

The Link

Newsletter | September 2023



More Than Just Talk

by Linda Jovanovich
Executive Vice President, HMA



Wow! September already! As the idiom so aptly states, time does indeed fly, especially when we're having fun. No worries, though. HMA's fun is just beginning.

In a few weeks, we'll be heading to St. Marys, Pennsylvania for our Fall Regional. And I'm especially looking forward to the September 18-20 meeting because it isn't often that HMA gets to this part of Pennsylvania. Plus,

we'll be touring the facilities of four HMA member companies and meeting up with industry associates that we've not seen for a while. It's going to be great.

On Monday the 18th, while HMA's Board of Directors, Officers, and Past Presidents are gathering for our Fall Board of Directors Meeting, HMA members, meeting sponsors, and industry suppliers will be checking-in at the Holiday Inn Express & Suites St. Marys, and kicking back for an evening of catching-up and relaxing with industry colleagues and longtime friends.

Tuesday morning, after an early, but hearty breakfast, it's off to what the locals call "God's Country," and eye-opening tours of Emporium Hardwoods, Inc. and Bradford Forest Products, both part of the Rossi Group, and RAM Forest Products, Inc. Then on Wednesday morning, before hitting the highways and airways for home, our final tour stop will be at St. Marys Lumber Company, a division of Bingaman. (Action-packed, as usual!)

And of course, whether on the road, on the bus, at breakfast and lunch, or during the Tuesday evening reception and dinner, there will be plenty of opportunity for networking, member-to-member comradery, and good old-fashioned fun.

If you are planning to attend, see you soon, and please remember to bring along your hard hat. But if your calendar is overflowing, and attending the Fall Regional is simply impossible this time around, I certainly understand, and hope that you'll tune in next month for a brief recap of what you missed.

Take care.

Linda

**Our industry has
a story to tell.**



We're telling it.



The Fall Regional Meeting is Just Around the Corner

And you'll not want to miss this line-up of tour locations set for **September 19-20**, in St. Marys, Pennsylvania.

Bradford Forest Products, Bradford, PA, a division of the Rossi Group since 2021, specializes in high-quality cherry, hard and soft maple, red and white oak, and ash, and recently installed two Cleereman carriages.

At **Emporium Hardwoods**, Emporium, PA, you'll see two double cut slant head-rigs, two band re-saws, and a sorting line with 37 automated bays to ensure a maximum range of sizes and grades before stacking and kiln drying. New equipment includes a dry line sorter by TS Manufacturing and an auto-bander by Fromm. RossiGroup.net

ROSSI GROUP

RAM Forest Products, Inc., Shinglehouse, PA, an HMA member since 1987, and a valued contributor to HMA's Education/Promotion Campaign, is a manufacturer and exporter of quality Pennsylvania hardwoods, specializing in ash, red oak, hard maple, soft maple, and cherry.



Recent facility upgrades include a 90-bay sorter, numerous new air-dried lumber sheds, increased drying capacity to 1,500,000 bf + an entirely new KD

production line, including a 35 bay bin sorter and an inline vision tally. And later this year, RAM will be installing a planer line.

A division of the Bingaman family of businesses since 2006, **St. Marys Lumber Co.**, St. Marys, PA, underwent extensive upgrades in 2018. New equipment includes a Nicholson r2 ring debarker, a Cleereman Lumber Pro double cut band saw, a TS Manufacturing 2 saw lineal board edger with USNR optimization, and a TS Manufacturing trimmer with Grademaster grade mark reading. BingamanLumber.com



More about each tour location, plus online registration for all HMA members, promotion contributors and 2023 National Conference sponsors and exhibitors can be found at HMAmembers.org. And for those planning to travel by air, please note the following airport options and driving distances to St. Marys:

- **University Park Airport** (SCE), State College, Pennsylvania | 1 hour, 36 minutes
- **Elmira Corning Regional Airport** (ELM), Horseheads, New York | 2 hours, 38 minutes
- **Pittsburgh International Airport** (PIT), Pittsburgh, Pennsylvania | 2 hours, 45 minutes

Meeting Sponsors Going the "Extra Mile"

HMA is pleased to 'spotlight' the following companies who have signed on as Regional Meeting Sponsors. Your support and confidence are much appreciated. Thanks for going "above and beyond!"



SPRINGER

TS Manufacturing, Lindsay, Ontario, is graciously sponsoring Tuesday's bus transportation and Tuesday's cocktail reception.

SPRINGER—a global manufacturer of conveying, sorting, grading, and automation solutions for the wood-processing industry—is sponsoring Tuesday's lunch.

Wagner Lumber, Owego, New York, is sponsoring the meeting's registration gift bags.

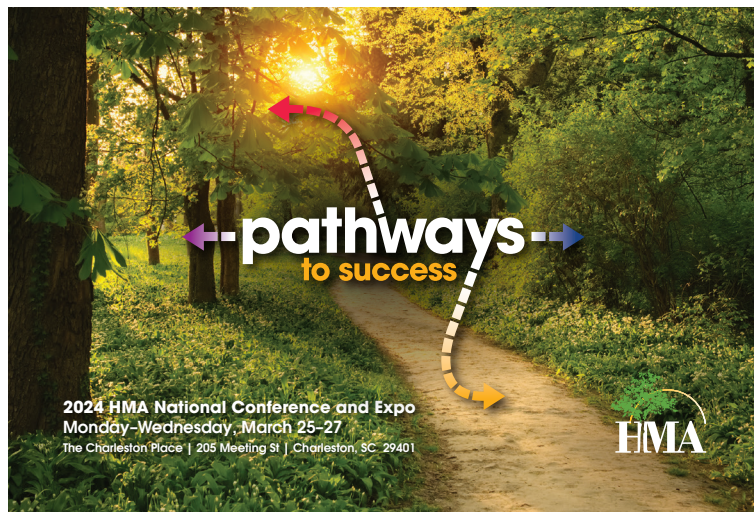
Koppers, Pittsburgh, Pennsylvania, is sponsoring Tuesday's bus refreshments.



KOPPERS

2024 National Conference & Expo in the Works

HMA's 2024 National Conference and Expo is set for **Monday–Wednesday, March 25–27**, at the Charleston Place Hotel, Charleston, South Carolina. Themed **Pathways to Success**, the event will feature speakers and presentations on issues of importance to the HMA membership and to the hardwood industry at large—leadership, technology, manufacturing and market trends, national and global economics, and more. Mark your calendars!



An Historic and Inspiring Venue

Located in the heart of Charleston's historic district, the Charleston Place Hotel "stirs the senses and lives forever in the minds and souls of all who gather at this independent, iconic landmark. It captivates the heart and imagination. And through sumptuous accommodations, delicious food and drink, restorative wellness services, and warm, generous hospitality, the Hotel is redefining the legendary service, experiences—and the city—with a renewed passion, purpose, and intention." Learn more at CharlestonPlace.com.

Explore Charleston

Whether you're looking to immerse yourself in a rich coastal culture, hop on a tour, splash in the waves, or find your bliss in a spa oasis, you'll find what you are looking for in Charleston. Cobblestone streets and historic landmarks; high-end restaurants or festive, dockside oyster roasts; outdoor cafes and the best grits you'll ever have, Charleston is waiting to welcome YOU! Learn more at charlestoncvb.com.

"Psychology of Change" NextGen Seminar Set for October

Understanding the complexities involved in the ongoing process of change can be difficult.

To stay focused on moving forward, members of HMA's NextGen Leaders Council are participating in a leadership development seminar, titled the **Psychology of Change**.

And limited spots are available for your up-and-coming employees as well.

Here are the specs:

When/Where | Monday–Tuesday, October 23–24, at the [Truist Leadership Institute](https://truist.com) (7807 Airport Center Drive, Greensboro, North Carolina 27409), just minutes from PTI, Piedmont Triad International Airport

Who Should Attend | Mid-level, operational or group department managers can expect to develop an understanding of change, at an organizational level, by identifying dynamics that support and hinder forward movement, and creating a sense of urgency toward new positive outcomes.

How to Register | Contact HMA's Ian Faight, ian@hardwood.org, for all seminar information—registration, on-site housing, costs, seminar agenda—and to finalize your participation. (VISA and MasterCard, only). The registration deadline is September 30, and spots are limited.



Real American Hardwood Coalition Seeks Your Support

Thanks to the support of industry associations, companies, and individuals, the Real American Hardwood Coalition (RAHC) has made exciting progress in 2023. We are an industry with a story to tell and we ARE telling it.

Our consumer advertising campaign with the Magnolia Network and Discovery launched in late July. We hope you have had the opportunity to see the Build your World Campaign currently running on the Magnolia Network as well as the Discovery+ streaming platforms. Early reporting indicates we are on target with our messaging and on track to reach 100 million consumers by year end. This first-of-its-kind industry advertising campaign was made possible by voluntary contributions from associations, companies and individuals representing all sectors of the industry.

This is a lot of progress, but we aren't done yet!

To achieve our 2023 goals for the RAHC, including concluding and expanding the current Magnolia network campaign, we are launching a fundraising campaign with a goal of \$400,000 by the end of 2023.



Your financial support is critical to continue the momentum. Consider a tax-deductible contribution, or multi-year pledge to support the RAHC effort. You can contribute online at RealAmericanHardwood.com/industry or by returning a commitment form.



Help us continue to influence consumer choices and Build Your World™!

Real American Hardwood Social Updates From August

by Ian Faight

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

In August, the Real American Hardwood Coalition (RAHC) continued promoting hardwood products and our industry's story on social media. Following is a brief review of a few August posts.



Keeping it Clean

Did you know there's a National Clean Your Floors Day? If not, now you do. It was celebrated on August 3, and the RAHC shared a handful of helpful tips on how to keep hardwood floors looking and performing their best.

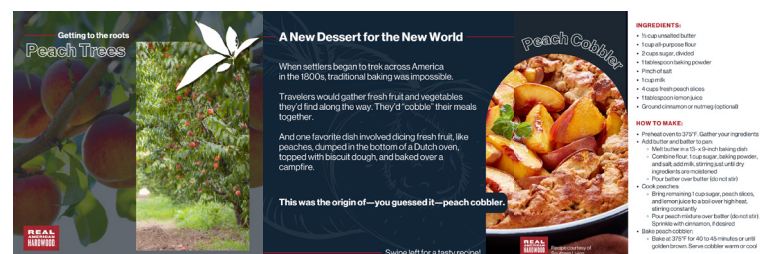
See the post on [Instagram](#).

The RAHC used the giveaway as an opportunity to educate followers on how no part of a log goes to waste, and in this case, sawdust. In total, the giveaway accounted for 426 new followers, produced 1,930 content interactions, and generated 18,000 impressions!



Just Peachy

August happened to be National Peach Month, and in celebration, the RAHC shared fun facts about peach trees and gave a history lesson—along with a tasty recipe. View the post on [Instagram](#).



Labor Day Giveaway

To mark the unofficial end of summer and start of bonfire season, the RAHC hosted a Labor Day giveaway. One lucky winner received a Bonfire 2.0 fire pit by Solo Stove and a supply of Sunfire Heating Blocks by Cummings Lumber Company.

Hardwood Federation Industry Tidbits

by Dana Lee Cole

Executive Director, Hardwood Federation



Make your Voice Heard

As Senate and House lawmakers return to Washington, now's the time to contact your federal officials and echo the Hardwood Federation's key asks:

■ **Hardwood Access & Education Program (HAP)** | Establishing a hardwood education program, in

the farm bill for example, kills two birds with one stone. It helps grow jobs in rural communities and it improves the environment. (HAP also will give the industry much needed data to support sustainable forest management and the positive benefits of using wood products in home and workspaces, and push back on false narratives.)

- **USDA Export Promotion** | Downsizing USDA's export promotion programs would impede our ability to export sustainably harvested hardwoods around the world, and lead to customers choosing less sustainable and legally harvested alternatives.
- **Taxes** | Congress must make permanent 100% expensing of industrial equipment and the 20% deduction for small business. Congress should also restore full deductibility of business expenses.
- **Transportation** | Congress must pass a "supply chain package" that creates flexibility for truck weights, grows the pool of drivers, and expedites implementation of ocean shipping reforms.

USDA Offers Wildfire Defense Grants

In late July, USDA Secretary Tom Vilsack announced that the U.S. Forest Service (USFS) will accept applications for the **Community Wildfire Defense Grant** program. This competitive grant program directly supports the USFS's 10-year strategy to treat up to 20 million acres of national forests and grasslands, and 30 million acres of other federal, state, Tribal and private lands to reduce wildfire risk. USFS will accept applications through October 31, 2023.

Industry Advocates Use of Hardwood Sustainability Data Accounting

On August 10, the Federation submitted comments to the USDA responding to its Request for Information (RFI) related to a federal strategy that will more accurately measure and monitor greenhouse gas emissions and capture for the agriculture and forest sectors. The Federation used the opportunity to showcase the sustainability benefits of hardwood products, citing recent Environmental Product Declarations for hardwood flooring as examples, and to continue advocacy for authorization of a Forest Products Laboratory study that will quantify the amount of carbon stored in wood products. Although USDA stated that the current RFI will not necessarily result in a formal rulemaking as a next step, it will inform efforts across the federal government to gather data related to carbon accounting programs.



Future of America's Forest & Rangelands Assessment Released

In response to the mandate in the 1974 Forest and Rangeland Renewable Resources Planning Act (Public Law 93-378, 88 Stat 475, as amended), the USDA has prepared and released **The 2020 Resources Planning Act (RPA) Assessment**.

The 348-page report "addresses lands across all ownerships and summarizes findings about the status, trends, and projected future of U.S. forests, forest product markets, rangelands, water, biodiversity, outdoor recreation, and the effects of socioeconomic and climatic change upon these resources. The results can inform resource managers and policymakers as they develop strategies to sustain natural resources."

Of particular concern, and consistent with industry advocacy on forest management and old-growth issues, the report indicates that forests could be classified as net emitters of carbon, rather than absorbers, based largely on the aging and decay of forestland managed by federal agencies.

- The ability of forests to store carbon could see a steep decline, resulting in emissions of 100 million metric tons of carbon a year, as emissions from decaying trees exceed their carbon absorption.
- U.S. forestland could rank as a "substantial carbon source by 2070," unless policymakers intervene.

Walking & Brain Health

Did you know that “walking—especially outdoors—is powerful medicine for your brain?” Award-winning writer, **Martha Murphy**, did the research and her article, “Think on Your Feet”, included this good news.

- Moderately paced walks stimulate the release of a protein called brain-derived neurotrophic factor, or BDNF, that is key to the survival of existing brain neurons and the generation of new ones. (Patrick Smith, associate professor of psychiatry, University of North Carolina at Chapel Hill)
- When you walk, exposure to light and increased blood flow to the brain initiates a

cascade of changes. A cocktail of feel-good neurotransmitters—serotonin, dopamine, endorphins—is released, elevating and enhancing your mood. (Harvard Medical School associates Marie Pasinski, M.D. and John Ratey, M.D.)

- Repeated exposure to stressful situations impairs memory, attention, and cognitive flexibility. Walking in nature has been shown to be particularly effective at reducing stress levels. (Andrew Huberman, Stanford Medicine Department of Neurobiology)

Source: AARP Bulletin, May 2023

For Your Next Brainstorming Session

Take your cue from the findings of researchers at MIT and Stanford who have focused on how the brain generates creative ideas. Perhaps one—or all—of the following simple strategies may assist your team in thinking outside the box.

For a session that “yields more ideas and more creativity, **Create a Cooperative Context**, i.e. at the outset of your brainstorm session, remind everyone that you’re a team, and this session is a safe space for any idea. Together you’re trying to build off each other’s ideas and land on something great.

Get Moving, especially if you’ve been sitting around spinning your wheels. Walking seems to spur talking among participants, which can boost idea generation. Some neuroscientists hypothesize that movement associated with walking encourages thinkers to move more freely from one idea to another, making connections in the process. (In a Stanford study, students who walked outside while brainstorming generated a creative output that was 60% higher than students who brainstormed while sitting inside.)



Studies also suggest that curiosity is key to innovation. So, when you’re wrapping up your brainstorming session, **Leave with a Question**. An open-ended question will inspire thinking. And teams that give themselves open questions, and allow themselves time to explore, tend to generate more novel ideas.”

Source: [prnewsonline.com](https://www.prnewsonline.com)



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.

Hardwood Manufacturers Association

One Williamsburg Place, Suite 108
Warrendale, PA 15086

Phone 412.244.0440
Web HMAmembers.org
HardwoodInfo.com

Contact
info@hardwood.org

Follow Us



@HardwoodManufacturersAssociation



@AmericanHardwoods



@american_hardwds



@AmericanHardwds