

The Link

Newsletter | November 2022



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



There may be a chill in the air, but I'm still being warmed by the enthusiasm and exuberance of all who participated in HMA's recent Fall Regional in St. Louis.

Good weather! Great Tours! Exceptional People! Just the shot-in-the arm this 'ole girl' needed.

- To our tour hosts—**East Perry Lumber Company; HAVCO Wood Products; W.W. Wood Products, Inc.; and McGinnis Wood Products, Inc.**—thank you for welcoming us into 'your world.' Your facilities were awesome. And we appreciate the opportunity to look, learn, and experience together.
- And to our Meeting Sponsors—**East Perry Lumber Company; MO PAC Lumber Company; and New River Hardwoods, Inc.**—thank you! Your extra support added to the success of this 'Show-Me State' gathering.



To our HMA members who were unable to participate, you were certainly missed! And I'm hoping you'll make your way to Nashville in March for NatCon 2023. I understand that you're busy. But, with the world in this concerning 'state of flux;' changing how we live; changing how we do business; it would be so beneficial to see and talk with you. Join us in Nashville, and let's put our heads together to work towards making some sense of it all.

As you may already know, our Conference theme is **Agents of Change**, and the event will feature speakers and panel discussions on issues of importance to us all—leadership, communication, innovation, technology, manufacturing, hardwood market trends/forecasts, and domestic and global economic updates.

This issue of *The Link* contains greater detail about the event—how to secure those all-important hotel reservations, conference registration, sponsorship opportunities, exhibitor booths, etc. And of course, HMAmembers.org is your one-stop shop for all things National Conference.

I look forward to spending time with you in Nashville.

Linda

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Music City, Here We Come

HMA's 2023 **National Conference and Expo** will be convening in Nashville, March 22–24, and it's time to get your planning started. Our first order of business? Making hotel reservations at the **JW Marriott Nashville** (201 8th Avenue South, 37203).

If this is your first visit to Nashville, hold on to your hats! It's Music City, and that means action-packed days—and nights! In the middle of it all is the imposing JW Marriott Nashville. It's an awesome property—offering breathtaking views from all 533 guest rooms and suites—and it's always busy. So, don't delay. Finalize your room reservation **online**, or by calling **929.208.8384**. And be sure to mention the Hardwood Manufacturers Association to secure our special group rate of \$289/night.



AGENTS OF CHANGE

2023 HMA National Conference and Expo

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

National Conference Registration is Up and Running

Why waste another minute? Register today to attend HMA's **National Conference and Expo**, March 22–24, at the JW Marriott Nashville, and secure your spot in this not-to-be-missed hardwood industry event. As seasoned participants know so well, the 2½ day confab offers the best in peer-to-peer networking

Not an HMA member? Not to worry. This is the HMA event that is open to all hardwood industry stakeholders! So, plan on joining us in Nashville and experience what the majority of our members say is the greatest benefit of their HMA membership—a

significant connection to a unique forest products industry brain trust, and a collective wisdom that is shared openly and with enthusiasm. **Register** to attend, today.

All Conference details—including the agenda, Expo specifics, sponsorship opportunities, and registration info—can be found at **HMAmembers.org**.

Don't miss this opportunity to mix and mingle with a host of interesting and very experienced hardwood industry professionals.

How Will Being a Conference Sponsor Benefit You?

Well, for starters, it's an easy, cost-effective way to market your company's products and services. And, without taking a step away from your desk, it's a great way to enhance your 'company presence' before, during and long after the Conference has concluded. Here's how it works.

- Your 'extra' measure of financial support assists the HMA in providing all participants quality learning sessions, stellar networking events, and Conference amenities.
- To thank you for going above and beyond, once we receive your company logo, HMA will "spotlight you in *The Link* and *Mid-Month Update* newsletters, on social media, throughout the event in Nashville, and all-year-long online at HMAmembers.org.

Simply make your choice from the available sponsorships, then email info@hardwood.org to get the ball rolling. The sooner we have your logo, the sooner we'll begin promoting you.

National Conference and Expo 2023 is just around the corner. Secure your sponsorship, today. Visit HMAmembers.org for more information.

Sponsorship Opportunities

Platinum Sponsor | \$2,500

lanyards • NatCon Events Guide (full-page ad, interior front or interior back page covers) • "Nashville Nights" Opening Reception • Bourbon Station at Wednesday Reception • Thursday Reception with Nashville Bushwacker • Swag Bags • Hotel Key Cards

Silver Sponsor | \$1,250

Thursday or Friday Breakfast Bar • Thursday Afternoon Snacks • NatCon Events Guide (half-page ad)

Gold Sponsor | \$1,750

Thursday Morning Breakfast • Thursday Vendor-Expo Café Lunch • Friday Morning Breakfast • Thursday or Friday Opening Session • *The Link* and/or *Mid-Month Update* Newsletters • Hotel Key Card Folders • NatCon Events Guide (full-page ad)

Bronze Sponsor | \$750

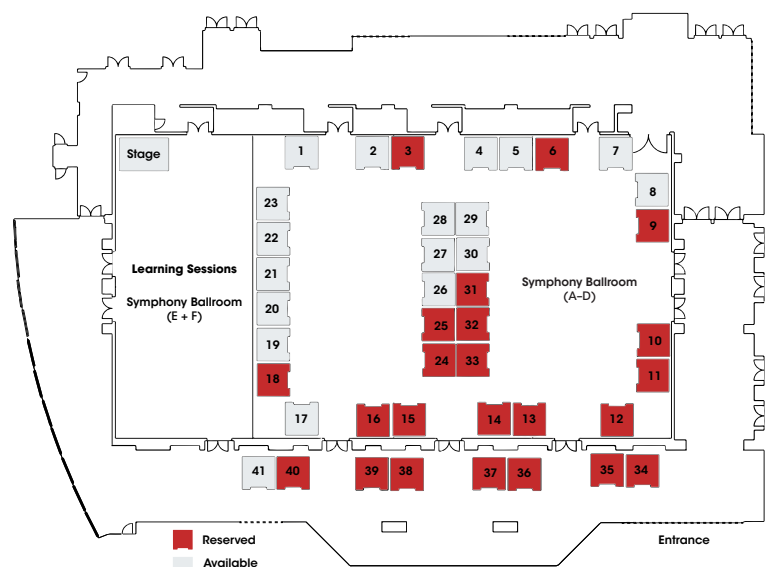
General Learning Sessions • Swag Bag Snacks

Calling All Hardwood Industry Suppliers

Don't delay! It's EXPO time, and by now, you've received your invitation to exhibit at HMA's 2023 **National Conference and Expo**, March 22-24, at the JW Marriott Nashville.

Exhibitor booths are being reserved on a first-come, first-served basis—and they're going quickly. So if you have yet to do so, visit HMAmembers.org for a look at what's still available and a listing of current exhibitors. Then contact Linda at ljovanovich@hardwood.org to secure your booth selection and exhibitor package.

Once you've finalized your exhibitor agreement, secure your hotel accommodations at the JW Marriott. Room reservations can be made **online**, or by calling **929.208.8384**. And be sure to mention "Hardwood Manufacturers Association" to secure our special group rate of \$289/night.



Exhibitor floorplan as of October 31, 2022

Update: HMA NextGen Leaders Council

For the past several years, Pandemic-related concerns have restricted face-to-face gatherings of HMA's NextGen Leaders Council. But all that changed in August when—under the auspices of Jim Howard, council coordinator and CEO of Atlanta Hardwood Corporation—Council members, along with Ian Faight, HMA; and Dana Lee Cole, executive director of the Hardwood Federation, convened for an in-person meeting, held during the International Woodworking Fair in Atlanta.

During the August 24 session, attendees were refreshed regarding the Council's purpose and goals, and participated in an activity to get to know each other personally and professionally. Also, Howard presented Leadership Best Practices; upcoming meetings and projects were discussed; and Dana Lee Cole provided an update on policy issues affecting the hardwood industry.



In October at HMA's Fall Regional Meeting in St. Louis, Council members held their second meeting where they participated in a communication-building activity and a team problem-solving exercise; toured four great facilities; and networked with industry peers and associates.



Slated next for the Council members is a Zoom meeting on January 24, and then participation at HMA's 2023 National Conference and Expo, March 22–24, in Nashville.

Current NextGen Leaders Council Members are:

- **Steve Azzarella**
Wagner Lumber
Afton, New York
- **Lindsey DiGangi**
Pennsylvania Lumbermens Mutual Insurance Co.
Philadelphia, Pennsylvania
- **Parker Dukas**
Abenaki Timber Corporation
Kingston, New Hampshire
- **Chad Ervin**
Jones Lumber Company, LLC
Hattiesburg, Mississippi
- **Tony Pescaglia**
MO PAC Lumber Company
Fayette, Missouri
- **Alex Staalner**
American Wood Technology, LLC
Suwanee, Georgia
- **David Steen**
Pike Lumber Company, Inc.
Akron, Indiana
- **Kaitlyn Wood**
Gates Milling, Inc.
Gatesville, North Carolina
- **Ian Faight**, *Staff Representative*
Hardwood Manufacturers Association
Warrendale, Pennsylvania
- **Jim Howard**, *Council Coordinator*
Atlanta Hardwood Corporation
Mableton, Georgia

And special thanks to those who recently graduated from the Council:

- **Patrick Cullinan**, Stella-Jones Corporation
- **Krystle Edwards**, Edwards Wood Products, Inc.
- **Cassie Lewis**, Turn Bull Lumber Company
- **Chris Rider**, Atlanta Hardwood Corporation

What's Next for the RAHC Heading Into 2023?

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

In 2019, two dozen industry associations united to form the Real American Hardwood Coalition (RAHC) to increase sales and improve industry stability by raising awareness about the benefits of Real American Hardwood™ products. Fast forward to 2022—and backed by the support of 30 associations and 130+ companies and individuals—much has been accomplished, headlined by the launch of RealAmericanHardwood.com. So what's next?

Establishing a Social Media Campaign

This month, the RAHC began working with CANVAS United on a strategic social media campaign. What's that mean? You can expect to see five focused concepts each month, resulting in 13–15 posts across Instagram, Facebook, Twitter, Pinterest, TikTok, and YouTube. In addition, supplemental posts will keep the RAHC more active on the platforms each week.

And later this month, the RAHC is coordinating a *Black Friday Stocking Stuffer* giveaway for functional Real American Hardwood gifts for wood—and music—lovers of all ages! Keep a look out for details and spread the word by sharing the giveaway posts.

Partnering Up in 2023

Slated for launch on January 1, 2023, the second stage of the RAHC's promotion plan will focus on content integrations with home improvement programming and personalities, amplified with paid social and digital support.

And the RAHC is happy to announce that work is already underway! In late October, Michael Martin, CEO and president of the National Wood Flooring Association, represented the RAHC at Magnolia's Silobration 2022 in Waco, Texas. There, Michael met Chip and Joanna Gaines, as well as Warner Bros. Discovery executives, laying the foundation for a potential partnership in the near future. He also was able to tour the Gaines' latest renovation project, *The Castle*, which is a hardwood showcase currently being featured on the new season of "Fixer Upper" on Magnolia Network.

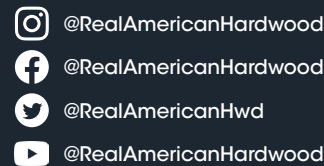
Becoming an Influencer

As 2023 progresses and industry support grows, the RAHC will implement a public relations campaign to elevate Real American Hardwood products by:

- Working with lifestyle and design magazine editors on articles and interviews;
- Collaborating with social media content creators on home-improvement and DIY projects; and
- Partnering on demonstration homes, art installations, and cultural events.

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.



Click to
See More



Photos courtesy of Michael Martin, National Wood Flooring Association. Real American Hardwood™ is a trademark of the Real American Hardwood Coalition.

Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



Wisconsin Senator Introduces Reliable Rail Service Act

In late September, Sen. Tammy Baldwin (D-WI) introduced the **Reliable Rail Service Act**, a bill to help untangle supply chain bottlenecks plaguing the hardwood industry shippers and others around the country. The bill aims to codify

requirements that rail carriers provide service to a broad swath of users, including the hardwood sector, "on reasonable request." While a path forward for the bill is limited this year, the legislation lays down an important marker to be picked up in 2023 when a new Congress convenes and considers measures to re-balance the nation's supply chains.



Hardwood Industry, Allies Urge Continued Labor Talks to Avoid Rail Strike

On October 10, most unionized railway workers voted down a tentative bargain—reached in mid-September—that avoided a nationwide strike, while allowing parties to continue to negotiate a labor package. Still unresolved, the Hardwood Federation joined more than 250 industry allies in an October 27 **letter** to President Biden, urging him to use the power of the bully pulpit to expedite a final agreement between the railroads and workers. Stay tuned for updates on this major supply chain challenge for the hardwood industry and broader economy.

Stauber Pushes Back on New USFWS Restrictions

Also in October, Rep. Pete Stauber (R-MN) sent a **letter**, which included six GOP colleagues as signatories, to the U.S. Fish and Wildlife Service (USFWS), urging the agency to drop additional restrictions made to the Lakes States Habitat Conservation Plans (HCP) for bat species. The letter states that the "bat species being targeted by these restrictions are not harmed by sustainable forest management," and that healthy forest management actually mitigates the harm intended to be addressed by the new rules. The lawmakers go on to urge regulators to avoid taking steps that would damage local economies, which they point out as an "unintended consequence" of the agency's action.

Sen. Manchin Seeks HF Input

During a meeting in the office of Sen. Joe Manchin (D-WV), the Federation discussed potential legislative efforts, new and existing, to promote the use of hardwood products within the context of low-carbon construction materials.

Building on the conversation, Senator Manchin's staff requested 'recommended language' that could be included within the "America's Revegetation and Carbon Sequestration Act" (S. 4835), a bill that promotes carbon storage within federal buildings, and mentioned that the Energy and Natural Resources Committee will mark-up S. 4835, at some point after the November election, and solicited ideas on how to improve the bill moving forward.



Introducing the Colors of 2023

The paint manufacturers are at it again. They've announced their favorite shades for 2023. And they've taken their 'cue' from who else, Mother Nature!



BEHR Paint Company announced **Blank Canvas** DC-003 as its 2023 Color of the Year. Company research found that Americans want "home to feel like an escape from everyday stress. This versatile and welcoming warm white inspires feelings of tranquility and renewal. And is the perfect shade of white for any project."



Benjamin Moore is spotlighting **Raspberry Blush** 2008-30 for 2023. Electric and at the same time charismatic, the coral-tinged-with-pink hue enlivens the senses and works well on "walls, ceiling, and trim to create an impactful color statement." Vivacious and unapologetic, this red-orange shade makes a statement, and then some.



Dutch Boy Paints' Color of 2023 is **Rustic Greige** 404-4DB, a medium-toned neutral, with a slight red undertone, that connotes a "simpler lifestyle inspired by the peace and clarity of tones derived from nature." For those wanting to relax and recharge in their homes, this calming neutral complements "both warm and cool color tones, as well as existing wood furniture and fixtures in both interior and exterior spaces."

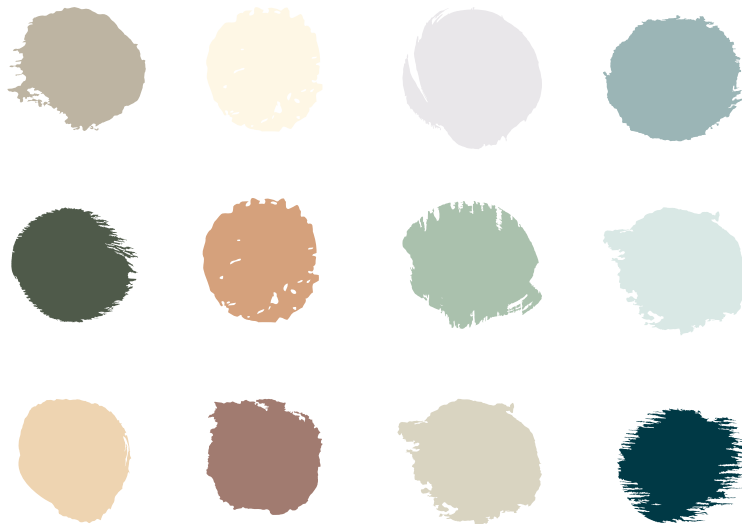


For **PPG Paints** (and Glidden), **Vining Ivy** is getting the spotlight. "The 'bluish-greenish-something-in-betweenish' teal intertwines bold blue and refined green to create a captivating color symbolic of deep water. Its blue communicates feelings of tranquility; the emerald evokes feelings of balance. Perfect for any interior or exterior space, the calming hue pairs perfectly with deeper toned woods."

Sherwin-Williams has announced **Redend Point** as its Color for 2023. "Minimal, calming and intriguing, the versatile and cozy color connotes warmth, care and connection, and is part of the Nexus palette in the Sherwin-Williams 2023 Colormix Forecast, four curated palettes of rich earth tones, natural clays, sunbaked sands, restful neutrals, and powdery pastels that celebrate restorative energy, well-being and kindness."



And paint and coatings manufacturer **Valspar** has curated a palette of 12 colors for 2023. "The collection—which ranges from a comfortable white to a deep midnight blue—is geared to restore and rejuvenate any space, and is all about finding new comfort, embracing a flexible lifestyle, and rediscovering joy."



Turkey Trivia

Very soon, dinner tables across America will tout a Thanksgiving feast that almost always includes a roasted-to-perfection turkey! So, we're offering some *Turkey Fun Facts* to share around the Thanksgiving table. Did you know that:



- Turkeys originated in the "New World?" Wild turkeys are native to Mexico, and in the early 1500s, European explorers took the birds back home with them; domesticated their new-found food source, and then the English colonists brought the domesticated birds back to North America.
- Benjamin Franklin thought the turkey would be a better national symbol than the bald eagle. According to the Franklin Institute, he regarded the turkey as "a much more respectable bird and a true original native of America."
- Male turkeys are called 'Toms;' female turkeys 'Hens;' and a baby turkey is a chick, poult, or turklette. Only Toms gobble—it's their mating call to attract the Hens. However, wild turkeys gobble when they hunker down at night and when they're frightened or surprised by loud noises.
- Wild turkeys can fly; their diet consists of seeds, nuts, berries and insects; and their average life span is three-four years. A domestic turkey will perch in a tree to avoid a predator, but it is not a nimble flyer. From birth to freezer, its average life span is 26 weeks, and during that time, it will consume about 75 pounds of turkey feed.

Information source: *The Old Farmer's 2022 Almanac*



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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