

The Link

Newsletter | May 2022



A Message from HMA's President

by Tommy Petzoldt
President, HMA



It was wonderful being with so many of you in Florida for HMA's National Conference and Expo. After being separated for a few years, it was great to have the face-to-face opportunity to 'talk-shop' with like-minded business owners, facility managers, and industry suppliers.

A big thanks to Linda, the HMA staff, and all involved for yet another over-the-top National Conference and Expo. What a great lineup of speakers! What a fantastic Expo! (Thank you

industry suppliers.) What lucrative networking opportunities. I can't wait to see what's in store for next year's event.

I'm excited to step into my new role as HMA President. Ours is a great association. I look forward to working with the HMA Officers, the Board of Directors, and the HMA staff, as we focus on the months and years ahead. About the future ... A top priority for us is to grow the HMA membership. And we need each of you to help. Here's how.

You all know and work with hardwood colleagues that are not members of the HMA. Next time you see them, talk to them about how HMA benefits you. Or give us their name. We'll get the conversation started and may then ask you to provide your personal testimony as to why HMA membership is important to you and your business. Remember, there is strength in numbers. Let's grow HMA together, for the benefit of us ALL.

And about HMA benefits ... I look forward to seeing you later this month at the Spring Regional Meeting in North Carolina. It's a great opportunity to see how industry counterparts (HMA members and nonmembers) are managing their operations. And it's another occasion to interface with industry colleagues. But, if North Carolina isn't in the cards for you, plan on attending the Fall Regional Meeting. You'll be heading to my neck of the woods in Missouri. And it will be great to see you in the Show-Me State.

It's a great time for our industry, and I look to the months ahead with optimism—albeit cautious! All the best and happy spring!

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Thank You, Sponsors

Thank you are in order to the following companies for signing on as sponsors for our 2022 Spring Regional Meeting:



Gold Sponsor



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Silver Sponsor

All Aboard for the Spring Regional

In just a few weeks, we'll be convening—**IN PERSON**—for HMA's May 25–26 Spring Regional Meeting in North Carolina. Here's where we're going.

- **Gilkey Lumber Company** | When industry associate Mike Parton learned that HMA would be in North Carolina, he said, "Gilkey would be honored to host a tour of our mill." So, it's all aboard for a stop in Rutherfordton.



- **Granite Hardwoods, Inc.** | HMA member Richard Buchanan of Granite Hardwoods, Inc., says the "door is open." And we're heading over to Granite Falls for a close-up look at their lumber manufacturing and distribution facilities, which includes their furniture and cabinet manufacturing operations.
- **High Country Lumber & Mulch** | Same with HMA member Scott Greene. The "welcome mat" is out for a visit to his sawmill, slab mill, flooring, and mulch operations in Wilkesboro. So grab hold of your hardhat and safety glasses. There will be lots to see, including more than 3,000 live-edge slabs in a variety of species and dimensions.
- **McDowell Lumber & Pallet Company** | And when industry associate Tony McDowell learned that HMA would be in his neck of the woods, he said, "Love to meet you. Come on over for a look at our sawmill and pallet manufacturing facilities."

Regional Meeting Action Items

1

Meeting Registration

Meeting registration is up and running at HMAmembers.org. Don't be left out. **Register today!**

2

Hotel Reservations

If you haven't made your hotel reservations, get a move on! The **two-city logistics** of this Meeting require **reservations at two hotels**. And don't delay, the cutoff date to secure our special rates is **Tuesday, May 10**.

For Tuesday, May 24, make a one-day reservation at the Embassy Suites by Hilton Charlotte **online** or by calling **704.527.8400**. Provide **Group Code: HMA** to get the room rate of \$169. ***Be sure you check out of the hotel on Wednesday morning.*

For Wednesday, May 25, make a one-day reservation at the Crowne Plaza Hotel **online** or by calling **828.323.1000**. Ask for **Group: Hardwood Manufacturers Association Regional** to get the room rate of \$109. ***Our evening reception and dinner will be at the Crowne Plaza.*

3

Sign on as a Sponsor

Sponsorships are available! Contact the HMA at info@hardwood.org or **412.215.9256** to lock in your opportunity for extra visibility.

- **\$1,000 Gold Sponsorship** co-hosts Wednesday's cocktail reception or bus transportation to the tour sites. (Includes one complimentary meeting registration valued at \$265)
- **\$500 Silver Sponsorship** co-hosts Wednesday's bus refreshments or lunch.

Tuesday Night HMA Reunion

Catch up with your hardwood industry friends and colleagues at the Embassy Suites' bar on **Tuesday, May 24!**

We'll gather together for some good ol'fashioned HMA networking and maybe watch an NHL playoff game or two.

"Backstage Pass" to Successful Borrowing

Past lessons, present situations, and future plans all come into play when seeking financial assistance. In their presentation at HMA's NatCon 2022, Farm Credit Mid-America Vice President and Senior Credit Officer, Josh Davis and Todd Moore, respectively, shared the "behind-the-scenes" method to successful borrowing. It begins with good communication.

Ensure that your lender understands your business/industry. Be able to articulate your business plan, supported by high quality financials. Know how your operation compares with industry peers. Articulate your strengths. Acknowledge your weaknesses and have a plan to address them. By demonstrating you're "on-top" of your business, you'll control the narrative.

Visit Members Only at HMAmembers.org for "Backstage Pass" in its entirety.



Just a Reminder

If you were unable to attend HMA's recent National Conference and Expo, or would like a refresher of one or all of the learning sessions, videos and PowerPoints of the presentations will be available in the Members Only section of HMAmembers.org.

And brief recaps of the NatCon presentations will be included in upcoming issues of *The Link*.



The Hardwood Manufacturers Association brings together industry leaders who are united toward a common goal: the future of our industry.

Membership is limited to sawmills and concentration yards, and offers peer-to-peer information exchange and networking at its best.

For more information, visit HMAmembers.org or call **412.244.0440**.



Recap of “Your Voice in Washington, D.C.”

by Dana Lee Cole

Executive Director, Hardwood Federation



As mid-term elections draw near, literally hundreds of federal and state representatives and officials are vying for jobs. At HMA's recent National Conference and Expo, the overarching message from Hardwood Federation (HF) Executive Director Dana Lee Cole was: “Be informed. Get involved!”

Open the doors of your businesses. Invite your representatives in. Let them see, hear, and learn about our industry. And especially inform them that wood products are part of the climate solution, and that going forward, our industry should *NOT* be penalized by federal climate policies. HMA members have a role to play. **Make our hardwood message heard!**

Visit Members Only at HMAmembers.org for “Your Voice in Washington, D.C.” in its entirety.

And in Mid-April...

HF Executive Director Dana Lee Cole announced that the HF Political Action Committee (HFPAC) launched a 100-day campaign to raise \$100,000 from 100 individual members, including 100% participation from HF and PAC board members.

Known as the “100 quads,” the campaign will raise resources to back congressional incumbents who have a strong track record of supporting the industry's bottom line.

For more information about the HFPAC, email Hardwood.Federation@hardwoodfederation.com.



AHEC Trade Alert: Chinese Tariff Exemption Extended

Be Advised: On April 15, the Ministry of Finance of China issued a statement continuing the existing tariff exemption on U.S. hardwood lumber and logs, effective April 17–November 30, 2022. Business will continue as it has for the past two years.

For questions, contact AHEC International Program Director Tripp Pryor at tpryor@ahec.org.



Summer Educational Opportunities at NTC

If you are looking for employee training opportunities specific to the hardwood industry, HMA's partner in education, Northcentral Technical College (NTC), is offering two summer educational events at their Wood Technology Center of Excellence in Antigo, Wisconsin.



Hardwood Sawmilling Certificate Program

This unique 4-week, 5-credit program, open to all industry stakeholders, will focus on hardwood lumber inspection; sawing, edging, and trimming to maximize profits; hardwood log scaling and grading; and species identification for hardwood lumber and logs. It's an excellent opportunity to enhance the skills of your A+ employees.

Curriculum details and lodging information can be found at ntc.edu. Interested participants may register [online](#). The registration deadline is **May 13**.

June 6
to
July 1

Hardwood Log Scaling & Grading Workshop

In this hands-on workshop—conducted in the classroom and off-site at a local sawmill—participants will learn how to apply log scaling principles and grading criteria used by industry professionals to merchandise hardwood logs.

For workshop details, lodging information and registration, email ce@ntc.edu or visit ntc.edu. The workshop is limited to 14 participants and the registration deadline is **May 27**.

June 11
to
June 12

Technology Summit at Expo Richmond

The Department of Sustainable Biomaterials at Virginia Tech will be conducting a one-day **Forest Products Innovation and Technology Summit** on **Thursday, May 19**, at Expo Richmond. The educational session will focus on technologies that can benefit your operation regarding optimization, grading, management, and distribution.

- Hear and see how the latest innovations and technologies—for the hardwood and softwood industries—can help your bottom line.
- Network with industry technology leaders, academicians, students, and government representatives.

The registration deadline is **May 10**. View Summit details at cfpb.vt.edu. Direct questions to Henry Quesada, quesada@vt.edu.



Recycled Content: From Text to Video

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

Here's a question. When you're scrolling through social media or a website, what catches your eye more: basic text, static photos, or vibrant videos? Chances are, it's the motion in videos, and you're not alone.

According to a report by **Zenith**, the average person spent 100 minutes watching video content every day in 2021—and no, that's not counting traditional TV. That's the equivalent of 25 continuous days. And the consumption of online videos is growing rapidly. That's why integrating video content into your company's marketing strategy is a great idea.

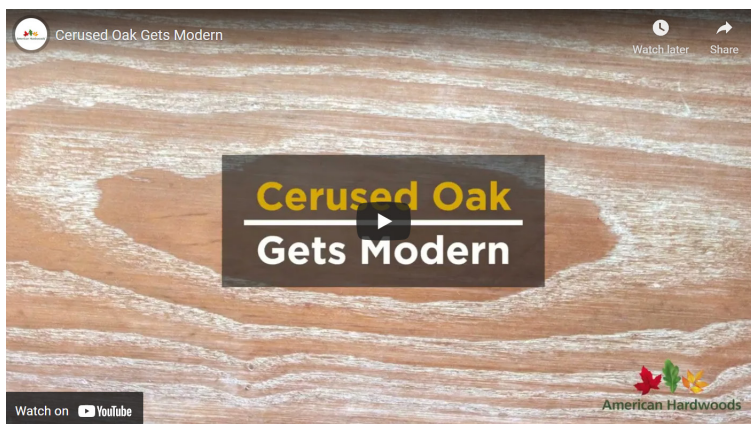
Repurpose Content

Does your company post articles, blogs, or how-to guides? Get more out of them by repurposing the content and transforming the text and photos into bite-sized videos. These can then be shared on your company's website, as well as across your social media channels—expanding your reach, growing your audience, and increasing engagement. Your customers—and consumers in general—are more likely to read and digest snackable content when it's in the form of a video.

For example, the HMA recently published a blog, titled "Cerused Oak Gets Modern," on the American Hardwood Information Center website at [HardwoodInfo.com](https://www.hardwoodinfo.com). The post explores how trendsetting interior designers are reviving the cerused—or "liming"—finishing technique that dates back to the Renaissance.

The HMA shared the blog on Instagram, Facebook, and Twitter, but also turned it into a video that was posted to YouTube, reaching consumers in a new way and on a platform where they research products and home improvement projects.

Give it a view by clicking on the image below.



Here's another example. The Southern Cypress Manufacturers Association's latest list-based article, titled "Stylish Furniture Finds for Your Home," was sent out to newspapers and news websites across the country, generating 2,470 online placements so far.

To expand the article's reach even further, the SCMA transformed it into a video that was posted to YouTube. Now, the article has a second life as a commercial, showcasing the beauty and quality of cypress furniture.

Click on the image below to see what we mean.



Tools are Available

If you're not familiar with video editing software like Adobe's Premiere Pro, Apple's Final Cut Pro, or VSDC Free Video Editor, there are alternatives that are easy to use and—in some cases—free. Check out Lumen5, InVideo, Rawshorts, or Rocketium. These services will do most of the production work for you, enabling you to produce quality videos in a short amount of time.

Need Some Help?

If you'd like to start integrating video content into your company's digital ecosystem, but need help getting started, the HMA is here to lend a hand. Email ian@hardwood.org to get the film rolling.

Managing Stress and Anger

It seems that the busier we get, the more difficult it is to “stop and smell the roses.” Nonetheless, that’s just what the Mayo Clinic recommends if we want to successfully manage the stress and anger issues that challenge us.

- **Stress** won’t disappear from our lives. But paying attention to what causes our stress, and practicing ways to relax, will increase our ability to cope and counter some of the bad effects of stress. Try deep breathing, tai chi, yoga, meditation or being in nature. Get a massage, dance, listen to music, watch a comedy—whatever helps you relax. Maintain a healthy lifestyle. Get enough sleep. Make a conscious effort to spend less time in front of a screen—television, tablet, computer, and phone—and more time relaxing.
- **Anger** is a normal and even healthy emotion. However, keeping it in check can be difficult, and uncontrolled anger can take a toll on both your health and your relationships. Dealing with anger in a positive way is the way to go. So, when you start to fume, think before you speak. Once you’re calm, express your frustration in a nonconfrontational way. If you feel your anger escalating, take a break; go for a walk; practice deep-breathing exercises or repeat a calming word or phrase like “Take it easy.” Do whatever it takes to encourage relaxation. But, if your anger seems out of control, causes you to do things you regret or hurts those around you, seek help.



Information source: [MayoClinic.org](https://www.mayoclinic.org)



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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