



August 2018

### More than just talk

*By Linda Jovanovich*

*HMA Executive Vice President*

I'm happy to report that my recent hip replacement surgery went well. I am indeed on the mend; back in the office and getting into the swing of things. And I'd be remiss if I did not thank the many well-wishers who called, sent notes, flowers, not to mention some really delicious treats. Thank you for thinking of me!

If there's an upside to temporarily being 'out of commission,' it's that I get caught up on my industry reading. There's a lot of great information out there – talented people sharing information and experiences. And I know you will agree, it behooves us all to stay informed.

I came across an article on recruiting that I especially liked. I've asked Darleen to include a portion of it in this month's issue of *The Link*, and I'm asking you to invest the time to read, "**Investing in the Future.**" It may assist you in promoting your employment opportunities, and also our industry as a whole.

Also in this issue, you'll find details regarding **HMA's Northeast Regional Meeting** set for October 17-18 in State College, PA. As you will see, the networking and information sharing venues are being kicked-up a notch. Don't miss this Members Only event and these opportunities to pick the brains of your industry colleagues. Like Benjamin Franklin said, "If everyone is thinking alike, then no one is thinking."

Register to attend, today.

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### Joining the ranks of the HMA

HMA would like to extend 'welcome to the fold' greetings to new member, **Gene Brazeale Lumber Company Inc.**, Sparkman, Arkansas. President David Brazeale will serve as HMA's Main contact, and we hope to meet up with David, and other company representatives, at an HMA event, soon. If you would like to send along a personal 'welcome,' email David at [dgbrazeale@gmail.com](mailto:dgbrazeale@gmail.com).

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### There is still time to Participate

The Application deadline for enrollment in the Hardwood Manufacturers Certificate Program, the 16 week/14 credit program geared to prepare learners for fast growing, in-demand positions within the hardwood manufacturing industry, has been extended to **Friday, August 10.**

An excellent vehicle to advance that promising, career-minded employee within your organization, the program is 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.

Interested parties may apply at [bit.ly/HardwoodCertificate](http://bit.ly/HardwoodCertificate). Questions regarding the Certificate Program should be directed to Travis Allen, Wood Science Instructor, at 715.348.7723 or [allen@ntc.edu](mailto:allen@ntc.edu).

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## Northeast Regional Agenda taking Shape

"Variety is the spice of life," as the saying goes. And HMA agrees! That's why we're mixing it up a little at the October Northeast Regional Meeting in State College, PA, and we think you'll enjoy the enhancement.

### Not to worry!

Wednesday and Thursday, October 17 – 18, will reflect the customary 36 hour, whirlwind Meeting format HMA members have come to expect, with plenty of opportunity for colleague comradery, networking, and bus ride rest and relaxation.

- **Wednesday Tours** include: **Emporium Hardwoods**, the Rossi Group, Emporium, **Northwest Hardwoods, Inc.**, Ridgway, **Walker Lumber Co., Inc.**, Woodland, PA.
- **Thursday's Tour** to **Wood-Mode, Inc.**, Kreamer, PA, is being offered as an **Optional** tour. All who plan to visit the location must register in advance, to allow our facility host to prepare accordingly.

### So what's new?

As reported in last month's issue of *The Link*, **The Toftrees Golf Resort**, One Country Club Lane, State College, Penn., 16803, will serve as our base of operations. During the afternoon of Tuesday, October 16, a meeting of HMA's Board of Directors, along with the NextGen Leaders Council, will take place there. (Yes, it is an open meeting, and HMA members are welcome to observe the proceedings.)

What's new is that Tuesday evening, 'early arrival' Meeting Registrants are invited to join HMA's Board of Directors, Past Presidents, and NextGen Leaders Council members for appetizers, a BBQ Buffet, and refreshments. This added opportunity to mix and mingle begins at 6 p.m. The cost is \$75. And most importantly - **Advance Reservations are required!**

### Finalize your plans, today!

- **Registration** for HMA members and 2018 National Conference Sponsors and Exhibitors is up and running at [www.HMAmembers.org](http://www.HMAmembers.org).
- **Hotel Reservations** at The Toftrees Golf Resort can be made by calling the hotel at 814.234.8000. Mention the HMA room block to secure the 'special' room rate of **\$99**. (And remember - the hotel deadline is **September 22, 2018** or until the group block is sold-out, whichever comes first.)

So, don't delay. Join us in 'Happy Valley' for HMA's **2018 Northeast Regional Meeting**. All of the meeting details can found at [www.HMAmembers.org](http://www.HMAmembers.org). And should you have questions, please call the HMA office at 412.244.0440.

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## An effective and easy Way to Differentiate

We've said it before and it's worth repeating – if you're looking to enhance your reputation and grow brand awareness, sign on as a **Regional Meeting Sponsor** and let HMA take it

from there. It's that easy. We'll handle all of the particulars. And you can kick back and relax.

To get things started, choose one of the following:

- At the \$1000 **Gold** Sponsorship level – which includes **one** complimentary meeting Registration - your company could help host the Wednesday Cocktail Reception, Wednesday Lunch, or the Bus transportation to the Wednesday tour sites.
- At the \$500 **Silver** level, sponsorship opportunities include hosting Wednesday's Bus Refreshments or the Tuesday Dinner, an added agenda item for 'early arrivals' to mix and mingle, HMA style.

Next, call the HMA office with your selection, 412.244.0440. If we don't already have your company logo, we'll ask you to email it to us. Then, if you have no additional questions for us, your job is done! (Told you it was easy!)

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### Wood Chip Standard Update and Thank you

There's good news for the Stakeholders involved in the National Wood Chip Heating Fuel Quality Standard Project! The project is complete. There is an approved national standard. And the project team is providing this update and need-to-know information.

- The project website, [www.woodchipstandard.org](http://www.woodchipstandard.org), will remain live, and all documents are available there, including the "[User Guide to the U.S. Wood Chip Heating Fuel Quality Standard](#)" and the [two-page summary of the standard](#).
- Please promote the use of the standard to stakeholders across the country. "The more widely and often the standard is used, the more the intended benefits of the standard will be realized."
- "Fuel standards are not static. Already discussions are underway to consider amendments to the international ISO standard for wood chip heating fuel. We expect and hope that revisions made through our project will be considered to the ISO standard."

"Thank you to the many stakeholders - from numerous and different sectors of the wood chip heating equipment and supply chain - for your helpful comments and contributions in completing this project. And the project team would also like to extend our appreciation to the USDA Forest Service for their financial support of this project, which was delivered on time and under budget."

*Project Team members: **Adam Sherman**, VEIC Biomass Energy Resource Center, **Charlie Niebling**, Innovative Natural Resource Solutions LLC, **Jean Walsh**, American Society of Agricultural and Biological Engineers, **Peter Thompson**, Biomass Thermal Energy Council*

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### Tagged World's most Sustainable Building

America's most prolific hardwood – Red Oak – is the lead story at Bloomberg's European headquarters in London. Already tagged as "the world's most sustainable office building," the 1.1 million ft<sup>2</sup> structure is all about "warmth, well-being and WOW factor!" And the aesthetic and performance appeal of red oak make up the reason why.

Because of its pinkish hue and technical properties, designers Foster + Partners, London, relied heavily on Red Oak to attain Bloomberg's desire that the structure be "historically rooted in its place through the palette of materials" used.

According to project architect Michael Jones, Red Oak was the species of choice because "we wanted a species with warmth that would mellow and mature with age. Businesses now

want their buildings to have a different sense of personality, and be more responsive to people who work in them. Timber is rather successful in delivering both these things.”

Just how big a statement is Red Oak making?

- The entrance hall, called The Vortex, features 1,858 m<sup>2</sup> (19,999.35 ft<sup>2</sup>) of red oak cladding on its intersecting arching walls.
- The flooring throughout the structure required 37,160 m<sup>2</sup> (399,986.91 ft<sup>2</sup>) of red oak, innovatively adapted and specially treated to minimize noise and ensure durability.

When asked if Red Oak will be used in future projects; Jones’ response was, ‘why not?’ “Bloomberg loves the result and so do we.”

For a closer look at this unique project, visit [www.americanhardwood.org](http://www.americanhardwood.org).

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## Hardwood Federation Update

*By Dana Lee Cole*

*Hardwood Federation Executive Director*

In mid-July, the House of Representatives voted to proceed to conference negotiations with the Senate on H.R. 2 - the Agriculture Improvement Act of 2018, colloquially known as the **Farm Bill**. And in the coming weeks, the Senate is expected to take similar action, ultimately setting up a conference committee process between the two chambers to iron out the significant differences in H.R. 2 and S. 3042 - the House and Senate-passed Farm Bill versions. (The current Farm Bill, last enacted in 2014, is slated to expire on September 30.)

In regard to Hardwood Federation Priority Issues, here’s a snapshot on how the competing bills differ.

- **\*Trade** – H.R. 2 authorizes and fully funds both the Market Access (MAP) and Foreign Market Development (FMD) programs annually at \$200 and \$34.5 million respectively over the next 5 years. S. 3042 provides \$4.5 million more annually, in trade funding, than H.R. 2. **\*(See below for greater detail.)**
- **\*Federal Forestry** - H.R. 2 creates new "categorical exclusions" from NEPA reviews that will facilitate needed project work on federal lands. S. 3042 contains no meaningful federal forestry provisions.
- **\*Tall Wood Buildings** - H.R. 2 includes only the research portion of the Timber Innovation Act. S. 3042 includes both the research and Wood Innovation Grants provisions of the Act. Neither includes the Tall Wood Building Competition provision.
- **\*Biomass Incentives** - S. 3042 reauthorizes the Community Wood Energy Program (CWEP) at \$5 million, annually. H.R. 2 authorizes greater funds for CWEP, and more.

You may recall that earlier this spring, H.R. 2 passed the full House by the narrowest of margins. (The legislation did not receive a single Democrat vote, due largely to disagreements over the bill’s approach to reauthorizing the food assistance programs and imposing work requirements.)

The Senate’s process was completely different, with S. 3042 passing the upper chamber with broad bi-partisan support, as Senate leaders opted not to make sweeping changes to the food assistance title. (It is this area that will be most contentious moving forward in the conference process.)

Going forward, Hardwood Federation (HF) will be working aggressively in several key areas. We will be communicating our strong support for the MAP and FMD programs. Yes, both bills

fully fund these programs, but they do have detractors in Congress. So, we will be vigilant for any attempts to alter or reduce funding for these key programs, critical to opening up and sustaining markets overseas for our products.

We will also be focused on promoting the House position regarding federal forest management reforms. We anticipate that Senator Steve Daines (R-MT) will be appointed as a Senate conferee, and expect that he will be pushing hard to incorporate federal forest management language in any final House-Senate conference agreement.

Likewise, we will be advocating that the House position prevail regarding the Community Wood Energy Program. We believe that this program has potential to help our industry address the sawmill residuals issue by creating demand for this clean, carbon neutral biomass material.

**Our Bottom Line:** We have some interesting work ahead, and look forward to reporting on a positive outcome, later this fall.

<b>Policy Priority</b>	<b>House Bill (H.R. 2)</b>	<b>Senate Bill (S. 3042)</b>
<b>Trade</b>	Authorizes and fully funds both the Market Access and Foreign Market Development programs annually at \$200 and \$34.5 million respectively over the next 5 years. Both programs will operate under a new International Market Development Program with total funding of \$255 million. The \$255 million level is \$1.5 million more than that provided under the current Farm Bill for MAP, FMD, the Emerging Markets Program (EMP), and the Technical Assistance for Specialty Crops (TASC) Program. USDA will have the authority to decide where the extra, annual \$1.5 million is used.	Authorizes \$259,500,000 annually over the next 5 years for Priority Trade Promotion, Development, and Assistance. Under this framework, MAP is funded at no less than \$200 million annually, FMD at no less than \$34.5 million annually, EMP at no more than \$10 million annually, and TASC at no less than \$9 million annually. In addition, \$6 million of the total \$259,500,000 annually is authorized as a "Priority Trade Fund." USDA will have the authority to allocate money in this fund among the above four programs. <i>Bottom line:</i> S. 3042 provides \$4.5 million more annually in trade funding than H.R. 2.
<b>Federal Forestry</b>	Creates new "categorical exclusions" that will facilitate needed project work on federal lands, designed to: <ul style="list-style-type: none"> <li>▪ Expedite salvage operations in response to catastrophic events</li> <li>▪ Meet forest plan goals for early successional forests</li> <li>▪ Manage "hazard trees"</li> <li>▪ Improve or restore National Forest System lands or reduce the risk of wildfire.</li> <li>▪ Forest restoration</li> <li>▪ Infrastructure-related forest management activities.</li> <li>▪ Managing insect and disease infestation.</li> </ul>	No meaningful federal forestry provisions
<b>Tall Wood Buildings</b>	Includes only research portion of the Timber Innovation Act. H.R. 2 does not include Wood Innovation Grants or the Tall Wood Building Competition provisions.	Includes both the research and Wood Innovation Grants provisions in the Timber Act. Like H.R. 2, it does not include the Tall Wood Building Competition provision.
<b>Biomass Incentives</b>	Increases the monetary authorization for the Community Wood Energy Program 5 fold (from \$5 million to \$25 million) to fund grants for deploying wood heating systems that run on our mill residuals. In addition to funding wood heating installations, the bill would also provide grants to innovative wood products facilities-i.e., those manufacturing CLT or experimenting with lignin or biobased nano materials.	Simply reauthorizes CWEP at \$5 million annually.

## Getting involved with Cypress Promotion

Is your company engaged in the manufacture, processing, or distribution of cypress building products or veneers? If so, then you should know how the Southern Cypress Manufacturers Association (SCMA) is promoting this beautiful, durable, and versatile species.

### In Media Releases

SCMA's recent editorial article, "**Outdoor Spaces Offer Style and Comfort**," featured interviews with two design pros that use cypress to design remarkable outdoor living areas. What info did these experts have to share?

- "Outdoor rooms, peaceful spaces, and low-maintenance materials are the buzzwords I hear most from my clients," says Nancy Moore of [The Porch Company](#) in Nashville, Tennessee. "I like to use cypress in spaces that are exposed to the elements. From my experience, it holds up well to blowing rain that may come in. I love its character, authenticity, longevity, and the fact that it is a renewable resource."
- "When crafting cabinetry for outdoor kitchens, Rod Richardson of [Associated Construction Group](#), Gonzales, Louisiana, relies on cypress, and for good reasons. "It offers value, appearance, and performance that lasts," Richardson says. "In my 20 years of building outdoor kitchens with cypress, I haven't had a callback."

### Visually

SCMA is implementing the finishing touches to a promotional video, "**Discovering Southern Cypress: The Natural Choice**." Viewers will soon see that for homes and offices from the coast to the mountains—and everywhere in between, Southern Cypress is **the** natural choice. Filled with a myriad of idea-inspiring images, the concise video highlights cypress' breathtaking beauty, exceptional durability, and unique versatility for interior uses and outdoor applications.

Brandpoint—a top content provider—will extend the video's reach through their extensive distribution channels. And all SCMA members are encouraged to 'share' the video in their social media posts.

### On [www.CypressInfo.org](http://www.CypressInfo.org)

The Association's website, our premier cypress promotion vehicle, is an informative cache for all things cypress; showcasing cypress' unique attributes while reaching millions of design professionals and consumers. This must-see site includes information on cypress exterior and interior applications, installation and specification resources, a cypress photo gallery designed to inspire, and much more information regarding the benefits of building and designing with cypress.

If there's a bottom line, it's this - When it comes to selecting a product based on its versatility, durability, and good looks, cypress is hard to beat! To learn more about the SCMA and our promotional efforts, visit [www.CypressInfo.org](http://www.CypressInfo.org).

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### "Investing in the Future"

In an *LBM Journal* article entitled, "**Fresh Recruits**," freelance writer, editor, and content marketer Katy Tomasulo highlighted the employee recruitment and retention practices of three companies, TW Perry, RoyOMartin, and 84 Lumber. Here's what wood products manufacturer RoyOMartin had to say about "Investing in the Future."

"You don't train people. You develop people," says Ray Peters, Vice President of Human Resources and Marketing at RoyOMartin. And presently, "four programs make up the employee development program that prepares potential and incoming employees for the manufacturing environment of today and tomorrow.

- At the high school level, the company works with schools in its two regions (central Louisiana and east Texas) to introduce manufacturing concepts to students that prepare them to move into the company's facilities.
- **Certified4Success** is a 13-week course designed for newly recruited employees with little to no exposure to manufacturing. "The faster they can acquire new skills, the faster they can move through the organization and increase their financial well-being," Peters says.
- **Advanced Manufacturing Technician** is a new program in collaboration with Central Louisiana Technical Community College and Northwestern State University, as a way to develop individuals to maintain manufacturing operations as they are transformed with new technologies such as robotics.
- Finally, the company has established the **Maintenance Apprenticeship Program** for skill sets such as mechanical and electrical, with graduates absorbed into the manufacturing facilities. With the completion of the first cohort, the skills gap in these two skill sets has been minimal.

Existing employees can make use of some of those programs, as well. The company also has an internal leadership development program called **RoyOMartin University**, a six-month course that identifies leaders from every part of the business, and gives them exposure to all of the operational areas within the organization to help them prepare for an analytical role they may take on as a leader.

This dedication to development pays off for both employer and employee. Team members have opportunities to learn and grow, while increasing their pay, and RoyOMartin experiences lower turnover, while increasing the capabilities of its workforce.

It all adds up to a healthy workforce with motivation not only to reap the numerous benefits of a job, but to invest their time and focus on developing a career, to the benefit of themselves and the company."

To read the article in its entirety, visit [www.lbmjournal.com](http://www.lbmjournal.com).

*Information source:* *LBM Journal*, a media company serving lumberyards, building material distributors, wholesalers, manufacturers, and service providers in the lumber/building material (LBM) distribution channel. Visit them at [www.lbmjournal.com](http://www.lbmjournal.com).

*About the author:* Katy Tomasulo is a Seattle-based freelance writer, editor, and content marketer with 16+ years of experience covering products, design and housing trends for builder, remodeler, designer and building material dealer audiences.

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## Summer Weather Driving Tips

Whether cruising on four wheels or eighteen ..... to the corner store or cross-county, the following summer weather, safe driving tips from The Hartford ring true no matter where in the USA you may be traversing.

### Rain

Don't be fooled. While rain does not stick to the road like snow, it can make for hazardous conditions, especially slick surfaces and compromised visibility. Slow down; turn your headlights ON; maintain plenty of room between the vehicle in front of you; and if caught in a sudden, torrential downpour, safely pull off of the road.

"Flash floods are the leading cause of weather-related deaths in the U.S., so if you suddenly encounter roadway flooding, turn around. Never drive through deep water and never drive

past a barricade. Cars can begin to float in as little as one foot of water, and it only takes about two feet of rushing water to sweep away most vehicles.”

### **If you're caught in a Thunderstorm**

“Pull over, turn off the engine, keep the doors and windows closed, and wait for the storm to end. Stay inside the car and avoid touching metal surfaces and using a phone. Cover yourself with a blanket/coat, or lie down on the back seat or floor as far from the windows as you can manage, just in case flying debris picked up by the wind cause the glass to shatter.

It's safest to take shelter inside a closed building. If that's not possible, you're safer inside a metal-topped vehicle rather than outside it. If it's struck by lightning, it will act as a Faraday cage, allowing lightning to flow around the outside of the car and into the ground.”

### **Hailstorms**

“If hail starts to fall while you're on the road, find a safe place for you and your vehicle as soon as possible. Small hailstones can be a scary distraction and lead to unsafe driving. Larger hailstones can shatter your windows and even injure you or your passengers.” Try to get under cover and “stay put until the storm is over. As with strong winds, try to shield yourself from possible glass breakage.”

### **Tornadoes**

“In the U.S., ‘tornado season’ lasts from March to June. But twisters do not subscribe to calendars, so don't be surprised if a tornado watch or warning is issued any time of the year.

If you're driving in conditions conducive to tornadoes, check the weather regularly. If you're far from home, know what town (or at least what county) you're passing through in case a weather alert mentions your location. If a tornado seems likely to form or is detected nearby, your best bet is to park your vehicle and hunker down inside a building. Sturdier structures with interior hallways, basements or shelters are best. Mobile homes, on the other hand, are very vulnerable.

If you see a tornado approaching, but there are no buildings around in which you can take shelter, you may be able to drive away from the tornado. Do not take shelter under an overpass during a tornado. Aside from the traffic congestion issue, the design of the overpass can actually increase the effects of wind and flying debris, placing you in greater danger.

As a last resort, position yourself below ground level (e.g. in a ditch or culvert) and cover your head with your arms; or stay in your vehicle, seat-belt buckled, with your head down.”

### **Fog**

When visibility is drastically reduced, turn on your headlights; slow down; increase the cushion of space between you and the vehicle in front of you.

High beams reflect off the water vapor in the fog and actually further impair your ability to see. “Use the lines on the road to help you stay in your lane. If you can't see well, open the windows to better hear passing traffic. If you can't see at all, pull over—into a parking lot if possible. If that is not an option, pull over as far onto the shoulder as you can.

Dense fog usually doesn't last very long, so you can wait it out. Be sure to turn off your lights because if you leave them on, other drivers could think that you're part of moving traffic and possibly collide with you.”



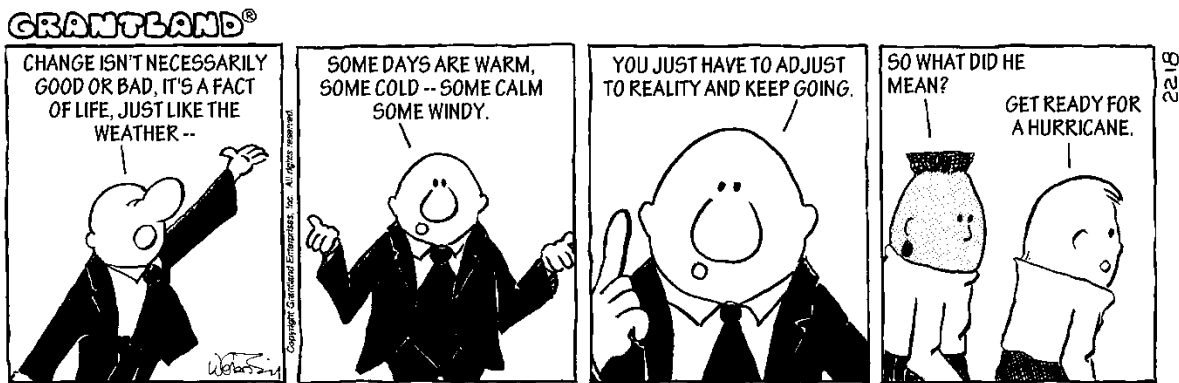
## Dust Storms

While most common in the Southwest and in certain arid portions of the Midwest, dust storms can occur "wherever wind and loose dust are present. Because visibility will be impaired, use the white lines on the road to keep your vehicle pointed in the right direction. And as soon as possible, pull to the side of the road." Unlike fog, which typically dissipates quickly, dust storms often last for several hours. So if you're waiting it out on the side of the road, "turn off your engine to keep the dust out of your air filter. And turn off your lights to discourage other drivers from trying to drive behind you."

## The Hartford's Bottom Line

No matter what the season or destination, "make sure that your windshield wipers and tires are in good condition, and that your lights and turn signals are functioning properly. Keep your cool. Take your time. Avoid driving anywhere you do not feel safe."

Information source: *The Hartford Extra Mile*



HMA Link is published each month exclusively for members of the Hardwood Manufacturers Association. Views expressed are not necessarily those of the HMA. HMA Link welcomes comments and questions.

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