



August 2019

More than just talk

By Linda Jovanovich
HMA Executive Vice President

Talk about being “ahead of the game?” PPG Paints has already announced its 2020 Color of the Year! Interesting enough, it’s called Chinese Porcelain: a hue that’s “a blend of cobalt and moody ink blue that imparts calmness and restful sleep, while offering the spirit of hopefulness – a precious commodity in a restless world.” And this got my attention, why?

It’s not that the shade, Chinese Porcelain, is out-of-the-ordinary or shockingly different. (It’s a lovely, rich color that I’m sure architects, designers and homeowners will have great fun working with.) It’s that PPG “got the jump” on Pantone, and the other color “experts” who typically influence “what’s next” when it comes to color trends. That’s what got my attention!

There’s a lesson, here - being “ahead of the game!” Being “in a position of advantage or situation in which one is likely to succeed.”

How do **we** get ahead of the game? How do **we** position ourselves, our businesses, and our industry to succeed in today’s - and more importantly - tomorrow’s highly competitive and ever-changing world?

I have some ideas on the subject. I’m guessing you do, as well. And I’d love to discuss them with you at HMA’s upcoming Regional Meeting slated for September 23-24 in Virginia/North Carolina. Plan to be there, and we’ll discuss getting “ahead of the game.” (Meeting details are available in this issue of *The Link* and at www.HMAmembers.org.)

In the meantime, take a look at Chinese Porcelain, then let me know if you agree with PPG’s rationale that, “The need for simplicity and escapism from technology is, in part, the reason that consumers are craving blues, like Chinese Porcelain, that bring us closer to natural elements such as the sea and sky – creating serenity in any space.”

See you in September!



Chinese Porcelain PPG1160-6

Application deadline is August 9

There is still time to enroll in the **NTC Hardwood Manufacturers Certificate Program**, the 12 week/14 credit program geared to prepare learners for fast growing, in-demand positions within the hardwood manufacturing industry. But act now. The application deadline is **Friday, August 9**.

Open to all hardwood industry stakeholders and designed to grow, groom and inspire the supervisors, lumber inspectors, Kiln operators, quality control technicians and plant managers so desperately needed in our hardwood facilities, the program is an excellent vehicle to advance that promising, career-minded employee within your organization.

Interested parties may apply **online**. Questions regarding the Certificate Program should be directed to Travis Allen, Wood Science Instructor, at 715.348.7723 or allen@ntc.edu.

Please make a note of this Change

Moving forward with the times, not to mention being 'budget' conscious, HMA has eliminated our infrequently used FAX line. Please make note of the following ways to contact us. **Call** the HMA office at 412.244.0440. **Email** HMA via info@hardwood.org. Or directly reach out to any HMA staff member:

Amanda Dorohovich – Amandad@hardwood.org

Darleen Licina-Tubbs – Darleen@hardwood.org

Linda Jovanovich – Ljovanovich@hardwood.org

Two Speakers on tap for Regional Meeting

Details have been finalized for HMA's 2019 South Atlantic Regional Meeting, **September 23-24, in** Virginia/North Carolina. Take a look at what's in store for this HMA and SCMA event. (Yes, you read that correctly.)

Monday, September 23

- HMA's Board of Directors Meeting will convene at the Hilton Norfolk The Main, beginning at 2 p.m.
- Monday evening, 'early arrivals' are invited to join HMA's Board of Directors for cocktails and a full dinner buffet, beginning at 6 p.m. **Advance Reservations are required!**

Tuesday, September 24

- Hop on the Bus! **Tours** include Gates Milling, Inc., Gatesville, North Carolina, and Josey Lumber Company, Inc., Scotland Neck, North Carolina. And since both of these companies are also members of the Southern Cypress Manufacturers Association, this Regional Meeting is open to all SCMA members.
- **Southern Cypress Manufacturers Association** Mid-Year Meeting
- On the agenda for Tuesday Evening's Reception/Dinner networking event, brief presentations by **Kara Matzko** - Port of Virginia/Virginia International Terminals, LLC, Mid-Atlantic Area Manager, and **Cary Moon**, Hardwood Federation Policy and PAC Manager.

About the Presentations

Entitled, "**Building the Capacity for Greatness**," Kara will provide a quick overview of the Port of Virginia; discuss hardwood lumber and logs statistics; share specifics on how the tariffs have impacted Port shipments, and time permitting, address questions.

In that same vein, Hardwood Federation Policy and PAC Manager Cary Moon will provide the latest out of Washington regarding the Trade and Tariffs situation, plus relay a brief overview of the Federation's recent Fall Fly-In event.

Don't miss this!

Make hotel reservations at **Hilton Norfolk The Main**, 100 East Main Street, Norfolk, Virginia 23510, **online** or by calling, at **757.763.6231**. Mention the HMA room block to secure the 'special' room rates of \$149/Single or \$159/Double.

And remember, all of the Meeting details are available at www.HMAmembers.org. Check it out and prepare to get on board!

Heading to the Bay Area in September

Chesapeake Bay, that is! And if for some reason you're unable to attend HMA's **South Atlantic Regional Meeting**, consider being a **Regional Meeting Sponsor**. It's a great way to establish your 'company presence,' without stepping away from your desk, not to mention a smart way to differentiate your company from the rest of the field.

- At the \$1000 **Gold** Sponsorship level – **which includes one complimentary Registration** - your company could help co-host the Monday Evening Reception/Dinner, Tuesday Evening Reception, Tuesday Lunch, or the Bus transportation to the Tuesday tour sites.
- At the \$500 **Silver** level, sponsorship opportunities include co-hosting Tuesday's Bus Refreshments.

If you'd like to learn more about these opportunities, please call the HMA office, 412.244.0440. This is your opportunity to get the ball rolling.

American Hardwood Podcast Network

HMA's NextGen Leaders Council recently completed a tele-conferencing learning session on Risk Management. Leading the discussion was industry associate and longtime HMA friend, John Smith, President/CEO of Pennsylvania Lumbermens Mutual Insurance Company. The 60 minute session was recorded and much of the content will serve as the Council's first podcast. What?

A great way to share information

As you know, podcasting has become a recognized medium for distributing audio content on the internet. Typically available as a series, new installments/episodes can be received by subscribers automatically. And the audio files can be played at a listener's convenience, anywhere, anytime.

Say 'Hello' to the American Hardwood Podcast Network

The Hardwood Manufacturers Association will make the podcast episodes available via the American Hardwood Podcast Network at www.HMAmembers.org. And HMA's NextGen Leaders have been charged with developing/providing/organizing the content for each of the episodes. Their thinking to date, why not make available the valuable information shared and exchanged in their conference call learning sessions?

Bottom Line: It's a work in progress. Stay tuned for what's next.

Registration Open for September Fly-In

By Dana Lee Cole

Hardwood Federation Executive Director

In this fast moving political climate, it is more important than ever to build and maintain relationships with your elected Members of Congress, and tell them what's on your mind. Here's how?

Participate in the Hardwood Federation Fly-in, September 17-19, in Washington D.C.! Join up with hardwood industry leaders; network with industry peers; visit and speak with elected and Administration officials on Capitol Hill.

Schedule of Events

Tuesday, September 17

- Fly-In Welcome Reception

Wednesday, September 18

- Briefing Breakfast
- Capitol Hill Office Visits
- Capitol Hill Reception with Republican Office Holders
- Dinner at the Capitol Hill Club

Thursday, September 19

- Breakfast Reception with Democratic Office Holders

This is your opportunity to make your voice heard. Visit the **event portal** for Fly-In Registration, hotel information and more. Looking forward to spending time with you!

The art of making Red Oak more Red

American Red Oak is a dominant species in the eastern U.S. hardwood forests. Despite its name – which comes from the color of its leaves in the fall – its sapwood is white to light brown and its heartwood is a pinkish-reddish brown. Its grain is distinctive. It machines well. It's hard and heavy, and an excellent species choice for creative designs like '**Blushing Bar.**'

A collaborative effort of architects Chan + Eayrs, craftsman Sebastian Cox, and the American Hardwood Export Council (AHEC), David Venables, European Director of AHEC, says he was initially nervous about the idea of 'making red oak more red', but was won over by the creativity and the beauty of the effect.

Uniquely pink and curiously inviting, '**Blushing Bar:**'

- Is composed of 10 curved modules – designed for water, alcohol, sodas, fruit, herbs, ice, glasses, holders, cutting, wash basin – that connect to form a circular bar.
- Was designed by Chan + Eayrs, a husband and wife team that gets personally involved in each project, and a duo that likes to "feel" their work. "Love makes one blush," says Merlin Eayrs, "and the heart pound; increasing blood circulation through the body through our veins." Thus the name and color of the bar.
- Was built by Sebastian Cox, a furniture designer, maker and environmentalist based in south London "who is deeply motivated by the way generations of craftsmen have used a limited palette of biodegradable and renewal materials, extracted from the land in a responsible and connected way.
- "To dye the wood, Cox and his team machined a series of uniform holes into the end grain of the red oak; put the wood into a purpose-made dyeing jig; filled the holes with red calligraphy ink; and used pressured air to force the ink into the uniquely ring porous structure of the red oak."

From the Craftsman

"The properties of wood are traditionally thought of in relation to its strength, hardness and weight, but when you start looking at the cellular structure of wood, you can begin to explore other properties. Red oak is uniquely ring porous, so this project has been a really fun exploration of its cellular composition, and how we can use it to achieve a new aesthetic."

To learn more about this unique project, visit www.americanhardwood.org.



Photo courtesy: Giovanni Nardi Photography

Making headlines with Southern Cypress

As the voice of the cypress industry, the Southern Cypress Manufacturers Association (SCMA) is dedicated to the promotion of cypress building products to design professionals and consumers. How do we do that? How do we spread our cypress message?

We use a variety of media tools and outlets like promotional videos, DIY (Do-It-Yourself) home improvement projects with renowned TV personalities and home designers, editorial articles and Case Studies, various social media platforms, and the SCMA website at www.CypressInfo.org. Most recently ...

Cypress Makes Headlines

An editorial piece entitled, "**Creating your Outdoor Oasis**," featured interviews with AIA President-elect, Jane Frederick of Frederick + Frederick Architects and Hubert Burns of My Outdoor Rooms. These design/build professionals—who specialize in creating outdoor living spaces—explore the "how and why" of choosing cypress.

The article continues to be distributed to online and print news media across the country, and is also available at www.CypressInfo.org.

Spotlight on Cypress from Media Associates

Here's an interesting read! "**A Lake House in Michigan**," an article by Wendy Silverstein, contributor to *Ask The Expert* blog on HardwoodInfo.com, features a lake home with cypress exterior that has undergone *shou sugi ban*, the traditional Japanese method of charring wood. "The charred and sealed cypress lends a timeless, almost prehistoric aura to what is a thoroughly modernist structure." Read all about it at www.CypressInfo.org.

A feature in Building Products Digest

A spring issue of *Building Products Digest* featured "**High-Impact Upgrades with Southern Cypress**." The article includes interviews with SCMA representatives who discuss current cypress design trends for new and remodeled homes. If there is a bottom line – it's that "with cypress, the possibilities really are endless!"

And are you following us on Social media?

Southern Cypress has an expanding social media presence on Facebook, Twitter, Pinterest, and most recently Instagram, enabling us to connect with people all over the world. If you haven't done so already, follow us! We post new content daily.

So, if your company is engaged in the manufacture, processing, or distribution of cypress building products or veneers, and you would like to learn more about the Southern Cypress Manufacturers Association, visit www.CypressInfo.org. Or call us at 412.244.0440.

Robert Tucker on Managing the Future

"Each year, thousands of organizational leaders head to the hills for an annual ritual: the strategic offsite leadership retreat. The purpose of such meetings, of course, is to get away from it all and strategize. To leave behind the quarterly pressures and think big about the future!

Designed well, offsite leadership retreats can be transformational events for the organization. The best ones build trust among top team members and create greater buy-in and alignment around a common vision of the future. Defensively, they can alert the group to significant trends and market developments. So, to steer your next offsite retreat in a bold new direction, use the retreat to:

'Future Proof' your organization

Request that everyone come with a list of trends they are seeing: technological, regulatory, societal, workplace, etc. This gets their juices flowing in advance, and alerts them to be ready to contribute to a different kind of offsite session.

Then, during facilitated open discussion periods, identify the most important emerging trends and explore what to do about or with each. When managers engage in exercises that cause them to wrestle with economic, consumer, lifestyle and technological trends, they often connect new dots, and discover exciting ways that trends can fuel growth and competitive differentiation.

Disrupt your Organization

Look at your products and services from the vantage point of the outsider. Ask the group where they would begin to attack it. Where are we most vulnerable? What problems have we not solved for our customers that might cause them to flee to another provider? What alternate business model or value offering (less for less, more for more, same for less, etc.) might attract our customers away? Disrupting yourself in this way helps you make tough decisions sooner.

Identify new Technology Directions

Spark fresh thinking in this realm by posing such questions as:

- On balance, are we leading or lagging on technology?
- Where do we need to enhance or transform our technology strategy going forward?
- What customer problems do we need to take on?
- How will this technology, if we adopt it, deliver greater value to our customers?

Focus on Innovation

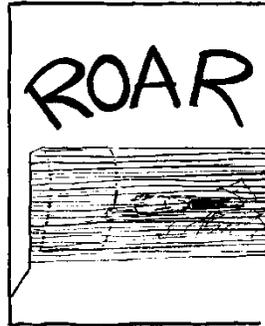
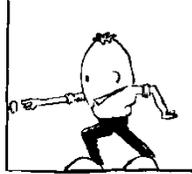
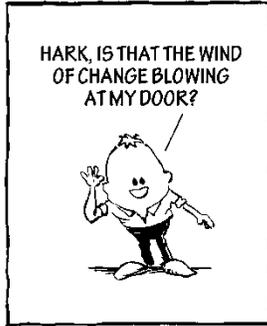
If the rate of change outside your organization is faster than the rate of innovation inside your company, it's time to take action. It's time to figure out what needs accelerating. It's time to shift from strategic planning to strategic thinking, which is ongoing, and needs to be part of the DNA. Use your retreat to open up new possibilities, to identify new markets and new revenue streams from existing capabilities.

It's often been said that none of us is as smart as all of us. But that's true only if we can tap those smarts. Imagine what might happen if you look at your next leadership offsite

meeting, not as a "gotta do" ritual, but as a rare opportunity to encourage yourself and your colleagues to look, think and act ahead of the curve."

Robert B. Tucker is a "global futurist and an internationally recognized pioneer in the field of innovation." Visit www.innovationresource.com for the entire article.

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