

The Link

Newsletter | January 2024



More Than Just talk

by Linda Jovanovich
Executive Vice President, HMA



Happy New Year! I'm looking forward to a more prosperous and healthy 2024 for all!

I want to encourage you, if you have not done so already, to make plans to join the HMA in Charleston.

The Charleston Place room block is filling up quickly. And although there will be over-flow facilities,

there is nothing comparable to the first-class accommodations of The Charleston Place.

Always a favorite meeting place for our membership, I am looking forward to returning to the place where my first HMA meeting was held and spending time in the charming city.

The sessions planned around the meeting theme *Pathways to Success*, are meant to provide immediate take-home value, enhance production, increase employee engagement, and improve your bottom line.

Additional details and links to register for the meeting can be found on page 2.

Also, be on the lookout later this month for a short membership survey. We're hoping to gather feedback to be used to reduce duplicity and enhance office administration. I am urging all members to provide feedback—we find it all to be valuable.

I'm looking forward to catching up with you in Charleston!

Stoltzfus Forest Products Joins the HMA

From all of us at the HMA, a hearty welcome is being extended to our newest member, **Stoltzfus Forest Products**, located in Peach Bottom, Pennsylvania.

Benuel Stoltzfus will serve as HMA's main contact. If you'd like to welcome him to HMA, he can be reached at sales@stoltzfusforestproducts.com or **717.548.2668 x104**.



Forest Products

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Preparing for NatCon

HMA's 2024 National Conference and Expo is rapidly approaching. We hope to see you at The Charleston Place in Charleston, South Carolina, **Monday–Wednesday, March 25–27**. Are you prepared?

This year's theme is ***Pathways to Success*** and our slate of 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. There also will be a virtual tour of NWH's facility in Longview, Washington. Get a close-up look of their operations and see how sawmilling is done in the Pacific Northwest.

You also won't want to miss the Expo portion of the event. This is your opportunity to visit with industry suppliers and learn about new equipment and services. There will be plenty of opportunities for networking and information exchange.

All the Conference details can be found online at **HMAmembers.org**, including our schedule and a listing of exhibitors.

Register Today

Registration is up and running at **HMAmembers.org**. As a reminder, NatCon is open to all hardwood industry stakeholders—members and non-members.

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

And don't forget. Rates increase by 10% after March 1, so don't delay and register today.

Book Your Room

HMA's room block at The Charleston Place is open, but filling quickly. 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. Act now before rooms are sold out!



Teeing Up at Patriot's Point

Attention golfers! HMA will host its second annual Golf Tournament in conjunction with NatCon at the Patriots Point Links, on **Monday, March 25**. Tee times begin at 8:30 am. The course is approximately 10 minutes from The Charleston Place. Golfers are responsible for their own transportation.

The cost is \$130 and includes golf cart rental. Register online at HMAmembers.org. Spots are limited, so sign up today!

A number of sponsorship opportunities also are available. Funds raised will be donated to the Real American Hardwood Coalition. And remember, you can be a sponsor even if you're not golfing.

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



Recognizing Our NatCon Sponsors

There's still time to sign on as a National Conference and Expo sponsor! Visit HMAmembers.org to browse available options, then email info@hardwood.org to secure your selection.

Event Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Staying Social with Real American Hardwood

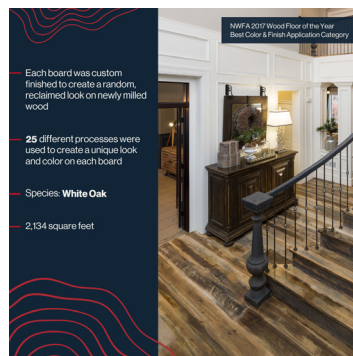
by Ian Faight

Chief Operating Officer, HMA | Digital Community Manager, RAHC

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

New Flooring with a Distressed Look

The RAHC continued its Hardwood Makeover series with a beautiful, one-of-a-kind flooring project. Each board of the Parker, Colorado, home was custom finished to create a random, reclaimed aesthetic on newly milled white oak. To achieve the look, Artistic Floors by Design used 25 different processes to ensure each board provided a unique color. See the post on [Instagram](#).



A Trendy Stocking Stuffer

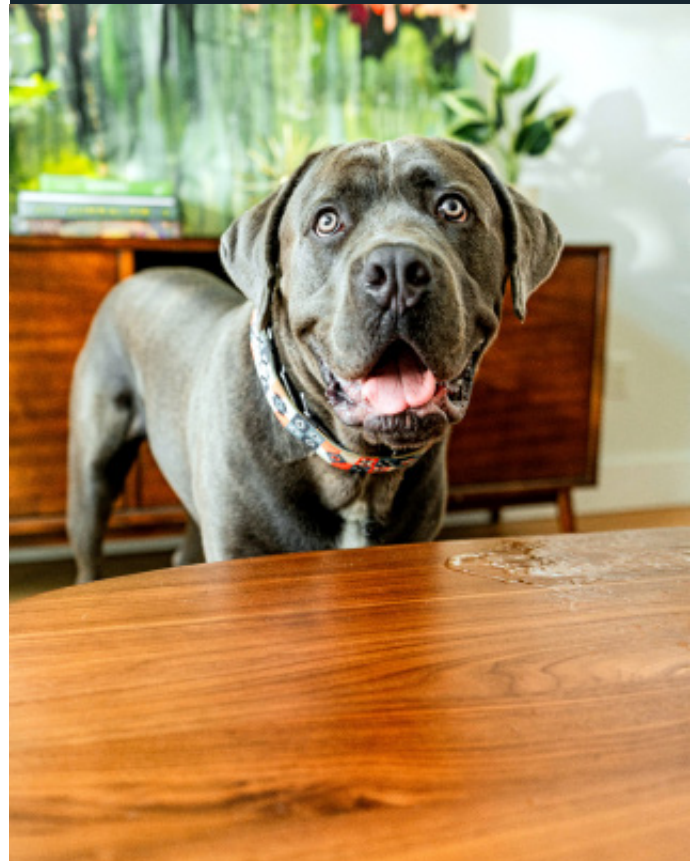
Leading up to the holidays, the RAHC shared a post showcasing hardwood bow ties by Crooked Branch Studio. The stylish ties are handcrafted from sustainably harvested Real American Hardwood—and would make a perfect gift for a trendy guy in your life. See the post on [Instagram](#).



Holiday Snacks

Does your family roast chestnuts over an open fire? Prior to Christmas, the RAHC shared an educational post on the chestnut tree, which was once decimated by the chestnut blight, but is making a comeback thanks to the work of the U.S. Forest Service. See the post on [Instagram](#).

Our industry has
a story to tell.



We're telling it.

**REAL
AMERICAN
HARDWOOD**

Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



Reps. Tiffany and Kuster Introduce Hardwood Access Bill

In December, Reps. Tom Tiffany (R-WI) and Annie Kuster (D-NH) formally introduced The Hardwood Products Access and Program Development Act, a hardwood industry-specific bill intended to grow demand for hardwood

products. The bipartisan legislation, if passed, would authorize grants totaling \$25 million over a five-year period and fund proposals that bolster domestic industry efforts and research that directly supports end-user information on the benefits of hardwoods. With a House bill in hand, the Federation team will take another run at finding sponsors for a companion bill on the Senate side. Although fiscal constraints will make it very difficult to move HAP legislation as part of the farm bill, the legislation will serve as a high-profile vehicle to educate Congress on the benefits of hardwood products. This will lay the groundwork for enactment in future years.

Department of Energy, Yale University Endorse Wood Products as Carbon Sink

A December 11 **report** issued by the U.S. Department of Energy (DOE) and Yale School of the Environment, scientists conclude that effectively managed U.S. forests can remove one billion metric tons of atmospheric carbon by 2050, making forest management a key pillar of the Administration's net zero emissions targets. The report cites EPA data showing that U.S. forests and "the wood products they produce removed about 800 million (metric tons) of carbon in 2021." The report also cites production of biomass fuel as a tactic in an overall strategy to mitigate carbon emissions.

House Lawmakers Unveil Bipartisan Workforce Bill

On December 5, Rep. Elise Stefanik (R-NY) and leaders of the House Education and the Workforce Committee chair Virginia Foxx (R-NC) and ranking member Robert Scott (D-VA), introduced H.R. 6585, the Bipartisan Workforce Pell Act. The legislation provides opportunities for students and workers looking to gain skills in high-demand fields by allowing Pell Grants to support students enrolled in high-quality, short-term workforce programs that will lead to career advancement, alleviating the worker shortage in sectors such as forestry. The bill has been referred to the Education and Workforce Committee, pending action. The Federation will keep you posted on progress as it unfolds.

Hardwoods Take E.U. Deforestation Rules to the U.S. Trade Representative

On November 28, the Hardwood Federation and the American Hardwood Export Council (AHEC) met with officials at the U.S. Trade Representative (USTR) to discuss the industry's concerns about the E.U.'s now final deforestation rules. The regulations will, among other things, require geo-location of fiber included in the manufacture of wood products. The USTR agrees with the hardwood and other impacted industries that the rule is ill conceived and sets up unachievable compliance hurdles. Trade officials also shared their ongoing efforts to push back on the rule and asked that the hardwood sector keep them apprised on efforts to engage E.U. industry partners. The USTR meeting follows an informational session for forestry allies held on October 30 where the AHEC team shared their challenging experiences working with the E.U. and proposed solutions for meeting the standard. The forestry group agreed to meet periodically to coordinate communications and share information related to the new rules.



National Defense Authorization Act, Mass Timber Projects Cross the Finish Line

Although final passage of the National Defense Authorization Act stalled last fall, federal lawmakers finally pushed the package across the finish line on December 14, checking a single item from its long list of "to-dos" before breaking for the holidays. Fortunately for industry, the **final text** covers the forest products sector's top priorities, including programs that promote mass timber construction projects. These pro-industry provisions will authorize a continuing education curriculum and pilot program for sustainable construction materials, with a focus on mass timber.

2024 Color & Design Trends

When it comes to color and design trends, what's in store for 2024? Self-expression and a deep connection to nature, according to color and design expert Dee Schlotter of Dee Schlotter Consulting in Pittsburgh.

"There are many ways to express these themes, and sameness is not cutting it anymore," Schlotter explains. "This means no more all-white kitchens for everyone. There have been too many years of copycat design. Today, we want more originality and more personality."

Here are three new flooring trends for the new year that showcase the natural beauty of wood.



Expressing Yourself in Deep Nature

Spending time in nature is known to reduce stress, lower blood pressure, enhance moods, and increase productivity. So, it's no wonder why bringing nature indoors is a rising design trend.

"More than adding plants, we see the mimicking of nature patterns, curves, and geometric shapes in

artwork. This also includes using wood over synthetic materials, breaking down barriers between inside and outside. This is where wood can be used effectively."

Darker colors on walls create calmness and a sense of luxury. Colors like sage and dark greens, and deep blues pair well with medium-toned wood floors to create contrast.

"While not as popular, we also are seeing a deep nature trend, with dark floors, matte finishes, and wire brushing, giving a moodier vibe throughout a space, as well as giving the feeling of being immersed in nature. The wood floor colors for this trend are colors mimicking tree trunks (gray blacks, mid- to deep-tone browns) and colors of soil, like espresso black-browns and every version of brown—except yellow-based blondes or browns. Mixed lengths of boards work well with this trend, simulating nature's randomness."

Expressing Yourself in Balance and Order

Tonal simplistic design is organized, clean cut, and restful to the eyes. Installing light- to medium-toned wood floors adds warmth, while looking minimalistic. Finish them off with a smooth texture and a dull to medium gloss stain.

"This look is relevant especially in health care settings, where creating an atmosphere of precision and order builds confidence and calm for patients, while wood floors and/or paneled walls add a feeling of home."

Expressing Yourself in Well-Being

Create rejuvenating and refreshing spaces with soft, subtle textures and tranquil palettes. Raw, rough-cut wood with rounded edges and pale- to mid-toned finishes achieves the look and engages your senses.

The "return of the room" trend that we see in residential homes—more individual rooms versus open concept—allows for increased privacy and separation between work and living spaces. Colors for these spaces range from pale to dark browns.

Read the full article at [HardwoodFloorsMag.com](https://www.hardwoodfloorsmag.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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