

# The Link

Newsletter | May 2023



## More Than Just Talk

by Linda Jovanovich  
Executive Vice President, HMA



In today's confusing and unpredictable world, things sometimes happen so quickly, it's difficult to keep up. What helps to keep me grounded is the cyclical nature of HMA's calendar of events. Don't misunderstand. Each day typically includes a host of surprises, often making HMA-life chaotic. But, when looking at the HMA 'big picture,' there is a systematic and methodical rhythm of work that provides me a calming sense of order and meaning.

For as long as I can remember—and probably you, too—March has been National Conference and Expo month. And March 2023 was no exception. Based on your feedback, NatCon '23 was an absolute win because of the event's informative business sessions, the sold-out Expo, and the quality networking opportunities! I'd like to thank all involved for making it such a crowd-pleaser.

The advent of spring always triggers preparation for the year's first Regional Meeting. And later this month, May 24–25 specifically, we'll be heading to the Bluegrass State for the Spring Regional in Lexington. Get on board!

Then, as summer rolls around, planning for next year's National Conference and Expo kicks into gear, and so does the planning and activity involved in finalizing the details of our Fall Regional.

And before I know it, it's time to close out the year, and begin regrouping for what lies ahead. As I said, the calming cyclical nature of HMA's calendar of events keeps me grounded. I hope something similar exists for you.

About our Spring Regional...this issue of *The Link* details the exciting and unique facilities we'll be visiting, and also provides what you need to know regarding hotel information and sponsorship opportunities. If you have yet to do so, today is the day to finalize your meeting registration and hotel accommodations. Visit [HMAmembers.org](https://HMAmembers.org) to take care of business.

I look forward to being with you in Kentucky.

*Linda*

## Welcoming Two New Members

HMA's membership roster is growing. Join us in welcoming **Associated Hardwoods, Inc.**, Granite Falls, North Carolina; and **Wolverine Hardwoods, Inc.**, Allegan, Michigan.



Our main contacts at Associated Hardwoods are:

**Rick Jordan**, President  
[rickj@associatedhardwoods.com](mailto:rickj@associatedhardwoods.com)

**Shauna Whitener**, CFO  
[swhitener@associatedhardwoods.com](mailto:swhitener@associatedhardwoods.com)

And at Wolverine Hardwoods, our main contact is:

**Javan Mallery**, President and Owner  
[javan@wolverinehardwoods.com](mailto:javan@wolverinehardwoods.com)

We're looking forward to seeing Rick, Shauna, and Javan, along with other company representatives, at HMA's Spring Regional Meeting in Lexington.

Welcome to the HMA ranks!

## Spring Regional Meeting Hotel Deadline Extended

Tuesday, May 9, is the deadline to secure a room at the Embassy Suites by Hilton Lexington/UK Coldstream for our Spring Regional Meeting. **Book online** today.

## Spring Regional Tour Site Briefs

Later this month, we'll be convening in Lexington for HMA's May 24–25 Spring Regional Meeting. Here's a quick look at where we're going.



**Spring Regional Meeting**  
Lexington, Kentucky | May 24–25

**Kentucky Hardwood Lumber, Inc.** is a division of Merrick Hardwoods—a vertically integrated forest products company and one of the largest manufacturers of hardwood lumber and flooring in the U.S. The company processes kiln-dried red oak, white oak, ash, hickory, hard maple, soft maple, cherry, poplar, and basswood lumber into residential hardwood flooring. Excess wood fiber and sawdust collected throughout the flooring manufacturing process supplies their state-of-the-art wood pellet division, **Somerset Pellet Fuel**.

**BPM Lumber** | Providing a safe work environment. Promoting sustainable forest management. Setting the bar for manufacturing standards in the region and the industry. Building and maintaining core supplier relationships. Through these company values, the BPM Lumber team remains committed to being the best hardwood lumber operation in Appalachia. BPM's four modern, state-of-the-art mills—located in the heart of Eastern Kentucky—combine to create a consistent, reliable, and quality product, and have an annual production capacity of 100 million board feet.

**Cumberland Cooperage** | In 1958, C.B. and Imogene Robinson opened a small stave mill in Southeastern Kentucky. Today, still family-owned and known throughout the industry for their quality oak bourbon barrels, they secure renewable white oak logs from all over the Southeast; turn them into staves to produce 53-gallon barrels, then char the insides of each barrel to provide the distinctive color and taste for some of the best-known bourbons in the world.

**GreenTree Forest Products, Inc.** | Committed to quality and unsurpassed customer service—and a leader in custom built pallets, skids, boxes, and crates—the company began in 1952 when J.C. Wells, and his four sons, ordered their first Corley sawmill. Today, still owned and operated by the third and fourth generations of the J.C. Wells family, the operation produces 20 million feet of quality hardwoods annually.

## Will We See You in Lexington?

If you're planning to attend HMA's Spring Regional Meeting, get a move on! Registration is up and running at **HMAmembers.org**. The cost is \$275 for HMA members, Promotion Contributors, and 2023 National Conference Sponsors and Exhibitors; \$600 for non-members. Secure your spot and register to attend, today.

The Embassy Suites by Hilton Lexington/UK Coldstream (1801 Newtown Pike, Lexington, KY 40511) will serve as our base of operation. And the negotiated room rate of \$159 ends May 9. Make a reservation **online** or by calling **859.455.5000**. Be sure to mention the Hardwood Manufacturers Association to secure the special room rate.

## Thank You Sponsors



Co-Sponsors of Wednesday's Cocktail Reception



Providing Wednesday's Lunch

### Sign on as a Spring Regional Meeting Sponsor

- A **\$1,000 Gold Sponsorship** could co-sponsor bus transportation to the tour sites or Wednesday's cocktail reception. You'll also receive a complimentary meeting registration (a \$275 value).
- A **\$500 Silver Sponsorship** could host Wednesday's bus refreshments.

Contact the HMA at [info@hardwood.org](mailto:info@hardwood.org).



## NatCon Sessions in Review

### Recap of "Your Voice in Washington, D.C."

What's the political atmosphere in our nation's capital? Hardwood Federation Executive Director Dana Lee Cole knows. And she's in-the-know because she's educating D.C. policy makers on all things significant to hardwood industry stakeholders.

In her NatCon '23 presentation, Cole outlined the Federation's 2023 priorities, identified key Congressional decision and policy makers, and explained the importance of industry involvement and support of Federation activities.

Additionally, her closing comments were a "Call to Action" for all hardwood stakeholders!

- Be informed
- Meet Elected Officials on "your" turf
- Respond to Federation Calls to Action
- Financially support the Federation and its Political Action Committee
- Participate in the Federation's June 13-15 Fly-In

**Click here** to hear *Your Voice in Washington, D.C.* in its entirety.

### Recap of "The Future"

During his NatCon '23 presentation regarding, "The Future," for American Hardwoods, Hardwood Market Report Editor Judd Johnson captured the attention of his listeners when he said, "There are two things now in place that have the capacity to propel demand for U.S. hardwoods: the U.S. population—its largest in its history—and the U.S. housing market."

- Over half of the U.S. population is 40 years old and younger—the largest consumer group in U.S. history. People buy things. Most want to own homes. We have a generational opportunity that has not occurred since Baby Boomers started coming of age in the late 1960s and into the 70s and 80s.
- Housing is a fundamental need. Together, Millennials and Generation Z are the catalyst to your future. They will increase in affluence and continue to buy stuff...more expensive stuff. (Consumer spending is 2/3 of the U.S. economy.)

This could be the greatest market opportunity our industry has had in 50 years. The key word is "opportunity."

**Click here** to hear more about *The Future*.



## All Presentations are Available Online

If you were unable to be in Nashville for HMA's National Conference and Expo, or would like a refresher on one or all of the **Agents of Change** business sessions, audio files and PowerPoint presentations of each session are available in the Members Only section of [HMAmembers.org](https://HMAmembers.org). Check it out!

## Getting Real on Social Media

by Ian Faight

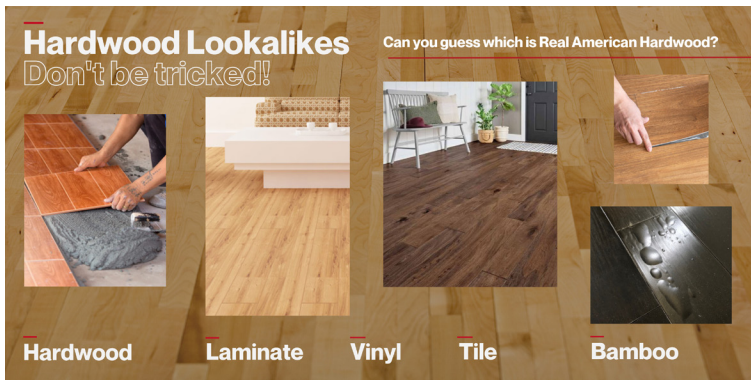
Marketing, Communications, and Digital Content Director, HMA | Digital Community Manager, RAHC

The Real American Hardwood Coalition (RAHC) launched its Instagram page on March 1, 2021, and by that November, 500 people were following along with steady growth. A year later in November 2022, the RAHC launched a branded social media campaign and reached the 1k follower milestone. And just four months later on March 23, 2023—during the RAHC presentation at HMA's National Conference—the audience doubled and reached the 2k follower mark. That success is due to contributions to the RAHC making a difference in Real American Hardwood® promotion. Are you one of the followers?

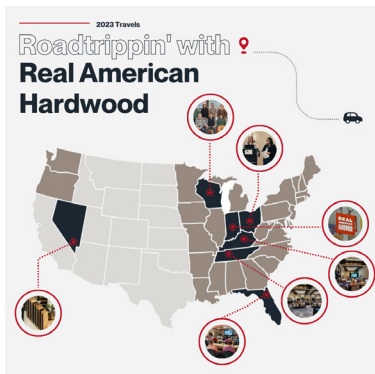
In case you missed them, here's a brief recap of some posts from April.

### Don't Be Fooled by Lookalikes

Part of the RAHC's mission is to separate fact from fiction when it comes to Real American Hardwood products. And on April Fools' Day, the RAHC did just that by showing hardwood floors side by side with wood-look alternatives, and asking followers to identify the real hardwood floors. View the post on [Instagram](#).



### Roadtrippin' Across America



Part of the RAHC's work involves networking with folks throughout the industry at meetings, shows, and expos to raise awareness of the initiative, provide updates on the promotion campaign, answer questions, and gain support.

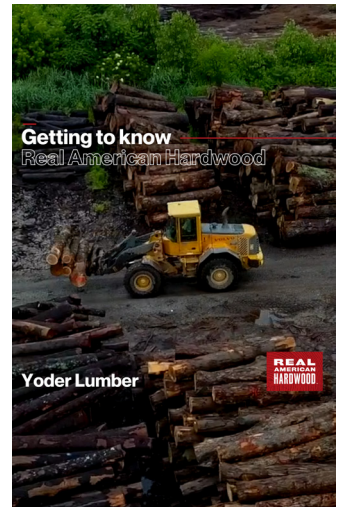
One post in early April highlighted all the places

where Real American Hardwood was the talk of the town so far in 2023. View it on [Instagram](#).

*Real American Hardwood is a registered trademark of the Real American Hardwood Coalition.*

### An Insiders Look at Yoder Lumber's Operations

The RAHC continued its *Behind the Lumber* series with a video offering followers an inside look at Yoder Lumber's facilities in Millersburg, Ohio. In the brief video, Trent Yoder, COO of Yoder Lumber, discussed his company's species mix, team of foresters and forest management practices, operation quality, and its specialty shop that attracts woodworking hobbyists—all while going on a tour of their sawmill, kiln, millwork, and distribution facilities. View the video on [Instagram](#).



Video courtesy of the HMA.

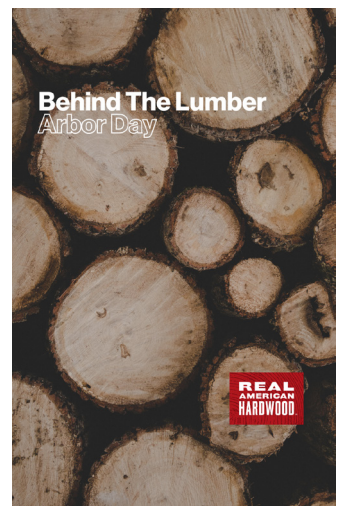
### From a Healthy Snack to a Nutty Hack

On April 14, the RAHC spotlighted National Pecan Day with an educational post on pecan/hickory trees. The post highlighted the differences between the species of hickories and how the U.S. is responsible for 75% of the world's total pecan production. And while most people may think of pecans as a tasty snack or salad topping, the RAHC also offered followers a nutty hack for repairing scratches in Real American Hardwood furniture.



### Celebrating America's Greatest Natural Resource

Closing out the month, the RAHC celebrated Arbor Day, April 28, with a video celebrating trees. With footage provided by Hull Forest Products, the brief video shared our industry's story by telling followers how trees are an abundant, renewable, and sustainable resource that provide Real American Hardwood products, support local economies and jobs, improve the health of our planet, and so much more. View the video on [Instagram](#).



## Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



### Bipartisan Lawmakers Fight to Restore Business Interest Deduction

On April 20, Sens. Shelley Moore Capito (R-WV) and Kyrsten Sinema (I-AZ) and Reps. Adrian Smith (R-NE) and Joe Morelle (D-NY) **introduced** the American Investment in Manufacturing (AIM) Act. This bipartisan

legislation would restore the full suite of deductions for business loans—known as Earnings Before Interest, Depreciation, and Amortization (EBITDA)—thereby creating business certainty and promoting investment. The Hardwood Federation urges Congress to restore these important deductions and pass the AIM Act.

### House Supply Chain Caucus Convenes

On April 19, leaders of the House Supply Chain Caucus, led by Reps. David Rouzer (R-NC), Dusty Johnson (R-SD), Colin Allred (D-TX), and Angie Craig (D-MN), conducted a roundtable discussion to outline remedies for ongoing supply chain challenges. The Federation was on hand at the briefing, along with about 50 other stakeholders.

Lawmakers focused on the Federation-supported SHIP IT Act, which includes a number of policy proposals to entice new drivers to take up truck driving as a career, and also includes a truck-weight pilot program allowing heavier trucks to travel on the nation's interstate highway system.



### Federal Court Suspends New WOTUS Rule

On April 12, a federal court based in North Dakota granted a motion from 24 state attorneys general to suspend the new Waters of the United States (WOTUS) rule, until it is reviewed by the Supreme Court. The federal court order suspending WOTUS only applies to Alabama, Alaska, Arkansas, Florida, Georgia, Indiana, Iowa, Kansas, Louisiana, Mississippi, Missouri, Montana, Nebraska, New Hampshire, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Utah, Virginia, West Virginia, and Wyoming.

### House Lawmakers Push to Rescind New NLEB Rule

In late March, Rep. Pete Stauber (R-MN) introduced a "Resolution of Disapproval," under the Congressional Review Act (CRA), to rescind the U.S. Fish and Wildlife Service's (USFWS) "endangered" listing of the Northern Long Eared Bat (NLEB) under the Endangered Species Act. While likely to pass the House and fare well in the Senate, the measure would require President Biden's unlikely signature to cross the finish line. Meanwhile, the USFWS is offering an **Interim Consultation Framework**, that will provide guidance through March 31, 2024, for projects taking place within the NLEB's 37-state range.

### Federation Fly-In is back!

Join us in Washington, D.C., June 13–15, for Fly-In 2023! This is your opportunity to make your voice heard! Meet your federally elected officials. Share your challenges and needs with them! Network with your peers! Don't miss this. **Click schedule of events** for the Fly-In agenda.

The Washington Hotel Monaco is our host hotel, and we've arranged a special room rate for Fly-In registrants. However, the number of rooms is limited. To reserve your hotel room—and to Register for Fly-In 2023—please visit **[HardwoodFederation.com](https://www.hardwoodfederation.com)**!

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 FEDERATION

## Sawfiler Apprenticeship Program Open to Industry Stakeholders

The Southeastern Lumber Manufacturers Association, Inc., (SLMA), in partnership with the U.S. Department of Labor, Jobs for the Future (JFF) and four of the leading softwood lumber companies in North America, has developed a competency-based apprenticeship program to increase the ranks of highly skilled sawfilers.

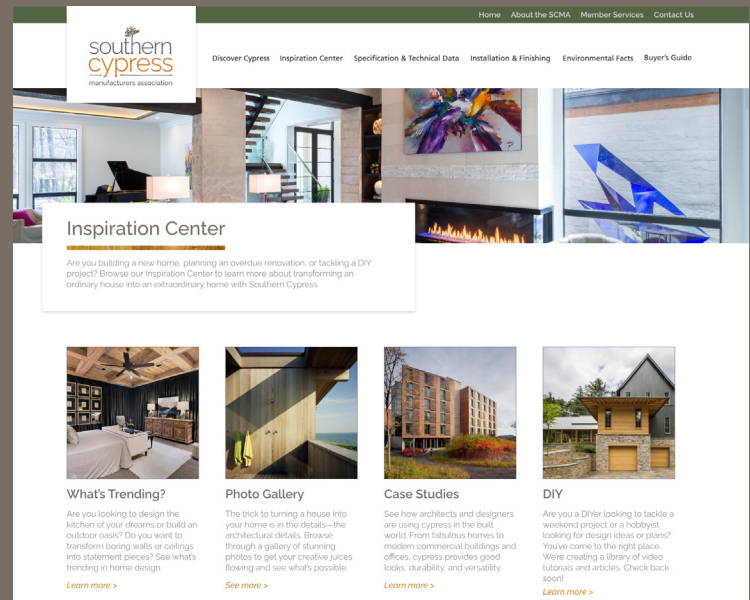
**Click here** for the program details. Direct questions to Bryan Smalley at [bryan@slma.org](mailto:bryan@slma.org).



## Debuting the New CypressInfo.org

The Southern Cypress Manufacturers Association recently launched its new home on the web at [CypressInfo.org](http://CypressInfo.org).

Site highlights include an Inspiration Center offering homeowners trendy home design, furniture, and décor ideas; vibrant photography of indoor and outdoor applications; case studies featuring project architect and designer interviews; and DIY projects with video tutorials and articles for weekend doers and hobbyists.



And for professionals, the site provides a Specification and Technical Data tab with a wealth of information for architects, designers, and builders. The section provides informative details on grade rules, drying guidelines, engineering values, span tables, and working properties that design and building pros utilize every day.

There's also an Installation and Finishing tab featuring siding and decking installation guidelines with handy tips and tricks.

Browse around at [CypressInfo.org](http://CypressInfo.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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