, more than **230 people entered to win**, and the entry post received **18,116 impressions** and generated **1,018 content interactions**.

And the giveaway provided the RAHC with an opportunity to educate its audience on the many benefits of Real American Hardwood products—ranging from the return on investment of installing new or refinishing hardwood floors to discussing a number of environmental facts.

The Significance of American Hardwoods

Specifiers and designers have always loved the look and overall appeal of Real American Hardwood™ products. And for good reason. Like us, each piece of timber is unique—with color, texture, and grain as individual as a human personality. But today's environmentally conscious users are concerned with more than just "looks." What about resource sustainability and manufacturing concerns?

Sustainable and Renewing

Since the early 1950s, the U.S. Department of Agriculture Forest Service has been and continues to accumulate data regarding the health, general conditions, and trends affecting America's forests. The Forest Service's most recent assessment reports that since 1953, the net volume of U.S. hardwoods has increased by 131%! That's sustainability in a nutshell. And the bottom line is that our supply of hardwoods for flooring, furniture, cabinetry, and millwork is sustainable now and for generations to come.



Manufacturing and the Environment

In the U.S., manufacturing practices and quality standards are regulated and monitored by U.S. agencies and associations. Consumers at all levels can confidently choose products made from all natural American Hardwoods knowing that not only has the hardwood been responsibly harvested, stringent manufacturing quality control standards also have been met.

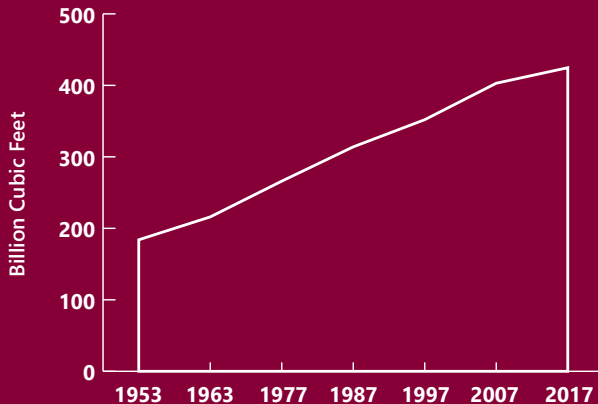
And Lastly ... an Energy Comparison

When comparing the amount of energy required to produce one ton of cement, glass, steel, or aluminum to the production of one ton of wood, it requires:

- 5x more energy for one ton of cement
- 14x more energy for one ton of glass
- 24x more energy for one ton of steel
- 126x more energy for one ton of aluminum

So, why not choose American hardwoods? Clearly, they're "the" material for today's environmentally conscious world. Learn more at [Corrim.org](https://www.corrim.org).

Hardwood Forest Volume in the U.S.



Hardwood Federation Industry Tidbits

by Dana Lee Cole
Executive Director, Hardwood Federation



EU Moves Forward with Anti-Deforestation Rules

The three branches of the European Union (EU) signed off on long-anticipated rules to ban imports of products—including U.S. hardwoods—originating from land linked to deforestation, including a geo-location requirement to zero in on a product's precise location of

harvest. The Hardwood Federation has been working closely with the American Hardwood Export Council (AHEC) to raise concerns and to provide the U.S. Department of Agriculture (USDA) with recommended language to address this problematic requirement.

In early December, both the Federation and AHEC joined an invitation-only call with USDA for an update on their efforts to address this and other issues U.S. exporters have identified regarding this new regulation. USDA assured us that our efforts have been well received, and that proposed language has been sent to the USDA team in Europe to share with their E.U. counterparts. ([Click here](#) to read a statement from the EU Commission.)

Fish and Wildlife Service Conducts Webinar on New NLEB Rule

Also in early December, the U.S. Fish and Wildlife Service (FWS) conducted a webinar to review general requirements for the new Northern Long-Eared Bat (NLEB) "endangered" classification. Unfortunately, the session was short on specifics related to possible future red tape for forestry projects.

Federal regulators, however, recommended that industry send questions about specific projects to regional managers with the **Ecological Services Program**, while informing industry that they will release more specific guidance in early 2023. For more information from FWS related to the NLEB, [click here](#).

Industry Allies Head up House Ag and Natural Resources Panels

As the 118th Congress opens, the hardwood industry will have two strong allies in key House leadership roles. Rep. GT Thompson (R-PA) is set to assume the chair of the Agriculture Committee, and Rep. Bruce Westerman (R-AR), an ex-forester and an influential champion of active forest management, will be heading up Natural Resources.

The Federation met with GT Thompson's senior staff, late in 2022, to discuss key 2023 Farm Bill priority issues, including recognition of the carbon storage benefits of hardwood (and the need for dollars to educate consumers, architects, and designers of these facts), funding for international trade promotion programs, and incentives for low-carbon materials such as wood products.

Meetings to discuss our hardwood priorities with Westerman's team are slated for January/February. And as members of both committees—from both sides of the aisle—are named, we will be scheduling meetings with their offices as well.



**D.C.
Cheat Sheet**



Sign Up for the D.C. Cheat Sheet

And remember, to receive 'snapshot' updates of the Washington D.C. happenings that may impact the U.S. hardwood industry, subscribe to the Hardwood Federation's **D.C. Cheat Sheet**.

Attention AHEC Members

During the American Hardwood Export Council (AHEC) presentation at NHLA's 2022 Convention, information was presented regarding the on-going work to develop the Sustainable Hardwood Certification (SHC) as a cost-effective system to verify the sustainability of American hardwoods.

To learn why the new certification system is being developed; how it will operate; and to sign a Statement of Support, AHEC members are encouraged to visit shc-cert.org.



Band Saw Filing Certificate

Northcentral Technical College is offering its Band Saw Filer Certificate Program, February 6–March 3, at its Wood Technology Center of Excellence, Antigo, Wisconsin.

Limited to 8 participants, and the only accredited Band Saw Filing Certificate Program in the U.S., this intense, hands-on training opportunity is designed for current Saw Filers, Saw Filer Trainees and Sawmill Managers.

Course details, instructor introduction, and registration are available [online](#). Don't delay.



Stay Ahead of Mounting Labor Costs

by Alan Beaulieu
ITR Economics, President

No Time to Waste

"The cost of labor is going to be accelerating higher through the New Year, with a decelerating rate of rise likely in 2024. Businesses must act immediately and work to mitigate the margin squeeze that comes with burgeoning labor costs in an overall disinflationary environment.

There are two courses of action available to businesses that want to get ahead of the mounting labor costs that will likely characterize the rest of the decade. A visionary CEO, with a strong handle on costs, is needed on either path. But a hesitating, risk-averse CEO will lose time, which will equate to years of additional costs that will erode margins and weigh down profits." **Continue reading** for the specifics.

Boosting your LinkedIn Profile

Meetings Today magazine recently ran an article by Leanne Calderwood, one of Canada's prominent voices in the meetings and events industry. Her topic: Ways to "boost" your LinkedIn profile. Not a LinkedIn user? Perhaps you should be, especially in today's challenging labor market.

- When LinkedIn started in 2003, its purpose was to match job seekers with corporate recruiters. Profiles served as online resumes, with a strong focus on job and volunteer experience sections.
- Today, LinkedIn is the world's largest B2B professional social media platform, and a profile serves as much more than an online resume. It's an expression of personal brand and thought leadership.

In her article, Calderwood offered 10 tips to "boost your profile." Here are four of them.

"Make use of all of your headline characters."

LinkedIn gives you 220 characters for your headline (the byline that falls right under your name on your profile). By default, LinkedIn will use your job title. *Instead of using an ambiguous title, try positioning your headline to show your ideal audience how you can help them.*

Animate yourself with a Cover Story. In early 2021, LinkedIn let users upload a 30-second video! *Use this to further cement personal brands.*

Highlight your best features. Do you have a project that you're proud of or a LinkedIn post that really engaged with your audience? *Use your Featured Section to highlight your best work.*

Who is your About section really about? By definition, 'about means on the subject of...'; but on LinkedIn, that doesn't necessarily mean the About section on your profile is about you. *By making your About section more about your client, customer, and target audience, you have an opportunity to really elevate that 'know, like and trust' factor."*

[Click here](#) for the entire article.



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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