

# The Link

Newsletter | October 2021



## More than Just Talk

by Linda Jovanovich  
HMA Executive Vice President



It's officially autumn! And in my part of the USA, the 'chill' is in the air and the hardwoods are already hinting at the color extravaganza

soon to arrive. So, let's talk Fall Regional Meeting and making the best of a less-than-optimal situation.

We all agree that Regional Meetings are an important and greatly enjoyed member benefit. That's why I too am disappointed that, as announced in our September **Mid-Month Update**, the Fall Regional will not be an in-person event. But...

Plans are in the making for a **Virtual Fall Regional**. And because we are so anxious to see each other, I encourage all HMA members to participate. I know, seeing a talking head on a Zoom screen can by no means compare with a shoulder to shoulder 'chat' with an industry colleague. It is however, where we are right now. So as the saying goes, "when life gives you lemons," HMA makes lemonade.

Now in the spirit of all things positive, looking ahead to 2022, the plan is to resume in-person Regionals late spring 2022. And as previously announced, HMA's 2022 National Conference and Expo is a **GO**, set for March 23-25, at the Sandestin

Golf and Beach Resort in Miramar Beach, Florida. So get hyped and plan ahead. It's not too early to load up on sunscreen.

I'll leave you with a quote that I find to be helpful in keeping me positive. I don't know when it was written or by whom, but I love it and I hope it works for you...

**"Train your mind to see the good in every situation."**

I know, certainly not an easy thing to do, yet it's something to strive for—for us all.



## Virtual Fall Regional Meeting November 2021

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## NatCon 2022: Join us to Strategize

HMA's 2022 National Conference and Expo set for March 23–25, is on course for the Sandestin Golf and Beach Resort in Miramar Beach, Florida. And **all** hardwood lumber producers and processors are welcome to attend. Take a look at the preliminaries.

- The event will feature speakers, workshops, and panel discussions geared toward **Investing in the Future**. Receptions and other meal venues will offer opportunities for networking, idea exchanges, and one-on-one relationship building. And an industry expo, comprised of the latest and greatest, will offer products and solutions to put you on track for success.
- The **Sandestin Golf and Beach Resort**—a 2,400-acre destination resort, located between the Gulf of Mexico and the Choctawhatchee Bay—offers it all: white sandy beaches and



**HMA National Conference and Expo**  
Sandestin Golf and Beach Resort ■ Miramar Beach, Florida  
March 23–25, 2022



emerald green water, 4-star accommodations with ultra-modern amenities, gourmet dining, four award winning golf courses, and countless adventures in or on the water. It's northwest Florida at its best. And it's calling your name.

### So, Mark Your Calendars!

All of the Conference specifics—registration, agenda, sponsorships, and more—will soon be heading your way. And of course, visit **[HMAmembers.org](https://HMAmembers.org)** for NatCon 2022 updates. It won't be long. March will be here before we know it.

## NextGen Leaders Converse with Sierra Pacific Industries

Members of HMA's NextGen Leaders Council recently convened, via conference call, for a learning session regarding the important role the forest products industry plays in reducing atmospheric carbon. With **climate change** a priority issue of the Biden Administration, the confab couldn't have been more timely.

Leading the conversation were Ed Murphy, information and environmental services manager, and Dan Tomascheski, vice president timber resources, of Sierra Pacific Industries (SPI).

Based in Anderson, California, SPI owns and manages more than two million acres of timberland—in California and Washington—and is among the largest lumber producers in the United States.

A leader in the forest products industry, the family-owned, third-generation company operates 14 sawmills, a millwork operation, a custom window facility, and seven cogeneration plants that produce 150+ megawatts of electrical power and are capable of powering 125,000 homes.

When asked to recap SPI's overarching message to the NextGen members, Bob Miller, council coordinator and HMA past president, gave a two-fold response:

- "For SPI, selling carbon offsets is not the solution to global greenhouse gas mitigation efforts. The **solution** is sustainable forest management, coupled with the production and use of wood products, which sequester carbon for long periods of time.

- And SPI recommended that Council members be active. Share the **solution** with state and federal lawmakers. Participate in the drafting of legislation, and by all means, support the Hardwood Federation's efforts to ensure the longevity of the hardwood industry and our companies."

*The purpose of the **HMA NextGen Leaders Council** is to engage the next generation of leadership in HMA member companies and the industry, and to seek their input as to how the HMA can better serve the professional development of future leaders. If there is a potential industry leader in your organization, contact the HMA at **412.244.0440**.*



## Need an Elevator Speech for American Hardwoods?

The next time you're confronted with mis-information about the abundance of American Hardwoods, set the record straight with the facts! Much documentation available at [FS.fed.us](https://www.fs.fed.us)—including the *Forest Service 2020 Resources Planning Act Assessment*—tells us that we are not running out of hardwoods. If anything, the resource is being underutilized and is neither scarce nor finite. Here's how we know.

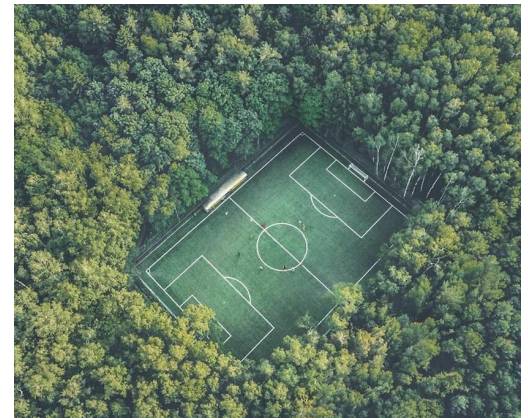
In the early 1950s, the U.S. Department of Agriculture (USDA) Forest Service began accumulating forest data and the Department continues to systematically gather, analyze, and provide information regarding the health, general conditions, and trends affecting America's forests. That information tells us that we are *NOT* running out of American Hardwoods, but rather (here's the elevator speech)...

- Hardwood growth far exceeds removal. The USDA Forest Service reports that since 1953, the net volume of U.S. hardwoods increased by 131%. And average annual growth exceeds removal by a ratio of 2.3 to 1.
- Most hardwoods are growing in the eastern half of the country; the equivalent of hardwood trees—oaks, maples, cherry, ash, poplar, and scores of other hardwood species—covering every square inch of New York, Pennsylvania, Ohio, Indiana, Illinois, West Virginia, Virginia, North and South Carolina, and Georgia.
- In hardwood forests, trees reproduce naturally and prolifically. Young trees sprout from roots, stumps and seeds, assuring the continued diversity of hardwood species and ages

in the forest. Some species have been and will continue to be relatively more plentiful than others because that's how they occur in nature.

### Bottom Line

Every two minutes, the U.S. hardwood forest grows by the size of a soccer field! And that's not hype!



## What's Next for the RAHC?

If it's been a while since you last visited [RealAmericanHardwood.org](https://RealAmericanHardwood.org), log on and be informed. Momentum for the Real American Hardwood Coalition (RAHC) is growing. And you too can be part of the excitement. Did you know that:

- Over the past several months, RAHC representatives have been traveling the country updating industry groups on the progress being made by the RAHC. More presentations to industry associations are slated for the fall. Visit the website [calendar](#) to see when an RAHC representative may be in your part of the country.
- The growing list of **financial supporters** to the Initiative—comprised of industry Associations, companies and individuals—is available on the website. To add your support in moving the RAHC forward, simply click **contribute today** and take care of business.



And finally, the most exciting news! Proposals from website developers, sought to create the consumer-facing Real American Hardwood™ site, have been narrowed down to two potential service providers. Those companies will soon be making in-depth

presentations to the RAHC Consumer Website Task Force. And once the service provider has been chosen, website development—a vital step in the efforts to maximize impact on the domestic consumer—will begin.

Updates and all other items of interest are available at [RealAmericanHardwood.org](https://RealAmericanHardwood.org).

*The Real American Hardwood Coalition is a voluntary, industry-wide, domestic initiative that seeks to promote Real American Hardwood™ products by educating consumers, increasing markets and sales, improving industry stability, and researching and developing new products.*

## Biden's COVID-19 Action Plan Includes Vaccine Mandate

by Dana Lee Cole

*Executive Director, Hardwood Federation*



On September 9, President Biden announced a COVID-19 Action Plan titled "Path out of the Pandemic," a six-pronged national strategy aimed at combating

COVID-19, including requirements for private sector employees.

Under the President's plan, employers in the private sector with 100 or more employees will be required to ensure their employees are fully vaccinated or test negative on a weekly basis. In order to achieve this goal, the President has directed the Occupational Safety and Health Administration (OSHA) to develop and implement a new Emergency Temporary Standard (ETS) putting this requirement in place, along with details regarding implementation.

The President's plan also directs OSHA to develop a rule, through the ETS process, that will require employers with more than 100 employees to provide paid time off to employees in order to get vaccinated, and to recover from side effects of vaccination. Although

there are few details about implementation requirements for employers at this time, we do have some additional information:

- According to high level OSHA officials, OSHA plans to issue the ETS within the next eight weeks. There is currently no precise date or a more narrow timeframe.
- When published by OSHA, the ETS will be made effective immediately; however, after the ETS is issued and made effective, OSHA will provide stakeholders the opportunity to provide input.
- The 100 employee threshold will apply to the total employee count, and not a single worksite.
- The testing/vaccination requirement will not apply to employees working remotely, or employees who are physically isolated from co-workers.



### The President's Plan Also:

- Requires COVID-19 vaccinations for workers in most healthcare settings that receive Medicare or Medicaid reimbursement, and expands current regulations mandating vaccinations for nursing home workers in all Medicare and Medicaid-certified facilities;
- Requires vaccination for all federal executive branch workers, and of employees of federal contractors;
- Seeks to increase access for COVID-19 testing, and utilization of masking, including increasing free and low-cost testing; and
- Aims to increase access to COVID-19 treatments by deploying medical support to hard-hit health systems and hospitals, as well as increasing shipments and availability of monoclonal antibody treatments for COVID-19.

The Hardwood Federation will continue to monitor developments and provide updates about the implementation rules related to private sector employees, as well as how companies and individuals may provide input to the process.

## China Tariff Exemptions Extended Through April 2022

On September 16, Tripp Pryor, AHEC international program director, alerted all AHEC members that, "for the U.S. hardwood industry, the **tariff exemptions that were set to expire on September 17, 2021, have been extended through April 16, 2022.**

The announcement came from the Ministry of Finance of China,

with confirmation of the extensions through the USDA's Foreign Agricultural Service office in Beijing.

Questions regarding this or other developments should be directed to Tripp Pryor, [tpryor@ahec.org](mailto:tpryor@ahec.org), John Chan, [john.chan@ahec-china.org](mailto:john.chan@ahec-china.org), or Michael Snow, [msnow@ahec.org](mailto:msnow@ahec.org).



**AMERICAN  
HARDWOOD  
EXPORT  
COUNCIL**

## Checking in with the SCMA

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

Members of the Southern Cypress Manufacturers Association (SCMA), along with SCMA promotion sponsors, recently gathered in West Palm Beach, Florida, for the SCMA's 2021 Mid-Year Meeting. The event was held at the Palm Beach County Convention Center in conjunction with the National Hardwood Lumber Association's Annual Convention.

In-person and virtual attendees discussed SCMA business matters, networked with industry colleagues and vendors, heard updates on the SCMA's promotion activities, and previewed upcoming projects. Here's a quick recap.

### Reaching Consumers

Today's consumers are busy people and when they are looking for ideas or inspiration for their home improvement projects, they turn to the internet. As such, the SCMA focuses on producing written content that highlights the advantages of choosing cypress.

The SCMA's latest editorial piece, titled [Decking Out Your Outdoor Space](#), features interviews with design professionals and woodworkers who talk about how families are investing in extravagant exterior areas with high-quality furnishings, and why they're doing so with natural and durable materials like cypress.

The list-based article was distributed to newspapers and online news outlets across the country through NewsUSA, a leading content syndication network. To date, the article received **2,192 placements** and reached more than **181 million potential readers**. And while the article was an investment of a few thousand dollars, it has generated nearly **\$2.2 million in advertising value**. Talk about ROI; that's some serious bang for your buck.

The article also has been shared across the SCMA's social platforms and featured on [CypressInfo.org](https://cypressinfo.org).

### Targeting the Trades

The September issue of *Building Products Digest* magazine featured an article written by the SCMA, titled [Spending Time Outdoors with Cypress](#). Geared toward professionals in the wholesale sector of the wood industry, the article discusses how cypress is being used in exterior projects and why the versatile wood presents new opportunities for lumber dealers and distributors.



### Networking with the Industry

Next month, the SCMA will exhibit at the North American Wholesale Lumber Association's 2021 Traders Market. The event will take place at the Kentucky International Convention Center in Louisville, Kentucky, Thursday and Friday, November 11 and 12. The show will provide an excellent opportunity for SCMA representatives to network with industry colleagues up and down the lumber supply chain.

Attending the show? Stop by **booth #1102** to say hello.

### Get Involved

Is your company engaged in the manufacture, processing, or distribution of cypress building products? If so, consider joining the SCMA to lend your support and help promote cypress to design professionals and consumers. Visit [CypressInfo.org](https://cypressinfo.org) to learn more, and follow the SCMA on Facebook at [@southerncypress](https://www.facebook.com/southerncypress) and on Instagram and Twitter at [@cypress\\_info](https://www.instagram.com/cypress_info).

And please save the date for the SCMA's 2022 Annual Meeting, which will be held March 22–23, at the Sandestin Golf and Beach Resort in Miramar Beach, Florida. The two-day event will coincide with the Hardwood Manufacturers Association's 2022 National Conference and Expo. If you're interested in attending to get a first-hand look at the SCMA's work, email [member-services@cypressinfo.org](mailto:member-services@cypressinfo.org) today.





## The Color Palettes for 2022

Along with Mother Nature's extravaganza of autumn hues, color giant Pantone and several paint manufacturers have announced their favorite shades for fall 2021 and 2022. The overarching theme; to refresh and renew naturally. Click on the links below to enjoy their magnificent parade of color.

- Mixing playful with practical, **Pantone's** "color palette for autumn/winter 2021/2022 is a color range of heartening hues reflective of the natural environment. Cool blue, grassy green, buttery brown, and uplifting orange are just some of inspiring colors that reflect the reinvigorated desire to create and encourage artful statements, where whimsy and charm combine with pragmatism."
- **PPG** has announced **Olive Sprig** as its 2022 Color of the Year. Relaxed yet enticing, Olive Sprig "is a midtone, neutral, lush green that emulates the feeling of soothing aloe vera or a fragrant plant. It is a perfect color for any interior space and pairs beautifully with brass accents and wood tones."



PPG also has "collected" three color palettes deemed—**Introspective**, **Inspired**, and **Invaluable**. This collection of warm, mood-boosting and glamorous shades will enhance any room.

- **Sherwin-Williams** has announced its "COLORMIX® FORECAST 2022: **MODE**, a collection of trend-forward hues that embrace creativity, intention, and discovery. Drawing on nature's processes, the forecast welcomes a new MODE of treasuring each transition, experiencing a new way of being in beautiful living color, across 40 hues and four curated palettes: steady **Method**, daring **Opus**, ethereal **Dreamland**, and nostalgic **Ephemera**."
- **BEHR** announced cool and peaceful **Breezeway** as its 2022 Color of the Year. "The silvery green shade, part of the BEHR® 2022 Color Trends Palette, is inspired by the earth's beauty, and mimics naturally stunning sea glass found on the shore of salty beaches. Moving easily from casual to coastal, and modern to vintage styling, Breezeway pairs perfectly with the palette's 20 colors, inspiring us to enter the new year on a hopeful note, while still centering the home as an ultimate safe-haven and oasis."



## Health & Wellness Tips from Cleveland Clinic

To feel your best and to live a full and happy life, follow the lead of the Cleveland Clinic (CC) health pros who tell us that focus on the key areas of wellness—stress management, ample sleep, good nutrition, and heart-pumping exercise—will get us on the road to a healthy state of being.

**Managing Stress** | "A very common symptom of stress is difficulty falling asleep," says Dr. Yufang Lin, M.D., a CC integrative medicine physician. But a consistent dose of "self-care," daytime relaxation, reading, meditation, and other activities that make you feel good, will result in healthier nights. And your body will respond positively to the extra effort.

**The Importance of Sleep** | When we sleep, our brains detox or cleanse. So it's important to manage things that interfere with restful sleep, especially stress, room temperature, and your cell phone!

- Rather than reliving the day's problems, focus on your in-and-out breathing. It's a relaxation technique that works!
- Be comfortable. The optimum sleeping temperature is between 60–67°F.
- Keep your smartphone in another room. Its glow and disruptive notifications are just that, disruptive.

**Diet and Exercise** | Combining a healthy diet (fruits, vegetables, protein, fiber, and lots of water) with 150–300 minutes of moderate exercise a week, are important steps toward living your most vigorous life.

Ready? Visit [myclevelandclinic.org](https://myclevelandclinic.org) for more health essentials.



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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