



January 2013

The *Link*



American Hardwoods
Treasured for Generations™

The Newsletter of the Hardwood Manufacturers Association

New Year – New Look – New Member Logo!



With the New Year comes a 'new look' for the HMA!

Our creative juices have been flowing overtime, and we're pleased to present our new **HMA member logo!** We're excited about the 'new look,' and we're hoping you will be, too.

Bound by a common thread; bright and exciting; similar yet different, it reflects the 'refreshed' HMA of 2013, an Association embracing change and moving forward. And it is indeed available for use in all of your marketing, advertising and promotional materials.

Simply contact the HMA office, (412) 244-0440, so that we may forward the camera-ready artwork to you, your public relations department or your go-to printing service. Plus, the logo is also available for download at www.HMAmembers.org, if that works better for you.

Get on board and begin touting your HMA membership with us. It's exciting!

A hearty **'WELCOME BACK'** to Kretz Lumber Company – Troy Brown, President, Diane Bielen, Vice President and Todd Breitenfeldt, General Manager. Now with a sawmill in Nokomis, Wis., corporate headquarters remain in Antigo, Wis. Visit www.kretzlumber.com for more information.

Headliners in Charleston

HMA's 2013 National Conference and Expo is starting off with a **bang!**

Don Hutson, author, speaker, sales growth specialist and CEO of U.S. Learning, LLC, will take center stage with his presentation entitled "Leadership in Challenging Times." Known for his engaging anecdotes and fast-paced delivery, you'll learn about:

- leadership styles that work best for employee buy-in and maximum performance
- the skill of coaching team members for best results
- developing communications skills in order to connect with different types of people

In this time of tight margins and market contraction, we need for our mills, the office, and all sales people to be functioning at maximum efficiency. Don Hutson's valuable tips on performance improvement will get you there.

Terri Murphy, speaker and CIO of U.S. Learning, LLC will join Don. Her presentation entitled, "4 Easy Communication Strategies to Make More Money and Outsmart the Competition," will show how to build community, deliver a unique service strategy and create raving loyal fans in the process! So be prepared to learn how to:

- spend less and make more by using the power of both traditional and electronic communications
- connect with all four generations more easily using on and offline communication strategies
- connect with more prospects and make more sales

Wow!

Millwork transforms plain into dazzling

“Looking for a simple, inexpensive way to turn an aging family room into a dazzling showcase? Most inspired interior designers will tell you one of the most popular and cost-effective ways to transform plain and uninspiring into sizzling is to adorn with millwork crafted from American hardwoods.

That quote is from a December press release issued by the American Hardwood Information Center. Entitled, “American Hardwood Millwork Transforms an Aging Room into a Dazzling Showcase,” the release offered several creative and cost-effective ways homeowners could refresh their living space by simply adding hardwood moulding and millwork.

Content-based marketing expert, Brandpoint, is distributing the release, guaranteeing placement in top U.S. dailies



Photo courtesy of White River Hardwoods

and online publications. If you'd like to read the release in its entirety, please visit the **American Hardwood Information Center**, www.HardwoodInfo.com, the authoritative resource for consumers and professionals seeking information about American Hardwoods.

Thank you for your generous participation!

Throughout 2012, generous contributions to the American Hardwood Promotion Program have continued and we would be remiss not to thank those of you who have supported HMA's mission, which includes educating building professionals, designers and students about our industry's American Hardwood message.

HMA members' dues, additional contributions from HMA members and contributions from non-member industry friends enable us to continue to proclaim the science-based facts that American Hardwoods are the environmentally superior and preferred material choice for carbon neutral building.

For the period December 1, 2011 through December 15, 2012, thank you to these generous contributors:

HMA Member extra Contributions:

\$15,000 and up

Baillie Lumber Co.

\$2,000 to \$14,999

Anderson-Tully Co.

Cesosimo Lumber Co., Inc.

RAM Forest Products

Up to \$2,000

Beal Lumber Co., Inc.

Bill Hanks Lumber Co.

BWP Hardwoods, Inc.

East Perry Lumber Co.

East Perry Lumber Co.

J. T. Shannon Lumber Co.

Thompson Hardwoods, Inc.

Turn Bull Lumber Co.

Employees of Weaber, Inc.

Non Member Contributions:

\$1,000 to \$5,000

Hardwood Market Report

Penn-York Lumbermen's Club

Swaner Hardwood Co.

Woodus K. Humphrey & Co.

Up to \$1,000

Champlain Hardwoods

Cotton-Hanlon, Inc.

Goods Millwork, LLC

National Hardwood Magazine

Reel Lumber

W. M. Cramer Lumber Company

A Message from HMA's President

I've put 2012 behind me. What about you?

We have a New Year. A fresh start! And 2013 may just be the 'better' year we've all been hoping for, if the early indicators prove to be accurate.

But you're seeing what I'm seeing. The markets are beginning to come alive. Demand for new housing is increasing. The overall housing sector is gradually showing real signs of improvement.

All of that translates to additional demands for hardwood lumber, flooring, cabinetry, and the almost endless variety of hardwood products our industry is famous for. Yes, I'm looking forward to this New Year and the good things it holds in store for all of us.

I'm also looking forward to seeing everyone in March in Charleston.

HMA's National Conference and Expo is our Association's time to be together. Yes, during the course of the year, we all usually cross paths somewhere – at another association event, on the way to a learning session, in passing as we head to an appointment in hopes of making that 'big sale.' But it's almost always on-the-run.

The National Conference and Expo, March 11-13, is time for us, the HMA. The staff has arranged a fabulous line-up of presenters. The Expo will be comprised of some of the industry's best and most valuable suppliers. And perhaps most importantly, it's the coming together of our Association and the opportunity to talk, discuss, agree, disagree, laugh, bond, and learn.

So if you have yet to finalize your plans, I urge you to make attending HMA's National Conference and Expo a priority. Act soon and take advantage of the Early Registration discount that is still available.

Looking forward to being with you.

Remodeling uptick aimed at America's kitchens

A recent survey conducted by Russell Research, on behalf of MasterBrand Cabinets, Inc., revealed that homeowners are "feeling restored confidence about their personal financial situations" and are focusing their remodeling efforts in the kitchen.

The research was conducted mid-year among 417 homeowners who remodeled within the preceding 12 months or who intend to remodel by mid-2013. According to the survey:

The average amount consumers plan to spend is \$14,000, with more than a quarter of the remodeling **budget** being spent on cabinetry. (Good news for the cabinet sector.)

Oak was the most popular wood type, with 30 percent of those polled choosing it over maple and cherry (both at 17 percent) and laminate (15 percent). But there were regional preferences. For respondents hailing from the South, cherry, rather than oak, was the species of choice.

The most popular **stain** was light or natural (42 percent) followed by dark stain (24 percent) and painted cabinets (15 percent). And survey says age clearly matters.

"As homeowners grow older, they gravitate toward light or natural stains in an effort to prolong the value of their home. Dark stain is much more popular among younger remodelers 18-34 (38 percent) compared to those 35-54 or 55+ (both at 22 percent). Light or natural stain was the most



Photo courtesy of Sub-Zero/Wolf

popular for nearly half of those 35-54."

Overall, the most popular kitchen elements identified for replacement were countertops (76 percent), paint or wall coverings (70 percent), cabinetry (67 percent) and flooring (64 percent).

Yet **space and functionality** and style and looks topped the list as to the biggest kitchen problem, issue or challenge needing addressing. Respondents indicated an interest in adjusting the kitchen layout or flow. And nearly 20 percent said they wanted "more space for appliances and storage."

Indeed, home is where the heart is, and as the survey results indicate, the heart of nearly every home is the kitchen. Visit www.masterbrand.com to learn more.

Marketplace – Did you know?

■ Of the 300 worldwide metropolitan areas included in the Brookings Institution report entitled, *Metro Global Monitor 2012*, three U.S. cities – **Dallas, Knoxville, Tenn., and Pittsburgh** – have "bounced back" from the international recession and have been identified as recession-free.

The findings were based on an "analysis of employment numbers and other economic data," and according to the report, an expanding business and financial services sector, "buoyed by growth in the energy industry, helped Pittsburgh and Dallas, while health care, education, government and construction helped Knoxville."

Knoxville Mayor Madeline Rogero credits her city's continued investment in "quality-of-life improvements and says, "More people are working. More people have money to spend in the retail sector." And Knoxville has remained "a place where business wants to be."

In Pittsburgh, Allegheny County Executive Rich Fitzgerald credits the region's diversified economy. "We are in technology, and we are in finance. We are still heavily involved in steel and heavy manufacturing ... life sciences, entertainment, the movie industry."

In addition to the American cities, the report also identified two metropolitan areas in Canada and three in Mexico as recession-free.

The Brookings Institution is a private nonprofit organization devoted to independent research and innovative policy solutions. Visit www.brookings.edu for more.

■ The U.S. economy is growing, albeit modestly, says a recent Federal Reserve report, with most of the Fed's 12 districts showing gains in hiring and consumer spending.

And despite a weakening in manufacturing coupled with the "fiscal cliff" issue and ramifications, the jobs market continues to show strength as employers hire both full and part-time workers. Consumers spent through the December holiday shopping season. And the improving housing market, always a key economic driver, continues its modest turnaround, especially in the market for single-family homes.

Will it continue and for how long? Keep those fingers crossed.

Ramifications of sending false Tweets?

During the trauma of Hurricane Sandy, the campaign manager for a New York City Council Member used Twitter to spread misinformation about the situation in Manhattan, the Governor, highway conditions and more.

The perpetrator has since tweeted an apology for his "irresponsible" and "inaccurate" information, but was this free speech or did he break the law?

Duke University law professor, Stuart Benjamin, says, "This is the modern version



of someone falsely screaming 'Fire!' in a crowded theater."

And New York state, like many others, "prohibits people from falsely reporting an event in certain circumstances. While such laws most often have been used to prosecute conduct such as filing a false police report," some First Amendment experts feel they could also be applied to false tweets.

So, while the experts hash out the law, be a responsible and truthful Tweeter.

Information source: *The Wall Street Journal*

OSHA's "Working Safely with Chain Saws"

Logging is considered one of the most dangerous occupations in the United States. Environmental conditions and the remote and isolated work sites pose potential hazards, as do the equipment and tools required to get the job done.

The Occupational Safety and Health Administration (OSHA) of the U.S. Department of Labor says think safety! The following reminder comes from their informational fact sheet entitled, "Working Safely with Chain Saws." It's worth a look.

"The chain saw is one of the most efficient and productive portable power tools used in the industry. It can also be one of the most dangerous. If you learn to operate it properly and maintain the saw in good working condition, you can avoid injury as well as be more productive."

General Training

Employers are required to assure that their employees are able to safely perform their assigned logging tasks to anticipate and avoid injury. Training requirements include:

- Specific work procedures, practices and requirements of the work site such as recognition, prevention, and control of general safety and health hazards.
- Requirements of the OSHA Logging standard, Bloodborne Pathogens standard, First Aid and CPR training.
- How to safely perform assigned tasks including the specific hazards associated with each task and the practices which will be used to control those hazards.
- How to safely use, operate and maintain tools, machines, and vehicles required to complete assigned tasks.

Chain Saw Training

Before Starting the Saw – Check controls, chain tension, and all bolts and handles to ensure they are functioning properly and adjusted according to the manufacturer's



instructions. Fuel the saw at least 10 feet from sources of ignition and remember that the fuel container must be either metal or plastic, must not exceed a five gallon capacity and must be approved by the Underwriters Laboratory, Factory Mutual (FM), the Department of Transportation (DOT) or other Nationally Recognized Testing Laboratory.

When Using the Saw – Keep hands on the handles and maintain secure footing. Clear the area of obstacles that may interfere with cutting the tree or using the retreat path. Do not cut directly overhead. Shut off or release the throttle prior to retreating. Be sure to shut off or engage the chain brake when carrying the saw more than 50 feet or across hazardous terrain. And be prepared for kickback; use saws that reduce kickback danger (chain brakes, low kickback chains, guide bars, etc.)

Personal Protective Equipment Requirements

Personal protective equipment (PPE) for the head, eyes, ears, face, hands and legs is designed to prevent and/or lessen the severity of injuries to loggers and others using chain saws. To ensure PPE is in serviceable condition, it must be inspected prior to use each work shift and used when hazards make it necessary.

Visit www.osha.gov to learn more. And for a comprehensive list of compliance requirements of OSHA standards or regulations, refer to *Title 29 of the Code of Federal Regulations*.

Additional 'Safety' Tips

What's in your First Aid Kit? Here are some suggestions as to what ought to be.

- Bandages and gauze in a variety of shapes and sizes, plus anti-bacterial spray and/or ointment - and don't forget the hydrocortisone cream.
- Tweezers, scissors and an instant-read thermometer
- Aspirin, Cough drops, cough syrup, a cold reliever/sleep enhancer (like NyQuil) and over-the-counter allergy medication - and be sure to periodically check expiration dates.
- A first-aid guide or pamphlet and a laminated list of phone numbers, addresses and even a map complete with directions to your family doctor and the closest emergency room
- Rubbing alcohol, a cold pack, gloves, eye protection, a mouth guard (in case you need to perform CPR)

And speaking of CPR, consider getting certified – many community centers offer classes. Or contact the Red Cross in your area. You just may save a life.

Now for a look into your **Emergency Road Kit**. Brad Bergholdt, an automotive technology instructor in San Jose, Calif., offers the following, just in case you're ever stranded on a dark and lonely highway.

Basics – road flares, battery jumper cables, tire pressure gauge, aerosol tire inflator/sealer, radiator stop leak seal, first aid kit, flash light and extra batteries, quart each of motor oil and transmission fluid, duct or electrical tape, zippo lighter, tire chains, \$10 in quarters plus a 10-dollar bill

Survival Items – 'Need Help' sign, gallon of water (can also be used as engine coolant), granola bars, ponchos, space or foil blankets, signal mirror, orange smoke flare

Small Stuff – paper and pencil, paper towels, bag to carry supplies, gloves, zip ties, hand sanitizer/alcohol wipes, whistle, scissors

If space will allow – sheet rock screws to plug tire holes, small role of baling wire, tarp or towel to lay on when making repairs, standard and Phillips screwdrivers, slip-joint and vise-grip pliers, leatherman or similar multi-tool, spare fan or serpentine belt, assorted fuses specific to your car

Whew! But better prepared than sorry.

Hardwood Federation Update

The Year That Was + Looking Ahead to 2013

by Dana Lee Cole

Hardwood Federation Executive Director

As we begin 2013, know that the Hardwood Federation (HF) stands ready to be your voice in Washington, working with you on behalf of the nation's hardwood businesses. But since 2012 was such an exciting year, indulge us for a few moments as we recap 'the year that was.'

January was busy as we followed up on our significant green building victories with continued pressure and informational meetings with officials at the Department of Defense and the Agriculture Department to ask for their support in securing a place for American wood products in future government procurement and construction projects.

During **February's** Board meeting, HF members heard from and made presentations to House Small Business Committee Chairman Sam Graves (R-MO) and Democratic National Committee Chairwoman Debbie Wasserman-Schultz (D-FL). Additionally, HF reps met with high-ranking officials at the Department of Agriculture and the White House's Council on Environmental Quality to discuss key regulatory issues affecting our industry.

Much of 2012 was spent defending **The Lacey Act** which came under heavy fire from some ill-informed Members of Congress. We were successful in stalling two bills, which threatened to undo much of the Act we fought so hard to update in recent years, as well as the lawsuit and public relations circus that helped drive these efforts – Gibson

Guitar versus the Justice Department. (However, too many lawmakers returning to Congress still do not understand the true nature of the Lacey Act and the impact illegal logging has on our industry and U.S. jobs – so we remain vigilant.)

It was against the backdrop of this public fight in Congress that the Hardwood Federation's long-time Executive Director, Deb Hawkinson, left for a new opportunity. But her shoes were filled by the very capable Dana Lee Cole. In **September**, Dana and HF conducted a very successful Fly-in, as nearly 40 HF representatives 'talked hardwood' at more than 50 meetings with key Members of Congress, Committee staff, and representatives of the Obama Administration.

Shortly after that, our country went to the polls, testing the judgment of the Hardwood Federation Political Action Committee (HFPAC). We happily report that of the 79 HFPAC-supported candidates on the ballot, 72 won – a 91 percent victory rate!

HF ended 2012 with a vibrant **strategic planning session**. Many excellent ideas emerged and you'll be reading about them in the coming months. Until then, know that the Hardwood Federation will continue to serve as your united voice in Washington, looking out for your interests regarding green building, tax, regulatory, and competitiveness issues.

As always, thank you for your continued support and I look forward to being with you in Charleston.

For more information on the Hardwood Federation, or to get involved in the HFPAC, please contact Cary Moon at cary.moon@hardwoodfederation.com.

Living off the grid

And in the Laurel Mountains of Western Pennsylvania, no less!

Tucked away in Ligonier Township, Westmoreland County, you'll find Ted and Kathy Carns living a life of zero waste, astonishing inventiveness and self-reliant living. There they reuse, recycle and live without reliance on public utilities. (Their only routine expenses are health insurance, cell phone service and of course, taxes.) And in their book, "Off On Our Own: Living Off-Grid in Comfortable Independence," they happily share tips on how to reduce waste and lessen their carbon footprint.

"I don't like to be pigeonholed as an environmentalist," Carns says. "I do this for my own conscience." And here's what they do.

They use seven alternative power sources: a wind turbine, six 75-watt solar panels, a stationary bike connected to a 12-volt battery, wood smoke, biodiesel fuel, ethanol and thermo-electric power.

As vegetarians, they grow the food they eat; can the food from their garden; make their own vinegar and spices. (Yes, they occasionally visit the grocery and area restaurants.) And without a doubt, their key to self-sufficiency is **waste not, want not**.

A wood chipper is used to break apart plastic foam packing material, food trays and coffee cups and used as insulation. Other garbage, like paper, is taken to a local recycling center or used in one of their many compost piles.

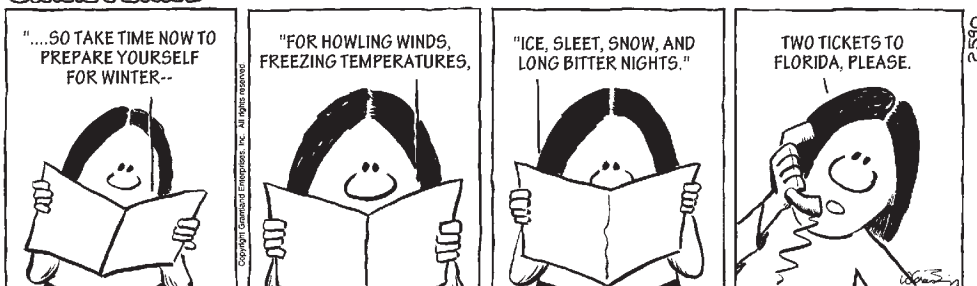
Their running water comes from faucets fed by a gravity-driven series of cisterns. A clothes washer and a one-gallon Swedish flush toilet are connected to a methane digester for power. And a gray water treatment system recycles water from showers, dishes and laundry through 11 underground filters, then directs the water to the vegetable garden and compost piles.

Kathy Carns is employed as a social service director, but hubby Ted works full time developing new inventions and power sources – which he eventually builds himself – for their unique home and multi-acre property.

Visit www.thestonecamp.com for a more in-depth look at their off-the-grid lifestyle.

JUST FOR LAUGHS

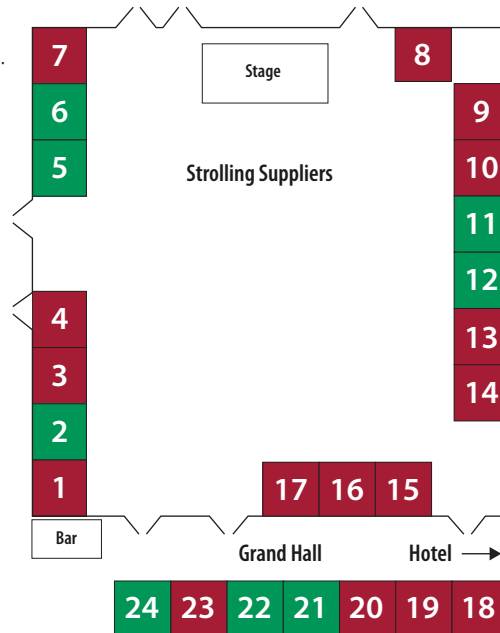
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Exhibitors in Charleston

To date, these companies will be exhibiting at the HMA National Conference & Expo, March 11-13:

- 1 Pennsylvania Lumbermens Mutual Ins. Co.
- 3 Nicholson Manufacturing Ltd.
- 4 ISK Biocides, Inc.
- 7 Wood-Mizer Products, Inc.
- 8 U*C Coatings Corporation
- 9 USNR
- 10 USNR
- 13 Industrial Vision Systems, Inc.
- 14 Diacon Technologies, Inc.
- 15 C.S. Industries, LLC
- 16 Lonza Wood Protection
- 17 SII Dry Kilns
- 18 McDonough Manufacturing Co.
- 19 Taylor Machine Works, Inc.
- 20 TS Manufacturing Co.
- 23 Automation & Electronics USA, LLC



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