

The Link

Newsletter | March 2023



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



In just a few weeks, HMA members and industry associates will be meeting at the JW Marriott Nashville for our National Conference and Expo. The theme of the event is **Agents of Change**, and take it from me, this is the Conference for you, especially if your strategic plan is about making changes and moving forward!

I take great pleasure in telling you that the Expo is Sold-Out! Yes, all booth space for this year's event is spoken for. And that show of support, by our industry suppliers, sends a loud message. They want to interact with YOU. Don't disappoint them. Be in Nashville.

Please invest a few moments on HMAmembers.org to see which vendors are participating—and where you'll find them on the exhibit floor. And take note of booth numbers, because beginning on Wednesday, March 22, 6 pm, until Friday, March 24, 11 am, our supportive industry suppliers will be front and center!

And speaking of support from our hardwood industry colleagues, I'd like to personally recognize and thank **all** of the Conference Sponsors who have gone "above and beyond" in their support of the HMA.

Thanks so much to Event Sponsors: **Farm Credit Mid-America, MiCROTEC, Nyle Dry Kilns, Pennsylvania Lumbermens Mutual Insurance Company, SII Dry Kilns, Taylor Machine Works, Inc., and USNR**; Platinum Sponsors: **BID Group, Nyle Dry Kilns, Piche, TS Manufacturing, and UPG**; Gold Sponsor: **Battle Lumber Company, Inc.**; Silver Sponsors: **DMSi/TallyExpress/eLIMBS and Joe Scan, Inc.**; and Bronze Sponsor: **American Wood Technology, LLC.**

This additional financial support enables HMA to enhance the overall Conference offerings. And to show our gratitude, HMA will be recognizing our sponsors all year long on our member website, HMAmembers.org, in our social media posts, and of course in the Conference's promo material, and during the actual event in Nashville.

So, if you are still-on-the-fence about attending, get on board. The clock is ticking til NatCon 2023 gets underway, and believe me, you do not want to miss this all-important industry event.

You'll find the Conference and Expo details—Registration, Program Schedule, Hotel Information, Expo Participants and Conference Sponsors—at HMAmembers.org. And of course, contact me at either **412.215.9256** or info@hardwood.org, should you have any questions. See you in Music City!

Linda

Joining the HMA Ranks

From all of us at the HMA, a hearty welcome is being extended to **Koppers, Inc.**, Pittsburgh, Pennsylvania. Tony Machamer, director of Procurement, will serve as HMA's main contact, and we look forward to seeing Tony, along with other company representatives, at HMA's National Conference and Expo in Nashville.

To extend your personal 'welcome to the ranks' greeting, email Tony at MachamerTL@Koppers.com.



National Conference Bulletin Board

Register Today, Rates Increase March 6

After Monday, March 6, Conference Registration for HMA members, HMA Promo Contributors, and SCMA members increases to \$600, and non-member registration to \$750. So, if saving money is important to you, **register today**.

And it's last call for golfers to participate in HMA's inaugural NatCon Golf Tournament on Wednesday, March 22, at the Gaylord Springs Golf Links. Sign up at HMAmembers.org by Tuesday, March 7.

All 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 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. You can be a sponsor even if you do not register to golf!

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

AGENTS OF CHANGE

2023 HMA National Conference and Expo

JW Marriott | Nashville, TN | March 22-24, 2023
Register online at HMAmembers.org

More "Firsts" for NatCon



We're kicking things up a notch or two, and it all begins at our **Nashville Nights** Opening Reception on Wednesday, March 22, 6 pm. Boots are totally your call for this **Country Casual** networking event. What's on tap? Get in line for a *Stacked Lemonade*, straight from Lynchburg. Compliments of Platinum Sponsor **TS Manufacturing**, this refreshing and powerful cocktail is sure to please.



And for all the bourbon aficionados out there, hold on to your whiskey stones! Platinum Sponsor **UPG** is hosting HMA's first-ever **Bourbon Bar** at our Thursday reception, where you can sip on *Jacked UP(G) Tea*.

Rooms Are Available

HMA has secured a block of rooms at **1 Hotel Nashville**, 710 Demonbreun St., which is directly across the street from the JW Marriott.

Book your room **online** or by calling **833.624.3111** by Friday, March 10. Be sure to mention the HMA for the discounted room rate of \$309/night.

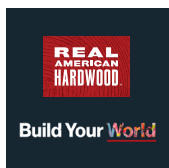


Agents of Change & You

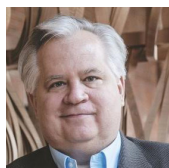
Join up with HMA members and industry colleagues in Nashville, March 22–24, for HMA's 2023 National Conference. It's going to be quite the event! The Expo is sold out, and the lineup of business sessions is not-to-be-missed. All of the Conference specifics can be found at HMAmembers.org. Here's a snapshot of what's on the **Agents of Change** program.



Thursday, March 23 | 9–10 am
Implementing Agents of Change with Effective Communications and Leadership
 Steve James
 CEO, Frank Miller Lumber Company, and Certified John C. Maxwell Coach/Trainer



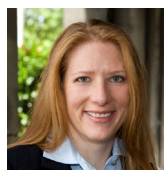
10–10:45 am
Let's Talk Hardwood Promotion
 Representatives from the Real American Hardwood Coalition



10:45–11:30 am
Global Market Update
 Michael Snow
 Executive Director
 American Hardwood Export Council



1–1:45 pm
Hardwood Markets: A Forward-Looking Conversation
 Judd Johnson
 Editor
 Hardwood Market Report



1:45–2:15 pm
Hardwood Federation Update
 Dana Lee Cole
 Executive Director
 Hardwood Federation

2:15–3:30 pm

Strategic Solutions for Your Mill or Yard | Panel 1
 Conversations with industry experts Lindsey DiGangi, PLM Insurance, and Norvin Laudon, MiCROTEC, on how to take your mill or yard to the next level.



Lindsey DiGangi
PLM Insurance



Norvin Laudon
MiCROTEC



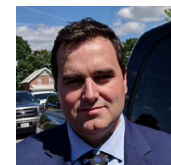
Friday, March 24 | 8:30–9:45 am
Trends and Forecasts for the U.S. Domestic Economy
 Dr. Chris Kuehl
 Managing Director/co-founder of Armada Corporate Intelligence, Economist, Analyst, Thought-Leader

2:15–3:30 pm

Strategic Solutions for Your Mill or Yard | Panel 2
 Conversations with industry experts Robert Arnold, USNR, and Riley Smith, TS Manufacturing, on how to take your mill or yard to the next level.



Robert Arnold
USNR



Riley Smith
TS Manufacturing

Downs Receives Hendricks/HMA Scholarship



Congratulations to Zachary Downs, a University of Wisconsin-Madison College of Agricultural and Life Sciences student and recipient of the 2022–2023 *Robert B. Hendricks Memorial / Hardwood Manufacturers Association Scholarship*.

In his 'recipient profile' letter to the HMA, Zachary said, "I cannot express enough how grateful I am to be awarded this

scholarship. I'm a Forest Science major—silviculture interests me a lot—and my career plan is to work as a forester for either the U.S. Forest Service or the private sector. I am so happy that I can pursue a career in something that I love doing. Not many people can say that. Thank you again for this award."

"We are extremely appreciative of the financial assistance you provide so that students may continue the curricular and co-curricular experiences that set them apart as CALS (College of Agriculture and Life Sciences) students. Your support is critical to their success. And you are truly making a difference in their lives. For that, we thank you!"

—Karen Wassarman, Associate Dean for Academic Affairs, University of Wisconsin-Madison

Natural Hardwoods, the Healthy Choice

Hardwood industry leaders have issued statements touting the benefits of real wood products over highly processed, wood-look alternatives. The statements come in response to the recent train derailment and chemical spill that took place in East Palestine, Ohio. The unfortunate incident raised questions about the effects of chemicals—and the products made from them—in relation to our health and environment.

When a train carrying hazardous materials derailed on February 3, toxic chemicals were released, including vinyl chloride, which has been linked to cancer of the liver, brain, lungs, and blood. While residents living near the derailment had no choice about their exposure, millions of homeowners unknowingly put their families at risk when they bring plastic products into their homes. This is because vinyl chloride is used to make a variety of plastics, including polymer polyvinyl chloride (PVC), a primary component used to make resilient and vinyl flooring, cabinets, doors, window frames, and mouldings, as well as other household items.

"Real wood products do not jeopardize human health or the environment," says Michael Martin, president and CEO of the National Wood Flooring Association. "They are made using natural materials that can be regrown, and that contribute to the overall health of our planet and its residents."

Trees are a natural resource that grow in a factory called a forest, using a renewable source of energy called the sun. "During their growth cycle, trees take in carbon dioxide, releasing oxygen and using the carbon to grow," says Tom Inman, president of Appalachian Hardwood Manufacturers, Inc., "but what many people don't know is that even when trees are harvested, they continue to store carbon in the products made using them. So your real wood floors, real wood cabinets, real wood trim and mouldings, real wood furniture, even your real wood picture frames, continue to store carbon during their entire service life. And you can feel it; about half their weight is stored carbon."

When it comes to harvesting hardwood, responsible forest management is a primary goal. "Hardwood trees are an agricultural crop, just like corn or soy beans," says Dallin Brooks, executive director of the National Hardwood Lumber Association. "They just have a longer growth cycle, typically 40–60 years, and must be harvested before they begin to die." Once that cycle begins, trees no longer produce oxygen, and the lumber becomes unusable, as well as a fire hazard. Clearing the canopy also gives

younger trees an opportunity to receive the sunlight they need to grow to maturity. In fact, responsible forest management has led to significant growth of hardwood forests. In the United States, more than two trees are regrown for every one that is harvested.

Linda Jovanovich, executive vice president of the Hardwood Manufacturers Association, states that turning hardwood logs into lumber is an efficient process utilizing every part of a log, including the bark, twigs, branches, and sawdust. "These materials are used to power boilers that help run both the sawmill and the kilns used to dry the lumber, or are manufactured into other items like wood pellets for fuel or animal bedding," she says. In addition, manufacturing lumber uses fewer resources (water, energy, etc.) than other building materials like plastic, steel, or concrete.



If your family's health is a concern, the Environmental Protection Agency finds that hardwood floors improve indoor air quality. Hardwood floors do not harbor microorganisms or pesticides that can be tracked in from outdoors, and they minimize the accumulation of dust, mold, and animal dander. Conversely, plastic floors, carpet, furniture, etc., off-gas toxic chemicals that can be harmful to your family.

To learn more about the health and environmental implications of home product choices, visit RealAmericanHardwood.com.

Real American Hardwood Goes Viral

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA | Digital Community Manager, RAHC

Did you know February was National Care About Your Indoor Air Month? Now you do! And to help families breathe easy, the Real American Hardwood Coalition (RAHC) posted a video on why hardwood floors are the natural choice—and it went viral!



In the video, woodworker Adam Jones gets real about why he chose Real American Hardwood® flooring over carpet for his family and home. He also tackles the hot topic of off-gassing and the toxic chemicals—like vinyl chloride—that are used to manufacture alternative floor coverings—like vinyl tile. Adam closes the video by explaining why hardwood is the healthy choice.

The post was timely, given the train derailment in East Palestine, Ohio, where some of these chemicals—including vinyl chloride—were spilled.

Video courtesy of the HMA and the NWFA

If you haven't seen it, watch it on [Instagram](#). And let's take a quick look at the stats!

122,000+ Views

80,000+ People Reached

1,000+ Clicks to [RealAmericanHardwood.com](#)

526% Increase in Web Traffic

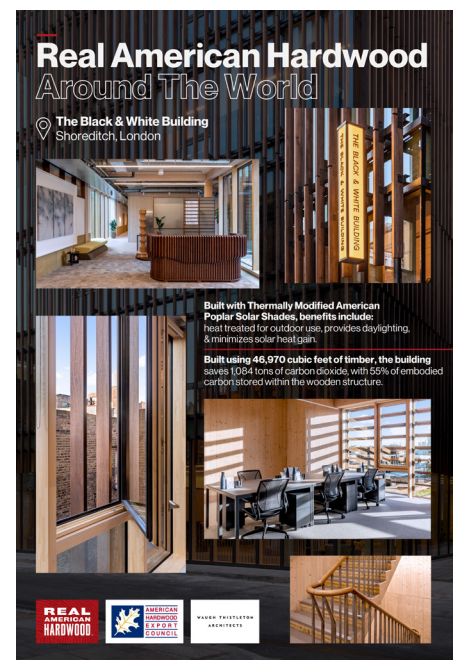
Going Around the World with Hardwood

The RAHC also took it's followers on an international journey to London, England, to learn about the **Black & White Building**. Designed by Waugh Thistleton Architects and located in the city's Shoreditch neighborhood, the striking building's facade features thermally modified American poplar louvers that passively optimize natural daylighting, minimize solar heat gain, and ultimately reduce the building's energy consumption.

Aimed at educating consumers, the post explains how the thermal modification process uses heat—not chemicals—to enhance hardwood's natural durability and dimensional stability, making it an exceptional material for outdoor use.

The post also talks about stored carbon. Because the building was built using engineered timber frames and cross-laminated timber slabs—46,970 cubic feet of wood in total—it's storing a ton of carbon—1,084 tons to be exact. Roughly 55% of the building's embodied carbon is stored in its wooden structure and louvers.

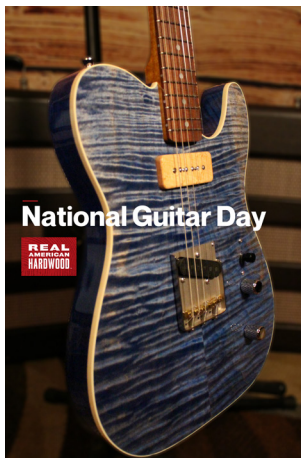
Want to see more posts and content from the RAHC? Follow the handles listed in the box below.



Hardwood Rocks

On February 11, the RAHC celebrated National Guitar Day with a post featuring the Custom T guitar by Ferner Fine Instruments that was donated by our industry colleagues at *Hardwood Market Report* and raffled off last year.

The brief video showcased how the stunning guitar was handcrafted from Real American Hardwood species, including ash and maple.



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.

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Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



USDA Rolls Out Wood, Energy Grant Opportunities

Aiming to create new markets for wood products and renewable wood energy, in late January, USDA announced it would offer \$41 million through the 2023 Wood Innovations Grant and 2023 Community Wood Grant programs. Information on how to apply is at

fs.usda.gov. The application deadline is **Thursday, March 23**. Eligible projects include:

- Establishing or increasing wood products manufacturing to support forest restoration.
- Showcasing environmental and economic benefits of wood as a sustainable commercial building material.
- Developing wood energy projects that use residues from wood products or woody biomass.
- Architectural and engineering designs, cost analyses and permitting to secure financing for commercial wood construction or wood energy projects development.



Expanding Agricultural Exports Act of 2023

In February, falling in line with one of the hardwood sector's top priorities, lawmakers from both parties introduced the Expanding Agricultural Exports Act of 2023. A House and Senate bill that would double the size of USDA's export program, the legislation specifically increases the Market Access Program (MAP) from \$200–\$400 million per year, and the Foreign Market Development (FMD) from \$34.5–\$69 million per year.

The bill's champions include Senators Angus King (I-ME), Joni Ernst (R-IA), Tina Smith (D-MN), Chuck Grassley (R-IA), and Susan Collins (R-ME); and Representatives Dan Newhouse (R-WA), Jim Costa (D-CA), Tracey Mann (R-KS), Jimmy Panetta (D-CA), Ashley Hinson (R-IA), Kim Schrier (D-WA), Brad Finstad (R-MN), and Chellie Pingree (D-ME).

"Heard on the Street" Soundbytes

- Sens. Feinstein (D-CA) and Collins (R-ME) are gearing up to re-introduce the Community Wood Facilities Assistance Act which would funnel resources toward small wood products facilities and increase the maximum grant per facility from \$1–\$5 million. To avoid confusion with the similarly named "Wood Innovations Grant Program," the bill will rebrand the measure as the "Community Wood Facilities Grant Program." We'll keep you posted regarding this important bill.
- The U.S. Fish and Wildlife Service recently finalized a Bat Habitat Conservation Plan (HCP) for the Lake States Region (LSR), including Michigan, Minnesota and Wisconsin. Similar to the current 4(d) Rule for "threatened" bat populations under the Endangered Species Act that land managers have been implementing since 2015, the plan may serve as a model for other states wanting to develop an HCP.

Federation Fly-In 2023!

Registration is now open for Fly-In 2023! Join your hardwood industry peers in D.C., June 13–15, to make your voice heard on Capitol Hill. A limited number of 'special rate' rooms are available at our host hotel, Washington Hotel Monaco.

Don't delay, finalize your plans, today. [Click here](#) for all of the details.



Tucker Discusses “The Opportunity Mindset”

In a **recent article** discussing leadership, Robert B. Tucker, president and founder of The Innovation Resource, wrote, “There’s growing realization that we are living at a pivotal moment in human history. I’ve been observing trends and helping corporate clients discover opportunity in change for over 30 years. Frankly, I’ve never seen anything like this.”

The Opportunity Mindset

To navigate the complex, volatile, and ever-evolving landscape ahead, you need a certain, little-understood skillset. It’s the ability to see what’s next—monitor the trends—and the ability to discover opportunity in the way society is changing, by anticipating and creatively responding.

A confluence of mega-forces—demographic, economic, geopolitical, social, technological, climate—will almost certainly disrupt many millions

who are not prepared. Yet, these very same trends will be exploited by those who are prepared for these mega changes, to catapult their lives forward; revive and rejuvenate their organizations; and strengthen their communities into an unprecedented era of prosperity and abundance. The question is: Which group do you intend to be a part of?

Are You Ready to Reinvent Yourself?

The decisions you make today—where you invest, what you chose to read, where to live, where to move—will shape your tomorrow. Our vision of the future, and how we go about doing what we do—in the workplace, on the boards we serve on, in our communities—will create the kind of tomorrow we’ll inhabit. Are you ready to reinvent yourself?

Robert B. Tucker is a recognized pioneer in the field of innovation. Learn more at [InnovationResource.com](https://www.innovationresource.com).

ITR’s Great Depression Update

For more than a few years now, ITR Economics™, the oldest privately held, continuously operating economic research and consulting firm in the U.S., has been predicting a 2030s Great Depression. “To get caught up on their latest thinking about the timing and magnitude of the problem,” the firm is offering a 90-minute webinar, to be conducted live from their corporate headquarters.



Questions to be Addressed Include:

- Has the timing of the coming 2030s depression changed and how bad will it be?
- What markets or sectors of the economy might fare better than the overall economy in the 2030s?
- What are likely the best ways to create wealth over the next 10 years?

What Else will Participants Learn?

- ITR Economics will present the types of business cycles expected to occur through the remainder of the 2020s.
- Participants will receive an update of ITR Economics’ GDP and U.S. Total Industrial Production forecasts through 2036.

Visit ITReconomics.com for all the webinar details.



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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