

## A Message from HMA's President

by Troy Brown,  
HMA President



When I look in the mirror and see my not-so brown hair, I remember the words of Irish poet and playwright Oscar Wilde—"with age comes wisdom"—and I smile. I may not be wiser, but I know for certain that I am painfully aware of the passage of time.

In my younger days, two years seemed like an eternity. But now, especially as my tenure as HMA's President winds to a close, the past two years seem just a blip on my radar.

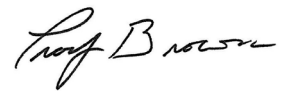
In the winter of 2020, when COVID first hit the media, I thought it was only going to be a problem overseas. Who would have guessed a pandemic? Through it all, each of us has had no choice but to adapt. That includes the HMA. And while there have been ups and downs for the Association these past two years, I'd like us to focus on what's been positive for us.

- Lumber markets are strong and remain strong, for the foreseeable future.
- HMA is financially healthy, thanks to good management and our dedicated membership.
- Despite COVID-19 restrictions, 'Virtual' Regional Tours were successfully conducted, keeping us as connected as possible.
- In-person Regional Meetings are being planned for 2022.
- Our National Conference and Expo 2022 is just weeks away. And the Expo is a sell-out!
- The exciting and forward-thinking work of the Real American Hardwood Coalition is on track, to the benefit of us all.

I hope you can appreciate how 'interesting' these two years have been—planning, replanning, making non-typical decisions. And I'd like to thank Linda, the HMA staff, HMA's Board of Directors, the HMA Executive Committee and incoming president Tommy Petzoldt for making it all work. I'll close with this.

Many years ago, after I attended my first HMA Regional Meeting in West Virginia, I told several HMA members, who were industry leaders at the time, that I wanted to get more involved with the HMA. They helped pave the way. I did get involved, and they did their best to keep me engaged. The personal friendships and the professional partnerships obtained over the years are priceless. Getting involved with the HMA has been one of the best decisions of my life.

Here's my Big finish: HMA is a unique Association, and it is up to each of us to shape it for future generations. And so, I hope to see you all at the National Conference and Expo in Florida. That's where I'll be singing my 'swan song,' and it's also where you'll have the opportunity to meet up with the people that could positively affect the rest of your lives.



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## On the Agenda in Florida

HMA's National Conference and Expo 2022 is just weeks away. So, if you plan to join us at the Sandestin Golf and Beach Resort, be prepared. The agenda is a full one, with not-to-be missed business sessions geared toward **Investing in the Future**. Here's the lineup for Thursday, March 24:



### **Automation & Robotics: The Future of Wood Processing Technology**

Simon Potvin  
President, Wood Products Division  
BID Group



### **Driving Forces Behind the Decision to Automate**

Liz Russell  
Director of Operations  
Stella-Jones Corporation



### **Global Markets Update**

Mike Snow  
Executive Director  
American Hardwood Export Council



### **Backstage Pass**

Josh Davis  
Vice President of Food & Agribusiness,  
Farm Credit Mid-America



### **Hardwood Market Update and Outlook**

Dan Meyer  
Editor  
Hardwood Publishing Company, Inc.



### **Real American Hardwood Coalition Update and Consumer Promotion Strategy**

Representatives from the RAHC Board of Directors and CANVAS United

But that's not all. Bright and early on Friday, March 25, Hardwood Federation Executive Director Dana Lee Cole, our hardwood industry advocate in Washington, D.C., will offer a **Hardwood Federation Update**.



And then, back by popular demand and charged with bringing the Conference to a resounding close will be Connor Lokar, economist and senior forecaster with ITR Economics™.

His formal presentation titled, **Plan and Prosper**, will discuss business responses, tactics and strategies regarding the challenges, uncertainties and projected economic changes for 2022 and 2023. And following that presentation, Lokar will conduct a 45-minute breakout session which he calls, **ITR Methodology/Forecast 101**. Discussion topics will include:



- General overview of ITR Economics' Forecasting Steps
- Understanding how to calculate and use Rates-of-Change in your internal forecasting processes
- How to identify and properly use the Phases of the Business Cycle
- Actionable advice for each Phase of the Business Cycle

And did we mention that the Expo is a sell-out—and that the evening receptions, and other meal venues, will provide the perfect opportunity to browse the technology Expo, enjoy a sumptuous array of refreshments, plus meet, greet, network, catch-up, make new contacts, and connect with industry colleagues and old friends?

All of the Conference details—registration, hotel information, participating exhibitors and event sponsors, and the complete Conference agenda—can be found at **HMAmembers.org**. Or simply just keep reading!



## There is Still Time to Register to Attend

If you have yet to finalize your participation in HMA's National Conference and Expo, get cracking! The March 23–25 event is right around the corner. Not an HMA member? Not to worry! The event is open to all industry stakeholders. So, if you and your business colleagues would like an inside look at the HMA, meet up with us at the Sandestin Golf and Beach Resort, Miramar Beach, Florida, and experience what is standard operating procedure for the HMA membership.

Online registration is quick and easy at [HMAmembers.org](https://HMAmembers.org). And that's where other Conference details—hotel information, participating exhibitors and event sponsors, and the complete Conference agenda—also will be found. And one more item:

An informal HMA 'golf outing' is set for Wednesday, March 23, at Sandestin's award winning Links Golf Course. The cost to participate is **\$75+tax**, paid directly to the Pro Shop at the Club House on March 23. Tee times begin at 9:03 am. Arrangements can be made to accommodate HMA Board Members and SCMA members attending their respective Association meetings. To reserve your spot, email Peter McCarty, golf outing coordinator, at [PeterM@TSman.com](mailto:PeterM@TSman.com).

Plus, sponsorships are available for \$50. Email Peter, [PeterM@TSman.com](mailto:PeterM@TSman.com) to learn more and to add your company name to this list of sponsors:

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- ECM Solutions
- *Hardwood Market Report*
- Jerry G. Williams & Sons Lumber
- JoeScan, Inc.
- McDonough Manufacturing Company
- Messersmith Biomass Boiler Systems
- Nicholson Manufacturing Ltd.
- Nyle Dry Kilns
- Pennsylvania Lumbermens Mutual Insurance Company
- TS Manufacturing
- UC Coatings
- USNR
- Vision Tally, Represented by Sawmill MD
- The Wagner Companies

## A Round of Applause for Our Conference Sponsors

As is the case in all walks of life, there are talkers, and there are doers. And as we finalize our preparations for NatCon 2022, HMA would like to once again recognize and thank the industry stakeholders who have signed on as National Conference and Expo Sponsors.

### HMA Member Companies

- **Gold Sponsor** | Fly Tie & Lumber, LLC
- **Silver Sponsors** | Bingaman & Son Lumber, Inc.; Kendrick Forest Products, Inc.
- **Bronze Sponsors** | Abenaki Timber Corporation; Frank Miller Lumber Company, Inc.; New River Hardwoods, Inc.

### Industry Suppliers

- **Event Sponsors** | Pennsylvania Lumbermens Mutual Insurance Company; Taylor Machine Works, Inc.; USNR
- **Platinum Sponsors** | Eagle Machinery & Supply, Inc.; MICROTEC; Piché; TS Manufacturing; UPG/United Purchasing Group
- **Gold Sponsor** | Nyle Dry Kilns
- **Silver Sponsors** | DMSi/TallyExpress/eLIMBS, JoeScan, Inc.
- **Bronze Sponsor** | Cooper Machine Company, Inc.





## Log Scaling & Grading Workshop

The Northcentral Technical College (NTC), HMA's partner in education, will be conducting a two-day **Hardwood Log Scaling & Grading Workshop**, March 18–19, at its Antigo Campus Wood Technology Center of Excellence. The workshop will be limited to 14 participants only, and at the time of this writing, there is still time to register to attend.



### In this Hands-on Workshop

Training will take place in the classroom and off-site at a local sawmill. (Lots of warm clothing will be needed!) Workshop participants will learn how to apply log scaling principles and grading criteria that is used by industry professionals to merchandise hardwood logs.

### Who Should Participate?

Log scaler/grader trainees, sawmill supervisors, landowners, foresters, and forestry students are encouraged to participate.

All of the Workshop details—cost, daily curriculum, registration, enrollment deadline, hotel(s)—are available at [NTC.edu](https://ntc.edu).

Finalize your participation, today!



## Member-to-Member “Goal Setting Tips”

“Whether you are a sawmill, wholesaler, distributor, manufacturer, or another type of business,” a recent article distributed by HMA member, Baillie Lumber Company, speaks to “setting and achieving organizational goals that will help your business move forward and remain competitive for years to come!” If that sounds like a tall order, take a look at how team Baillie approaches the challenge.

- **Be SMART** | “Individual and organizational goal-setting often revolves around SMART (Specific, Measurable, Achievable, Relevant, Time) goals. Without taking these SMART factors into consideration, achieving goals can be more difficult and frustrating along the way.
- **Use SWOT** | Another framework that helps propel goal-setting is a comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of the business. SWOT helps to identify where the organization is running strong, and where improvements must be made.

This (evaluation) exercise balances the effects of external factors—global and national economic trends, sources of revenue and funding, customer demographics, vendor relationships, industry-related legislation, etc.—with the effects of internal factors—human resources, finance, business operations, etc.

Information gathered from these assessments can influence the direction of a business leader's individual objectives. And alignment with company goals should be part of every team member's goal-setting agenda.

So, focus on specifics and break it down. (No ambitious goal is achieved overnight.) Leverage your resources, and monitor your progress. Creating milestones that can be met...helps build momentum towards the completion of goals.”

For the entire article, visit [Baillie.com](https://baillie.com).



## Looking to the Months Ahead

by Dana Lee Cole

*Executive Director, Hardwood Federation*



In addition to taking up an already packed agenda—transportation bottlenecks, inflation, pandemic management, forest management, trade, and taxes—House lawmakers and Senate incumbents “in-cycle”—that is, those running to keep their seats—are kicking fundraising efforts into high gear prior to

the November election. Here’s why.

### The Midterm Elections

As a rule, midterm elections present the minority party with a built-in advantage to gain seats in Congress, largely by messaging and shifting ownership of current challenges to the party holding the majority.

And recent history shows us that elections that coincide with extraordinary policy challenges and changes tend to go badly for the party in power by delivering landslide majorities to their opponents.

### For Legislative Year 2022

The election cycle also impacts the chances of proposed bills moving through the legislative process. Nonetheless, Congress is poised to move at least some legislation that will have impacts on the hardwood industry.



- **Build Back Better 2.0** | Even with the President’s 1.75 trillion tax and social spending plan broken up/modified, funding remains unclear. If smaller packages materialize, the Hardwood Federation (HF) will closely track the revenue raisers identified to pay for these provisions, and urge lawmakers away from increased taxes on small businesses.
- **Shipping Reform** | Last December, the House passed the “Ocean Shipping Reform Act of 2021” by an overwhelming and bipartisan majority. In February, Sens. Amy Klobuchar (D-MN) and John Thune (R-SD) introduced a companion bill, building more momentum for the legislation. HF strongly supports passage of the Act, and has communicated our support with House and Senate offices. We’ve also made this a key talking point during recent meetings with Members of Congress.
- **Farm Bill** | While the current farm bill, “Agriculture Policy Act of 2018,” doesn’t expire until 2023, Congress is conducting hearings and stakeholder meetings in 2022. HF is already laying markers with committee leaders on the need to quantify the important role of forest products in capturing and storing carbon, within the context of federal climate policies. The industry will also fight for full funding of the Market Access Program and Foreign Market Development Program, within the context of the upcoming legislation.

In the months ahead, HF will continue to track and report on these and other issues that impact the hardwood industry.

For questions, visit [HardwoodFederation.com](https://HardwoodFederation.com) or email [hardwood.federation@hardwoodfederation.com](mailto:hardwood.federation@hardwoodfederation.com).



## Snackable Content is Taking Over Social Media

by Ian Faight

*Marketing, Communications, and Digital Content Director, HMA*

If you're finding yourself spending more time watching videos on social media, you're not alone. And the new trend is short-form videos, also known as "snackable" content. These 10- to 60-second, bite-sized videos are one of the most popular ways to connect, interact, and engage with your audience—and they should be worked into your social media plans.

### The Numbers Don't Lie

If you're wondering how effective video can be for your social media strategy, here are some facts and figures to consider.

- According to the Cisco Annual Internet Report (2018–2023) White Paper, as much as 82% of online content will consist of videos this year.
- On YouTube alone, 300 hours of video are uploaded every minute!
- A new study conducted by the Consumer Technology Association found that U.S. consumers are spending as much time streaming user-generated videos on social media (16% of their weekly media consumption) as they do watching traditional TV (18%) each week—and those numbers drastically favor user-created content as you look at younger audiences.
- According to a study by Microsoft, the average human's attention span is a mere 8 seconds. Our attention spans have changed, so it's no surprise why snackable content is taking over social feeds. In fact, about 60% of all videos published on the internet are less than two minutes. And these shorter videos also increase the likelihood of repetitive views of the same content.

### Video Content is All Around You

If you're struggling for ideas on what to post to your company's social media pages, take a step back, look around, and pull out your smartphone.

Getting a delivery of logs? Go live on Facebook. Walking by the debarker? Post a Reel on Instagram. Sharpening your bandsaw blades? Snap some clips for a YouTube Short. Running boards through the moulder? Film a TikTok. Even if some of your day-to-day activities seem mundane and routine, they are opportunities to capture your audience's attention with some content they haven't seen before.



### Recruit New Employees

In addition to promoting products and services to potential customers, social media also enables you to share an inside look at your company's day-to-day operations. While simple text and photo posts about open positions can help attract job seekers, utilize short-form video to actually show the jobs in action. And film testimonials with current employees to demonstrate what your company culture is all about.

If you're looking for help with your company's social media strategy, HMA is here to lend a hand. Send your questions to [ian@hardwood.org](mailto:ian@hardwood.org).



## Working Toward a Healthy Heart

The American Heart Association reports that almost half of all U.S. citizens have some form of Cardiovascular Disease (CVD). And despite our 'best' heart-healthy dietary efforts, heart attack, stroke and other heart/circulation ailments account for 800,000+ deaths each year.

But take heart! And take action to change some of those 'routine' habits that increase your risk of CVD.



### ■ To Sleep or Not to Sleep

Not enough sleep stresses the heart. Too much sleep may be a sign of an underlying condition like sleep apnea. The experts at the **National Sleep Foundation** recommend seven to nine hours of sleep, each night. And when it comes to lights out, be a creature of habit. Varying bedtime by more than 30 minutes a night is disruptive.

### ■ Put Down that Can of Soda

**The Multi-Ethnic Study of Atherosclerosis** reports that those drinking diet soda daily have a 67% greater risk of diabetes, which significantly increases the risk of CVD. So, when it's time for a cooling, fizzy refresher, reach for a glass of sparkling water. And go heavy on the lemon and lime.

### ■ Don't Forget to Brush

**"Study after study"** has shown that people who have poor oral health (such as gum disease or tooth loss) have higher rates of cardiovascular problems—heart attack or stroke—than people with good oral health. "Too busy to brush after every meal? OK...but make brushing/flossing a priority at bedtime, "so plaque doesn't build up overnight.



## 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.

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*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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