



June 2017

### More than just talk

By Linda Jovanovich

HMA Executive Vice President

I'd like to thank all who participated in HMA's recent **Lake States Regional Meeting** in Grand Rapids. It's been a while since HMA traversed that neck of the woods. And it was great to see you all, and even greater to know that your hard work is paying off.

Special thanks to:

- Our tour hosts - **Maple Rapids Lumber Mill, Inc., Devereaux Saw Mill Inc., Quality Hardwoods, Inc., Northwest Hardwoods, and Stiles Machinery, Inc.**- for opening the doors of your facilities to the HMA, and for recognizing that we are all industry stakeholders working to advance the interests of the hardwood industry.
- Our meeting sponsors - **Piché and Thompson Appalachian Hardwoods, Inc.** Your generous support kept everyone safe and well fed. (The safety vests that all meeting attendees wore were compliments of Piché. And Wednesday's buffet lunch was compliments of Thompson Appalachian Hardwoods, Inc.) Thanks so much for going the extra mile for the HMA.
- Our Wednesday evening dinner speaker, Dana Lee Cole, Executive Director of the Hardwood Federation. She gave us updates on two legislative efforts to help drive up demand for wood residuals and perhaps offer some incentives for increased use of these materials. (**Biomass Thermal Utilization Act (BTU ACT) and Community Wood Energy Program (CWEP)**). She provided key policy updates as well.

Now, before you all get caught up in the sun and fun of the summer, I have the following three requests.

If you've yet to read Art Raymond's May **TrendTracker Update**, make the time, please. Not only does he have his "finger on the pulse" of the sectors and metrics important to our industry, his **Bottom Line** comments chart a course for the future.

The final day to submit your completed **Manufacturing Costs and Wage Survey** was May 31. But the Beck Group has graciously allowed us some 'wiggle room,' and has moved the deadline to Monday, **June 12**. This Members Only project will not be offered again until 2020. I encourage you to participate, today.

And lastly, I hope you've marked your calendar for HMA's **Mississippi Valley Regional Meeting, September 27-28**. Tours include: J.M. Jones Lumber Company, Inc., Natchez, MS, Rives & Reynolds Lumber Company, Inc., Natchez, MS, Fred Netterville Lumber Company, Woodville, MS, and Stella-Jones Corporation, Alexandria, LA. Interesting facilities

to tour! Colleagues to catch up with! And most of all, great networking opportunities! Don't miss this.

Head on out to that swimming pool, now! And be sure to keep hydrated...



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### “Success Starts Here”

The Friday morning business sessions at HMA's 2017 National Conference and Expo began with a presentation conducted by John B. Jung, Jr., Senior Managing Director, BB&T Capital Markets, entitled, “**Making the American Economy Great Again.**” In his 60 minute overview, Mr. Jung adeptly provided a synopsis of what has made the U.S. economy exceptional, and what needs to happen for the economy to improve. We offer this brief review.

#### What factors contributed to our economic growth?

- **Location** – As our country grew, the Atlantic and Pacific Oceans kept us virtually free from foreign invasion. Our multiple harbors and numerous natural river systems provided a tremendous transportation infrastructure for the efficient cross-country movement of goods. Fertile farmland has given us the ability to feed ourselves. And with the abundance of raw materials, we've built, industrialized, and prospered.
- **Government Stability** – The checks and balances of our system of government, while often frustrating, has and continues to provide the stability and strength that feed long term growth.
- **Post World War II Factors** – Left standing after the horrific conflict, the U.S. Navy's guarantee of **Freedom of the Seas** for the world led to global revitalization, plus our country's long term commitment to building a stronger America through investment in **Transportation Infrastructure** (improved railroads, highways, airports), **Educational Opportunities** (to develop the skills of our work force), the American **Work Ethic** (the U.S. worker is still the most productive in the world), and **Energy** (“the shale play game changer” making North America energy sufficient) were the driving forces of our modern economy.

#### Where we are now?

“America is a good place to be,” Jung said. “Few are leaving.” And while it appears that it is hard to get things done in Washington, since President Trump has taken office, current stock market conditions indicate an anticipation of positive change, via the new Administration. To date however, the Trump Administration has yet to accomplish a lot.

Jung went on to discuss items on President Trump's Growth Agenda, including the importance of **Global Trade, Tax Policy** issues, **Infrastructure Spending** and ways to finance it, the pros and cons of **Regulation, Government Programs** and the next BIG crisis, **Fiscal Balance** and growing national debt. (He did a great job of covering a lot of information in a short amount of time!)

#### What's ahead?

“If we want the U.S. economy to get better, we need to focus on three things: job growth, wage growth, and consumer confidence.” Achieving these is no small feat. And as priorities shift, Jung said, “**Keep your eye on what is really being pushed.**”

For the PowerPoint presentation and audio recording of Mr. Jung's session, visit the **Members Only** section of [www.HMAmembers.org](http://www.HMAmembers.org).

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## New member joins the ranks of the HMA

A hearty HMA 'welcome' is being extended to our newest member company, **Timber Products Company**, Munising, Michigan. General Manager Jon Johnson will serve as HMA's Main contact. And while Jon was unable to attend our recent Lakes States Regional Meeting, Michael Fox, Nick LaFord and Brandon Lewis were with us in Grand Rapids. It was great to meet you all, and we look forward to your continued involvement. Welcome aboard!

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## Mark your calendars for next Regional

HMA is looking ahead, and we hope that you are doing the same. Our **2017 Mississippi Valley Regional Meeting** is heading to Mississippi/Louisiana, September 27-28, and we plan on covering a lot of ground. Tour locations include **Fred Netterville Lumber Company**, Woodville, MS, **Rives & Reynolds Lumber Company, Inc.**, Natchez, MS, **J.M. Jones Lumber Company**, Natchez, MS, and **Stella-Jones Corporation**, Alexandria, LA.

The fly-in airport will be the Baton Rouge Metropolitan Airport, also known as Ryan Field, and because of the Mississippi/Louisiana locations of the tour sites, hotel reservations will need to be made in **two hotels**. But not to worry! All of the meeting details, including Registration, are available at [www.HMAMembers.org](http://www.HMAMembers.org). And of course, questions can always be directed to the HMA office, 412.244.0440.

And while you have your calendars in hand, please make note of these other upcoming industry and HMA events:

- **Hardwood Federation's 2017 Fall Fly-In** – September 12-14. Online registration and other meeting details are available [here](#).
- **HMA's 2018 National Conference & Expo** – March 21-23 – [The Hyatt Regency](#), Greenville, South Carolina

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## Planning call for 2018 National Conference

If you would like to participate in a conference call regarding **topic selection** for the learning sessions at HMA's 2018 National Conference and Expo in Greenville, please call the HMA office, 412.244.0440, for the date/time/details of the call. Your input matters and we hope you'll want to join the conversation.

And speaking of the **2018 National Conference & Expo**, please jot down these Conference details. The dates for the event are **March 21 – 23, 2018**. The venue will be **The Hyatt Regency**, located on NOMA Square in downtown Greenville. This award-winning resort, a dynamic mix of urban luxury and Southern style, and just steps away from unique retailers, restaurants, beautiful art galleries and more, offers elegant spaces, sleek décor and unprecedented service. Take a [look](#).

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## Hardwood Federation Update

*By Dana Lee Cole*

*Hardwood Federation Executive Director*

In late April, President Trump made the final addition to his cabinet. By an 87-11 vote, the U.S. Senate confirmed former Georgia Governor, **Sonny Perdue**, as the next **Secretary of the U.S. Department of Agriculture (USDA)**. Secretary Perdue's ties to the agriculture community run deep. He grew up on a farm in central Georgia, and has owned several agriculture companies. The USDA is a huge department with vast responsibilities, and Secretary Perdue will have an important role in key issues for the Hardwood Federation (HF).

## **USDA programs of interest to the Hardwood Industry**

- Not only is the U.S. Forest Service housed within the USDA, it also administers the Foreign Market Development and Market Access Programs that support the work done by the American Hardwood Export Council (AHEC). In addition, USDA has oversight of pest and invasive species control regulations, administers the Lacey Act, and runs the Bio-Based Procurement Program - which includes hardwood products.
- USDA's focus also extends to the entire rural economy, including all forms of agribusiness, agricultural and economic research and statistics, animal and plant safety, food and nutrition programs (including food stamps), and rural economic development. And HF anticipates that Secretary Perdue will have a role in decisions regarding U.S. trade agreements, and will be a strong voice on behalf of the U.S. agricultural sector.
- The day after the Secretary's confirmation, President Trump signed an Executive Order creating a **Task Force on Agriculture and Rural Prosperity**. Its purpose is to identify legislative, regulatory, and policy changes that support the agriculture economy, including forestry. Secretary Perdue will chair the Task Force. (Note: The scope of the order is quite large, including everything from tax and regulatory reform, to technology, to workforce development. Timber harvests are also mentioned specifically.)

### **"Sonny knows trees"**

HF has heard from some of our Georgia contacts that "Sonny knows trees." And we have no reason to doubt them because at his confirmation hearing, he made several statements regarding the need for a strong forest products industry, and the need for putting more resources towards improving forest health. Sounds good! We anticipate a productive working relationship with the new Secretary!

### **HF taking action**

The Hardwood Federation and HFPAC Boards have already sent a letter to Secretary Perdue introducing ourselves, and outlining our priority policies. The welcome letter is a good first step towards communicating recommendations for the Task Force regarding legislative and policy changes. We will be looking for other opportunities to provide input into this process, and hope HMA members will share their thoughts and ideas with us in furtherance of our efforts.

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## **Innovative Uses and Promotion of Hardwood**

At HMA's National Conference and Expo in Charleston, industry associate and American Hardwood Export Council (AHEC) Executive Director, Mike Snow, took the microphone and provided an informative update regarding AHEC's global promotional efforts. Here is a synopsis of how AHEC is "growing the global pie" for American Hardwood.

### **Finding new markets**

Industry networking – connecting sellers with potential buyers + educating the specifying community on grades, species, and sustainability – is an integral step to growing new markets. Learning of and leveraging information about projects using American hardwood in innovative ways creates awareness and greatly amplifies the hardwood message. Additionally, AHEC's collaboration with numerous architectural firms has resulted in an array of unique projects like – **The Butler, Along the Lines of Happiness, Out of the Woods** - that tout hardwood's variety and versatility, and most especially promotes the utilization of typically 'underused' species. (Visit [www.americanhardwood.org](http://www.americanhardwood.org) to learn more.)

## **New Technologies = New Applications**

The process of **thermal modification** has created a niche market for American ash, tulipwood, and other hardwood, offering it as an environmentally friendly alternative to chemically processed softwood or exotics in exterior applications. Again, AHEC's collaboration with worldwide architectural firms has resulted in key projects – **The Infinity Bench, Room on a Hill, Disney Store in Beijing, Museum of European and Mediterranean Civilizations in Marseille** – that are spotlighting the material. Over the next several years, the performance of the material will be monitored and duly reported. ([www.americanhardwood.org](http://www.americanhardwood.org))

**Timber in Construction** – AHEC funded research has proven the viability of cross-laminated hardwood for structural uses - see the **Endless Stair** and **The Smile** projects - transforming "the way architects and engineers approach timber construction;" opening the doors for hardwood CLT in 'real' commercial use; and creating a great opportunity for huge volumes of low grade tulipwood and yellow poplar. **Maggie's Center – Oldham, UK**, the world's first permanent building using tulipwood CLT, is being constructed, spotlighting the strength-to-weight-ratio of the renewable resource, and touting its advantages over concrete and steel. (The project also is using thermally modified ash for the exterior cladding.)

## **Capitalizing on Green Credentials**

American Hardwoods have a powerful message to share, and one that is supported by much scientific research and documentation.

- They are legally harvested - "The Assessment of Lawful Harvesting & Sustainability of U.S. Hardwood Exports, commissioned by AHEC from Seneca Creek Associates, demonstrates there is less than a 1% risk of any illegal wood entering the U.S. hardwood supply chain."
- They are sustainable – "The U.S. Forest Service Forest Inventory and Analysis (FIA) Program shows that between 1953 and 2012, the volume of U.S. hardwood growing stock increased over 130 percent."
- They have low environmental impact – "On-going scientific Life Cycle Assessment work shows that the carbon stored in American hardwood, at point of delivery to any country in the world, almost always exceeds the carbon emissions associated with extraction, processing and transport."
- An on-line system is available that allows U.S. hardwood exporters to provide a comprehensive American Hardwood Environmental Profile (AHEP) with every individual consignment of product delivered to any market in the world.

Before ending his presentation, Snow directed attendees to several other online tools. "American Hardwood Forest Explorer provides detailed information on hardwood forest volume, growth and harvest at state and county levels throughout the United States. And American Hardwood Environmental Profiler is an interactive tool providing environmental impact data such as carbon footprint, forest replenishment time, acidification, and eutrophication for different species, lumber thicknesses and transport scenarios."

Visit the **Members Only** section of [www.HMAmembers.org](http://www.HMAmembers.org) for the PowerPoint presentation and audio recording of this informative session.

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## **Conversations about Specifying Hardwoods**

HMA's education and hardwood awareness outreach to architects and interior designers - that very important group of professionals known as the design/build community - just got

stronger. We're now offering **two** Continuing Education learning units, and here's what we'd like you to know about them.

- Both are approved by the American Institute of Architects/Continuing Education System (AIA/CES), and the Interior Design Continuing Education Council (IDCEC).
- Both earn one Health-Safety-Welfare (HSW) Learning Unit for participating **architects** and a 0.1 Health-Safety-Welfare CEU credit for ASID, IDC, IDEC and IIDA **designers**.
- Both are significant American hardwood education/promotional tools, and great ways to get up close and personal with important decision makers.

As you know, "**American Hardwoods and Their Role in Carbon Neutral Design**," is a 45 minute presentation that begins with a look at Hardwoods 101 – What are hardwoods? Where do they grow and how abundant are they? Who owns them? And how do we get them?" It then presents the science surrounding hardwoods; the significant role they play in the environment and finally, as a materials choice, discusses their significant role in sustainable building.

"**Thermally Modified Hardwood and its Role in Architectural Design**," produced by HMA member Atlanta Hardwood Corporation, is a 45 minute presentation explaining how the modified resource differs from other wood products; reviews the physical characteristics and performance features of the material; outlines specification, installation and maintenance procedures; identifies potential applications for this innovative product, and offers information regarding its environmental advantages.

Get on board! Presentations are already scheduled for Baltimore, Pittsburgh, and Louisville. For more information, please call the HMA office, 412.244.0440.

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## **Making the switch to Timber Construction**

Earlier this year, the University of Massachusetts Amherst celebrated the opening of its newly constructed **Design Building**, "the largest, modern **wood** building in the northeastern United States, and one of the first institutional buildings to employ an engineered timber structure."

Designed by architectural firm Leers Weinzapfel Associates, with construction management by Suffolk Construction, both of Boston:

- The 87,000-square-foot Design Building is "constructed with cross-laminated timber (CLT) and glue-laminated columns, and is the most advanced CLT building in the U.S."
- When compared to a traditional, energy-intensive steel and concrete building, the new structure "saves the equivalent of over 2,300 metric tons of carbon."
- Built "around an interior courtyard of exposed timber, and an exterior landscaped courtyard and outdoor classroom, the building houses three academic units - architecture; building and construction technology; and landscape architecture and regional planning, and will foster collaboration across the disciplines."

The milestone structure "reflects the university's commitment to sustainability and innovation in education." **The challenge going forward** is to get more American universities to teach wood as a structural material. For additional project images, visit [www.lwa-architects.com](http://www.lwa-architects.com).

Information source – MassLive.com



University of Massachusetts, Design Building  
Architect: Leers Weinzapfel Associates

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### What to do when the temps get 'hot'

The sky is blue and the sun is shining. Temps are up, and all is right with the world. To keep things that way, follow this advice from the medical experts at the Mayo Clinic.

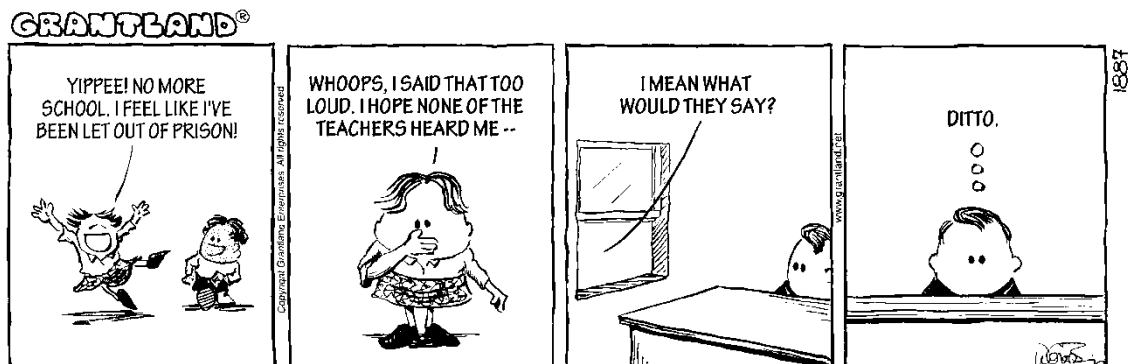
"To prevent dehydration, drink plenty of fluids, and eat foods high in water, such as fruits and vegetables. Letting thirst be your guide is an adequate, daily guideline for most healthy people. Under certain circumstances, you may need to take in more fluids than usual:

**Illness** – Start extra water or an oral rehydration solution at the first signs of illness – don't wait until dehydration occurs. And although they might sound appealing, traditional 'clear fluids' such as ginger ale or other sodas contain too much sugar and too little sodium to replenish lost electrolytes.

**Exercise** – If dehydration occurs when exercising in hot weather, get into a shady area, recline, and start drinking water or a sports drink. In general, it's best to start hydrating the day before strenuous exercise. Before exercising, drink 1 to 3 cups of water. During the activity, replenish fluids at regular intervals, and continue drinking water or other fluids after you are finished.

**Environment** - You need to drink additional water in hot or humid weather to help lower your body temperature, and to replace what you lose through sweating. Indoor air can cause your skin to lose moisture, and altitudes greater than 8,200 feet also can affect how much water your body needs."

Information source: [www.mayoclinic.org](http://www.mayoclinic.org)





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