

The Link

Newsletter | September 2022



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



Time is a precious commodity for us all, so I'll cut to the chase. I'm asking that the following HMA events and activities get to the top of your priority list.

Fall Regional Meeting

HMA's "Meet Me in St. Louis" Fall Regional convenes next month, and the October 18-20 event has an extensive agenda that includes: The Board of Directors'

Dinner Reception Tuesday evening—**Advance Reservations** are required; Facility Tours of East Perry Lumber Company, HAVCO Wood Products, W.W. Wood Products, Inc., and McGinnis Wood Products, Inc.; and a Wednesday evening, not-to-be missed HMA-style reception/dinner/networking confab. The only missing element is You!

All of the specifics of this exclusive HMA member benefit—registration, hotel, sponsorship opportunities, agenda details—are spelled out in this issue of *The Link*, and at HMAmembers.org. Get on board, today!

Membership Drive

The push is on to increase the HMA membership roster. And I'm asking YOU to call a hardwood industry colleague; share with them the benefits of HMA membership; and influence them to join our storied Association. Your referral will speak volumes. And these **new-member incentives** will help "seal-the-deal:"

- New members will enjoy a 50% dues reduction for the first 12 months of their membership. (HMA membership dues are based on reported annual production.)
- They'll also receive a complimentary meeting registration to experience an HMA event, first-hand! **(And so will YOU!)**

To help close the sale, [click here](#) to access/download the HMA Membership Benefits information sheet. And if you need my help, please give me a call at **412.215.9256**.

NatCon2023

If HMA's 2023 National Conference and Expo is not on your calendar, please make it so. We're heading back to the JW Marriott Nashville, March 22-24. The Conference theme is "Agents of Change," and the event will be featuring speakers and panel discussions on issues of importance to us all—leadership, communication, innovation, technology, manufacturing, hardwood market trends, and domestic and global economic updates.

More detail about the event, especially how to make those all-important hotel reservations, will soon be coming your way. And I do mean soon!

Linda

Joining the HMA Ranks

From all of us at the HMA, a hearty "welcome" is being extended to **Bruggeman Lumber, Inc.**, Sand Springs, Iowa. Owner Steve Bruggeman will serve as HMA's main contact, and we look forward to seeing Steve, along with other company representatives, at HMA's upcoming Regional Meeting in St. Louis.

To extend your personal "welcome" greeting, email Steve at sbruggeman@bruggemanlumber.com.

And special thanks to Geoff Henderson, Anderson-Tully Company, for recruiting HMA's newest Member!



Fall Regional Meeting Action Items

Calling all HMA members, Promotion Contributors, and 2022 National Conference Sponsors and Exhibitors! HMA is heading to Missouri, **October 18–20**, and here are the Action Items that need your attention.

Hotel Reservations

The two-city logistics of the Fall Regional require that reservations be made at two hotels. Please act soon. The reservation deadline is **September 6**, and requests received after that will be confirmed on a space-available basis, at the prevailing rates.

- For **Tuesday, October 18**, make a one-day reservation at the **Drury Inn & Suites St. Louis/ Brentwood** (8700 Eager Road, Brentwood, MO 63144). Reservations can be online or by calling **800.325.0720**. Provide Group Code **#10027135** to get the special room rate of \$123/night, which includes a full hot breakfast and a complimentary Hotel Kickback Happy Hour. *Be sure you check out of this hotel on Wednesday morning.*
- For **Wednesday, October 19**, make a one-day reservation at the **Drury Plaza Hotel Cape Girardeau Conference Center** (3351 Percy Drive, Cape Girardeau, MO 63701). Reservations can be online or by calling **800-325-0720**. Be sure to refer to Group **#10025843** – Hardwood Manufacturers Association. Do not delay. The HMA room rate of \$119 is available until September 6, or until the block is sold-out.

Meeting Registration

It's "All Aboard" for great tours and two days packed with HMA-style comradery and fun. But you need to finalize your Meeting Registration. Once that's taken care of, hold on to your hard hats! These great tours, and more, are on tap in St. Louis! Register today!



Special thanks to Meeting Sponsor and HMA member, **MO PAC Lumber Company**, Fayette, Missouri. Four generations of the Pescaglia family—and going strong—we look forward to seeing Tony and Ryan in St. Louis!

mopaclumber.com

Tour Sites

- **East Perry Lumber Company | Frohna, Missouri**
EastPerryLumber.com

Family owned and operated since 1945, East Perry Lumber Company is home to HMA's current president, Tommy Petzoldt.



- **HAVCO Wood Products | Scott City, Missouri**
HAVCO.com

For decades, HAVCO Wood Products has been providing oak hardwood floors for trailers, truck bodies, and containers. And they're now offering Fusion Floor™, a new generation of composite flooring.



- **W.W. Wood Products, Inc. | Dudley, Missouri**
WWwoodproducts.com

Located in a small, rural town, W.W. Wood Products employs 1,500 people and provides quality wood mouldings, cabinet doors, and custom cabinetry brands Aspect, Shiloh, Eclipse, and Intenzi.



- **McGinnis Wood Products, Inc. | Cuba, Missouri**
MWPcooperage.com

McGinnis Wood Products is known worldwide for its handcrafted and prized white oak bourbon and wine barrels.



Meeting Sponsorships

HMA would love to "spotlight" you in *The Link* and *Mid-Month Update* newsletters, online at HMAmembers.org, and on social media. Simply contact us at info@hardwood.org and make your choice from the following:

- **\$1,000 Sponsorship**
Host Wednesday's Bus Transportation to the tour sites, Wednesday's Boxed Lunch, or Wednesday's Cocktail Reception. (Includes a complimentary Registration valued at \$275.)
- **\$500 Sponsorship**
Host Wednesday's Bus Refreshments or help defray the cost of Thursday's Bus Transportation.

National Conference Bulletin Board

HMA's National Conference and Expo is set for March 22–24, 2023, at the JW Marriott Nashville. Themed **Agents of Change**, the event will be featuring speakers and panel discussions on issues of importance to our HMA members and the hardwood industry at large—leadership, communication, innovation, technology, manufacturing and market trends, national and global economics, and more. Further details will be forthcoming.



The JW Marriott Nashville: Demonstrating a Superior Way!

Inspired by Nashville's rustic elegance and surrounded by the sights and sounds of the downtown scene, this magnificent property stands as the pinnacle of luxury in Music City. Indulge yourself at **Spa by JW**. Soak up the rooftop sun at **Cabana Club**. Enjoy Michelin-starred and celebrity chef Michael Mina's culinary destination, **Bourbon Steak**.

Known as a modern oasis among locals and travelers alike, this sparkling 33-story glass tower offers stunning skyline views from all 533 guest rooms and suites. As you will soon see, at JW Marriott Nashville, everything goes beyond the ordinary. Learn more at JWMarriottNashville.com.

It's All About Having a Good Time!

And there's no wrong way to spend your **Nashville** nights. Walk "the District" to experience award-winning cuisine. Sip a craft cocktail at a rooftop bar. Pop into the Country Music Hall of Fame. Then enjoy the ambience of Tootsie's Orchid Lounge or the Wildhorse Saloon. Everyone's welcome in Music City—including in *Conde Nast Traveler's 2022 The 10 Friendliest Cities in the U.S.: Readers' Choice Awards*—and you'll be hard pressed to "find a city more accommodating, authentic, and accessible than Nashville."

NextGen Leaders Council Holds Kickoff Meeting

Members of HMA's NextGen Leaders Council met in Atlanta during the recent International Woodworking Fair to begin their two-year terms. Jim Howard, council coordinator and CEO of Atlanta Hardwood Corporation, led the meeting.

Attendees learned more about the NextGen Leaders Council, its purpose and goals, and upcoming events and projects; heard an update on policy issues affecting the industry from Dana Lee Cole, executive director of the Hardwood Federation; and participated in an activity to get to know each other personally and professionally.

Afterward, attendees gathered at Bold Monk Brewing Co. to unwind, network, and enjoy dinner.



New at NTC: Band Saw Filing Certificate Program

HMA's partner in education, Northcentral Technical College (NTC), is now offering the only accredited Band Saw Filing Certificate Program in the U.S. Set for **October 3-28**—and designed for current Saw Filers, Saw Filer Trainees, and Sawmill Managers—the hands-on training will be conducted at NTC's modern saw filing facility in Antigo, Wisconsin.



Training Focus

- Saw handling and effective use of measuring tools and equipment
- Applying trade-based formulas
- Benching band saws (level and tension) & fitting band saws (swage/shape/grind)
- Welding band saws using MIG & Oxy Acetylene torch equipment
- Maintaining saw guides
- Maintaining, aligning, & timing band saw grinders
- Aligning band mills

Act Soon

Due to the intense, hands-on nature of these classes, the program is limited to six participants. **September 9** is the application deadline. Learn more and register [here](#).

Congratulations HMR & Thanks for Supporting the RAHC

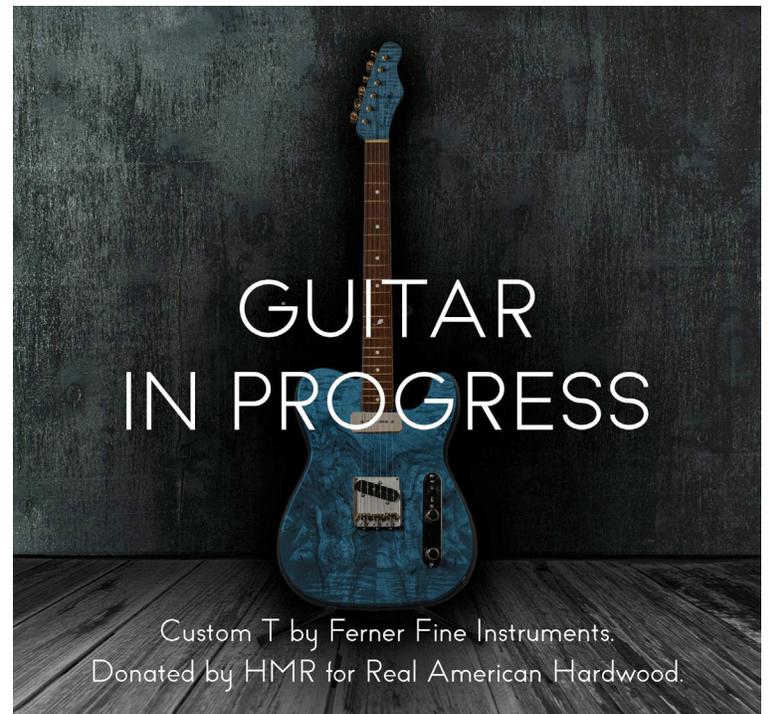
The "good news" on the street is that Memphis-based industry publication **HMR** is celebrating its 100th anniversary. And to augment its centennial celebration, **HMR** is giving back to the hardwood industry in grand style. Here's how.

HMR has commissioned Ferner Fine Instruments to create a one-of-a-kind T model electric guitar—valued at \$4,000—to be raffled off to benefit the **Real American Hardwood™** initiative. Pretty cool—wouldn't you say—not to mention, generous!

All you need to do is buy a ticket. (You can do that [right here](#).) And at the same time, you are adding your support to the efforts of the **Real American Hardwood Coalition**, the 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.

It's a *win-win* all around. Get on board and make a difference for our industry.



SCMA Meets in Atlanta, Hosts Game Day Giveaway

by Ian Faight

Marketing, Communications, and Digital Content Director, HMA

In August, members of the Southern Cypress Manufacturers Association (SCMA)—along with promotion sponsors and guests—gathered in Atlanta for the SCMA's 2022 Mid-Year Meeting. The event was held at the Georgia World Congress Center in conjunction with the International Woodworking Fair.

Attendees received an update on the SCMA's promotion campaign, reviewed projects in progress, and previewed activities for the rest of 2022 and early 2023. Here are some highlights:

- The SCMA places an emphasis on producing written content for newspapers, online news outlets, and its website and social platforms. Since March, the SCMA published two editorial features that received **4,953 placements**, reached more than **346.5 million potential readers**, and produced **\$3 million in advertising value**.
- Rebranding is one of the SCMA's primary focuses in 2022. As part of its new look, the SCMA developed a fresh, modern logo that will fully debut with the launch of a revamped website at [CypressInfo.org](https://www.cypressinfo.org). Website design work is progressing with an anticipated launch in Q3.
- Members in attendance voted to exhibit at the upcoming **NAWLA Trader's Market**, to be held in Phoenix, November 9–11. The event will provide an excellent opportunity to meet with lumber dealers and wholesalers, and create exposure for cypress products—especially in the western market where cypress gain market share as an alternative to Western red cedar.



As part of the SCMA's Mid-Year Meeting, members, promotion sponsors, and guests met at White Oak Kitchen & Cocktails for a networking reception and dinner.

Hosting a Game Day Kickoff Giveaway

In late August, the SCMA teamed up with woodworking duo **Siroh & Ivy**, Butler, Pennsylvania, to host a giveaway on Instagram to coincide with the start of the NCAA Football and NFL seasons.

The game plan was designed around tailgating and fall gatherings with family and friends. The SCMA supplied cypress—donated by Atlanta Hardwood Corporation—and Siroh & Ivy crafted drink flight trays with cutouts for eight drinks (glassware included), chalkboard strips for writing messages, and the SCMA logo engraved on the bottom.



Over the course of a week, the SCMA and Siroh & Ivy produced photo and video content for Instagram, documenting the process of creating the trays and highlighting the handmade aspect of woodworking—with plenty of humor and personality along the way.

The goal was to boost our following and engagement on Instagram. And we came away with a win! Looking at the stats, the initial giveaway post generated:

- 20,565 impressions
- 417 profile visits
- 290 content interactions
- 75 new followers

There's still time to enter. Visit [@cypress info](https://www.instagram.com/cypressinfo) on Instagram. And act quickly; the last day to enter is September 1.

Quick Updates from your HF Team

by Dana Lee Cole

Executive Director, Hardwood Federation



FMC Launches Ocean Shipping Webpage

On August 12, the Federal Maritime Commission (FMC) announced that it had set up a **webpage** dedicated to actions related to implementation of the Ocean Shipping Reform Act (OSRA).

Because compliance with OSRA is changing industry practices, the page provides links to relevant rulemakings, industry advisories, and press releases to keep stakeholders updated on steps taken to alleviate bottlenecks at the nation's ports. This includes, for example, a notice to ocean carriers that they are immediately subject to new rules governing **detention and demurrage billing practices** that have plagued exporters during the past two years.

More on the "Inflation Reduction Act"

In mid-August, President Biden signed the "Inflation Reduction Act" into law. Specific grant programs and federal initiatives that will impact markets for hardwood products include:

- \$2.15 billion to acquire and install low-embodied carbon materials and products for use in the construction or alteration of buildings under the jurisdiction of the General Services Administration.
- \$1.8 billion for hazardous fuel reduction projects on federal forest lands.
- \$100 million for the Wood Innovation Grant program over the next 10 fiscal years.
- \$100 million for EPA, the Federal Highway Administration and General Services Administration to identify and label low-embodied carbon construction materials and products based on environmental product declarations and other criteria.
- \$2,000 per unit tax credit for consumer purchases of wood and pellet stoves, the latter of which operate on fuel derived from sawmill residuals. This credit is extended for 10 years.

And in the Upcoming Weeks ...

Should you cross paths with your federal officials at a public or private event, ask your lawmakers to support these Hardwood Federation priority issues:

- **Wood Products are Part of the Climate Solution**
Hardwood floors, lumber, and other products store carbon and prevent its release into the atmosphere. Ensure that the hardwood industry gets credited—instead of penalized—by climate policies moving at the federal level.
- **Protect and Expand International Markets**
The hardwood sector is a powerful exporter of products "Made in the USA." Keep the U.S. Department of Agriculture's Market Access Program (MAP) and the Foreign Market Development (FMD) Program, which support U.S. hardwood exports, funded.
- **Oppose Tax Hikes that Harm American Hardwood Companies**
Deny efforts to roll back the small business tax deduction and the flexible estate tax provisions included within the tax reform law of 2017.
- **Fix the Driver and Worker Shortages**
Co-sponsor the LICENSE Act—HR 6567 and S. 3556—which would help expedite the issuing of commercial drivers' licenses. And urge House lawmakers to co-sponsor the "Employer Directed Skills Act" (H.R. 6255), introduced by Rep. Elise Stefanik (R-NY), to fill the gap between employer needs and employee skills.



AHEC Trade Alert

The EU Anti-Deforestation legislation—a complex, controversial, and potentially discriminatory law first presented as a draft in November 2021—is quickly passing through the EU law-making process. The EU Council of Ministers, representing the governments of all 27 EU Member States, has agreed on the draft text. Approval by the European Parliament may take place in early September.

One aspect of this law would be a major obstacle for U.S. hardwood product exports to the EU—that is, the requirement to provide geolocation data for the specific “plot(s) of land” from where all regulated material (including wood), contained in products placed on the EU market, is sourced.

The requirements and definitions relating to geolocation have a strong potential for discrimination against products from smaller landowners, particularly when derived from diverse natural forests, such as is the case in the U.S. hardwood industry. (Additional Trade Alert information available [here](#).)

If you have yet to do so, all U.S. exporters are encouraged to communicate with their European customers, to ensure they are aware of the law’s implications, and are in communication with their respective members of the European Parliament. To facilitate that discussion, AHEC has provided a document of **comments** regarding the regulation, its potential for discrimination, and simple amendments to the EU text.



Lending a Helping Hand

The Kentucky Forest Industries Association Foundation, a section 501(c)(3) public charity, has established a Flood Relief Fund to help the forest industry community—loggers, saw millers, truckers, support staff—and their immediate families affected by the July heavy rains and devastating flooding in Eastern Kentucky.

If you would like to assist in this effort, donate either through [Go Fund Me](#) or by mailing your check to:

Kentucky Forest Industries Flood Relief Fund
c/o KFIA
106 Progress Drive
Frankfort, KY 40601-8695



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