

The Link

Newsletter | October 2023



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



Just as we had anticipated, HMA's Fall Regional Meeting in St. Marys, Pennsylvania, was an exceptional experience! Beautiful countryside, dedicated and wonderful people, awesome, eye-opening tours, and a level of industry comradery that—to use the words of a meeting participant—“is unique to HMA events.” (And it was also a lot of fun!)

HMA would like to thank ...

- Tour Hosts: **Emporium Hardwoods, Inc.**, and **Bradford Forest Products**, both part of the Rossi Group, **RAM Forest Products, Inc.**, and **St. Marys Lumber Company**, a division of Bingaman. It was evident that you invested a lot of time preparing for our visits. Your efforts were appreciated by all, and it was an honor to spend time with you.
- Meeting Sponsors: **TS Manufacturing**, **SPRINGER, Koppers**, and **Wagner Lumber**. You are awesome. And your ongoing support of the HMA is remarkable.
- Participating HMA members, and all industry associates, for making this Regional a priority. St. Marys wasn't the easiest location to get to. And perhaps it was that challenge that made the event all-the-more valuable.

Now, as we anticipate fall's cooler temperatures and begin to nestle into the final months of 2023, I caution you not to get too comfy. It will soon be HMA National Conference and Expo time. And for the next several months, we'll be sharing the details of what's in store for Monday-Wednesday, March 25-27, at the Charleston Place Hotel, Charleston, South Carolina! So, open those 2024 calendars. Note the Conference dates. And keep reading, please!

Linda

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Want Some HMA Swag?

If you were unable to attend our Fall Regional Meeting, you missed out on an HMA hat!

Limited quantities are still available. Email Ian at ian@hardwood.org if you'd like one.

National Conference & Expo Bulletin Board

Calling **all** hardwood lumber producers and processors! Mark your calendars and plan to participate in **HMA's 2024 National Conference and Expo**, Monday-Wednesday, March 25-27, at the beautiful Charleston Place Hotel, in charming Charleston, South Carolina. You'll want to be included in this industry event. And all of the NatCon 2024 details will be heading your way, soon! Until then, here are some event 'tidbits' to pique your interest.

Pathways to Success

Our two-and-a-half day event, designed around the theme *Pathways to Success*, will feature speakers and presentations on issues of importance to the HMA membership and to the hardwood industry at large—material and market trends, leadership, technology, national and global economics, and more.



On the Agenda

Back by popular demand is **Dr. Chris Kuehl**, economist, analyst, thought-leader, managing director, and co-founder of Kansas-based, Armada Corporate Intelligence. His presentation, "Economic Predictions: Hits & Misses," will include a critique of his 2023 NatCon presentation, plus a current assessment of the U.S.



economy and a forward-looking analysis of trends to watch. As Armada's economic analyst, Dr. Kuehl has worked with a wide variety of private clients and professional associations. And HMA is pleased that he is available to be with us in Charleston.

Other 2024 Conference presentation topics include: raw material trends; federal funding programs; a panel on generational communications; industry updates; and a close-up look at sawmilling in the Pacific Northwest.

All of the Conference details will soon be at your fingertips in your inbox, your mailbox, and at HMAmembers.org. So, plan to join us in Charleston. And remember, **all** hardwood lumber producers and processors are welcome to attend.

NatCon Sponsorships are Available

Looking for an effective and easy way to stand out from the crowd? All you need to do is sign on as a 2024 HMA National Conference and Expo Sponsor, provide us with your company logo, and HMA will handle the rest. And to thank you for your confidence and extra financial support, HMA will spotlight your company leading up to and during the event, and throughout all of 2024! Take a look at what's available.

Platinum Sponsor | \$2,500

Choice of: Lanyards • NatCon Events Guide (full-page ad, interior front or back page cover), Opening Reception, Thursday Reception with Named Specialty Beverage, Swag Bags, Hotel Key Cards, or 3 Complimentary Registrations

Gold Sponsor | \$2,000

Choice of: President's Dinner (1 available), Breakfast, Vendor-Expo Café Lunch, Tuesday or Wednesday Opening Session, The Link and/or Mid-Month Newsletter Ad, NatCon Events Guide (full-page ad), or 2 Complimentary Registrations

Silver Sponsor | \$1,500

Choice of: Tuesday or Wednesday Beverage Bar, Snack Bar, NatCon Events Guide (half-page ad), or 1 Complimentary Registration

Bronze Sponsor | \$750

Choice of: General Learning Session or Swag Bag Amenities

HMA Appoints Ian Faight as COO

The HMA Board of Directors unanimously voted to promote Ian Faight to the role of chief operating officer. The announcement was made at HMA's Fall Regional Meeting in St. Marys, Pennsylvania.



"This new opportunity is a great fit for me and the HMA as well," Ian said during the Meeting's reception and dinner. "I can't be thankful enough for Linda (Jovanovich) and the experience she's been able to share over the years, as well as being able to continue learning from her as I take the next steps in my career."

I look forward to leading the HMA as it continues its tradition of hosting valuable events and networking opportunities, while helping our members evolve as the business landscape and our industry change."

In his new position, Ian will be responsible for overseeing HMA's operations, member services, American Hardwoods promotion campaign, architect and designer outreach and education, and social media accounts. He also will continue

in his roles as managing director of the Southern Cypress Manufacturers Association (SCMA) and digital community manager for the Real American Hardwood Coalition.

Ian has 16 years of experience working in the hardwood industry, primarily marketing and promoting hardwood products to consumer and professional audiences. Since 2021, he served as HMA's director of marketing, communications, and digital content. Prior to joining the HMA staff, he worked in various roles at a Pittsburgh-based public relations, marketing, and advertising agency for 13 years, where he was the primary contact for a number of accounts—including the HMA and SCMA.

In his free time, Ian enjoys spending time with family and road trips. He's also a passionate fan of Penn State and Pittsburgh sports teams.

He holds a bachelor of science degree in Marketing from the Pennsylvania State University.

To reach Ian, email ian@hardwood.org.

Spots Available for Leadership Development Seminar

Later this month, members of HMA's NextGen Leaders Council will be participating in a leadership development seminar at the **Truist Leadership Institute** in Greensboro, North Carolina.

Set for October 23–24, and titled the Psychology of Change, the seminar is geared to assist in dealing with the complexities involved in the ongoing process of change.

Spots are Available

As we go to press, limited spots also are available for your up-and-coming employees.

For all seminar information—registration, on-site housing, costs, seminar agenda—and to finalize your participation, email Ian Faight at ian@hardwood.org.



Staying Social with the RAHC

by Ian Faight

Chief Operating Officer, HMA | Digital Community Manager, RAHC

In September, the Real American Hardwood Coalition (RAHC) took to social media to continue promoting hardwood products and our industry's stories. Following is a brief recap of a few posts.



Attention Bacon Lovers

September 2 marked International Bacon Day and the RAHC wanted to find out your favorite flavor. A post shared several Real American Hardwood® species that are used to smoke bacon, including hickory/pecan, maple, cherrywood, and applewood. See the post on [Instagram](#).



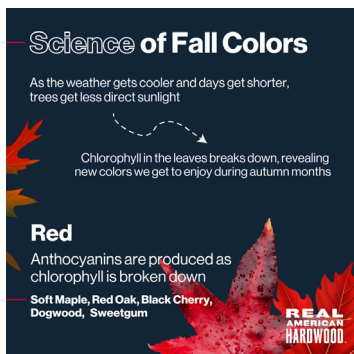
Flooring is a Work of Art

The RAHC continued its Hardwood Makeover series by highlighting a flooring project in Des Moines, Iowa. The homeowners had tasked the installer with creating a spa-like retreat in their master suite, and the finished project did not disappoint. The contractor utilized one

species, hickory, and a combination of installation techniques—including herringbone, picture frame, and straight laid—to produce a work of art. See the post and photos on [Instagram](#).

It's Fall, Ya'll

As September came to a close and the season transitioned to fall, the RAHC educated followers on why the leaves of hardwood trees change colors. The post also encouraged followers to share photos of Real American Hardwood trees while they're out on a drive, bike ride, or hike. View the post on [Instagram](#).



Take the next step & Build Your World.



Contribute today!

Visit realamericanhardwood.com/industry or scan the QR code.



Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



Biden Administration Issues New WOTUS Rule, Again!

On August 29, the EPA issued a new rule to clarify the scope of federal Clean Water Act (CWA) jurisdiction through its definition of "Waters of the United States" (WOTUS), and to comply with the Supreme Court's decision in *Sackett v. EPA*.

- The high court's action effectively overturned key elements of the more expansive rule issued in January 2023, remanding the issue to federal agencies for a redo.
- The new rule, dropping the "significant nexus" test used by federal regulators to expand the scope of water permits, bypassed the public comment process on the grounds that the exercise was confined to legal revisions mandated by the Supreme Court.

Barring substantive amendment of the CWA by Congress—an unlikely event in the current climate—the agency's decision to fast-track the latest WOTUS opens the door for more litigation.

Opposing Corporate Transparency Act Mandates

The Federation is joining dozens of industry groups urging lawmakers to delay implementation of the Corporate Transparency Act of 2021, set to impose major reporting requirements on small- and medium-sized businesses, beginning in 2024. In an effort to combat financial crimes, the CTA will require most existing and new U.S. corporate entities to file disclosures with the Department of the Treasury regarding their beneficial owners.

The Federation and its allies oppose the law's implementation on the grounds of federal overreach, and overly burdensome paperwork requirements.



New Labor Contract Stabilizes West Coast Port Operations

After more than a year in limbo, dockworkers represented by the International Longshore and Warehouse Union signed a contract with west coast port operators, ending a stalemate that has exacerbated supply chains tied to the import and export of goods—including hardwood products—through the nation's largest ports. The new contract runs through 2028, adding some stability to industry's supply chain challenges.

EPA Prepares Grants for Low-Carbon Construction Materials

In mid-September, the EPA announced it would be making grants available to parties with an active [Sam.gov](https://sam.gov) account and that are registered on [Grants.gov](https://grants.gov) to develop Environment Product Declarations (EPD's) for low-carbon construction materials. EPA's announcement follows in the wake of comments submitted by the Federation in May, arguing that any low-carbon construction materials program should take into account the carbon storage value of wood products. When the application process opens, the Federation will alert you regarding grant availability.

**D.C.
Cheat Sheet**

HARDWOOD
FEDERATION



Sign Up for the D.C. Cheat Sheet

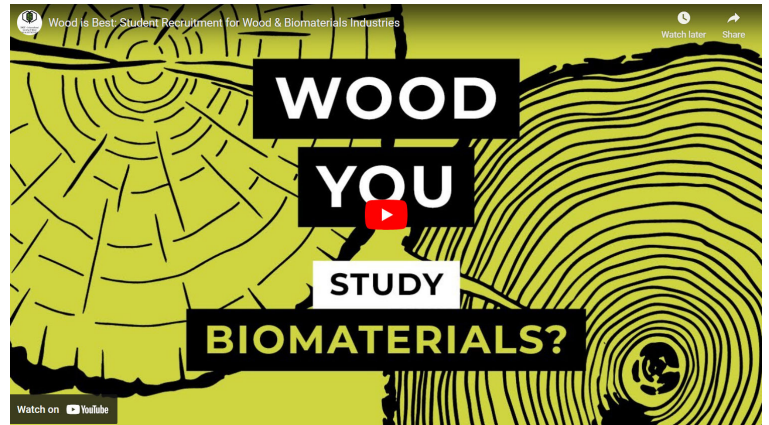
Looking for more updates from Capital Hill that may impact the U.S. hardwood industry? Subscribe to the Hardwood Federation's [D.C. Cheat Sheet](#).

SWST & 10 Universities Launch Wood is Best Campaign

The Society of Wood Science & Technology (SWST) and 10 public Universities recently launched the **Wood is Best campaign**. The collaborative effort is targeted at recruiting college students to attend wood products programs and promoting career opportunities in the industry.

The universities involved are Auburn University, University of Idaho, University of Maine, Michigan Tech, Mississippi State, North Carolina State, Oregon State, Purdue, Virginia Tech, and West Virginia.

To learn more, visit WoodIsBest.org or click on the image to the right.



Adaptability: Key Mindset for the Age of Acceleration

In a recent newsletter, Robert B. Tucker, global futurist and internationally recognized innovation pioneer, discussed the current era of change, and the need to develop an "Adaptability Mindset" in order to survive and prosper. It's an insightful read.

Nothing works the way it used to, nothing can be taken for granted, events are challenging long-held assumptions, and business as usual is a thing of the past. In virtually every realm—from the climate to energy to artificial intelligence to the workplace—the forecast is one of increased uncertainty, volatility, and hyper-change. And as the world continues to change at an unprecedented pace, we will all need to develop an adaptability mindset.

Botanist Charles Darwin was aware of the need for an adaptability mindset when he observed, "It is not the most intellectual of the species that survives, nor

the strongest that survives. The species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself."

What's true for the species back in 1859, is true for us as individuals, today. By cultivating an Adaptability Mindset, by being open to new ideas and perspectives, we can navigate change, learn from our experiences, and create a brighter future for ourselves and those to come.

Life over the next decade will be full of challenges—but also opportunities. Adaptability is the gateway to innovation and creativity, to finding the new way. We may be destined to live in a world of accelerating change and disruption. But those who can adapt quickly to changing market trends and consumer needs are more likely to thrive and succeed.

Visit InnovationResource.com for more.



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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