



August 2015



### Heads Up, Dayton! HMA is heading your way!

Plans have been finalized for HMA's Central Regional Meeting. We'll be in and around Dayton, Ohio, October 21-22, and here's a 'snapshot' of where we'll be touring.

Family-run for over a century and specializing in the manufacture of quartersawn white and red oak, cherry, hickory, hard maple, walnut and poplar, HMA member **Frank Miller Lumber Company, Inc.** is one of the world's largest quartersawn hardwood lumber suppliers and producers. This time around, we'll be touring their Union City, Indiana sawmill location. They also have a kiln operation and concentration yard in Salem, Indiana.

[www.frankmiller.com](http://www.frankmiller.com)

Known worldwide as a leading producer of fine walnut lumber, since 1875, **Hartzell Hardwoods** has been an industry leader in innovation and diversification. They "pioneered the steaming of walnut to turn its white sapwood into a walnut color." And they were the "first to develop a dual matic grade sawmill enabling two circle saws, side-by-side, to manufacture two boards simultaneously." HMA will be touring their Piqua, Ohio location.

[www.hartzellhardwoods.com](http://www.hartzellhardwoods.com)

Ah, the smell of white oak - the species of choice for barrels manufactured for the aging of wine, scotch and bourbon. Bourbon's secret is in its charred, white oak barrels, and HMA will see how it's all done as we tour the Jackson, Ohio facility of **Brown-Forman Cooperage**. FYI - Did you know that Brown-Forman is the only major distiller that manufactures its own barrels? [www.brown-forman.com](http://www.brown-forman.com)

For nearly 80 years, the lumbermen at **Superior Hardwoods of Ohio** have dedicated themselves to "understanding Ohio's natural history and forest resources." Now with five locations, the company manufactures and processes over 50 million board feet annually. HMA will be touring the Wellston, Ohio facility. [www.shlumber.com](http://www.shlumber.com)

Established in 1990 and based on No Name Road in Piketon, Ohio, **Ohio Valley Veneer, Inc.** "produces hardwood lumber; supplies wood chips to various sectors of industry,

including paper mills and biomass companies; and operates a hardwood sawmill in West Africa to export lumber and logs to the international market." [www.ohiovalleyveneer.com](http://www.ohiovalleyveneer.com)

Plan to be part of this industry event. Visit [www.HMAmembers.org](http://www.HMAmembers.org) for meeting Registration and more.

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### Planning ahead – National Conference Dates & Locations

Because time is such a precious commodity for us all, HMA thought it prudent to provide the dates and locations for the next several National Conference and Expo events. We ask that you note your calendars.

#### 2016 National Conference & Expo, March 9 – 11, Fort Worth, Texas

**The Worthington Renaissance** in historic Sundance Square is Fort Worth's original AAA Four-Diamond luxury hotel. Located in the heart of Downtown and minutes from the Museum District, the Fort Worth Stockyards and Cowboys Stadium, the hotel offers modern convenience with a touch of Western elegance.

#### 2017 National Conference & Expo, March 22 – 24, Charleston, South Carolina

In the heart of historic Charleston on Marion Square is the award-winning **Francis Marion Hotel**. Sophisticated and meticulously restored, this grand lady of the South "combines 1920's style and grace with 21<sup>st</sup> Century comfort and convenience."

#### 2018 National Conference & Expo, March 21 – 23, Greenville, South Carolina

**The Hyatt Regency**, located on NOMA Square in downtown Greenville, boasts a dynamic mix of urban luxury and Southern style. This award-winning resort, just steps away from unique retailers, restaurants, beautiful art galleries and more, offers elegant spaces, sleek décor and unprecedented service.

Planning is everything, especially when your businesses have you traveling across the globe on a regular basis. Mark your calendars, please.



Worthington Renaissance



Francis Marion Hotel



Hyatt Regency

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### Cross country "pickup" for American Hardwood news release

"If you're looking to upgrade your home's exterior, include American hardwoods in the mix. New, environmentally friendly treatment methods now make hardwood an excellent and great looking material choice for outdoor living spaces."

That's the intro paragraph of the American Hardwood Information Center's latest news release on **thermally modified hardwood** and its use in outdoor applications. The release's online pick-up was practically immediate, and we just had to let you know how so!

- On the afternoon of July 6, "**New Ideas, Natural Looks - American Hardwoods Present Endless Possibilities**," was put "on the wire" by our preferred, content-based marketer, Brandpoint.
- By 8 a.m. the next morning, 466 online news services were featuring the story in their various home improvement sections.

- **Which publications were running the story?** Very impressive ones like the *Chicago Tribune*, *Orlando Sentinel*, *San Francisco Gate*, *Houston Chronicle*, and the *LA Times*, which touts an online readership of 11.5 million.

It's an exciting promotional effort. In less than one month, the release has attained 1100 online placements, with a potential audience of 61 million. Yes, the ROI is significant, but more importantly, our great information is out there, at the fingertips of specifiers and consumers of all levels.

Be sure to visit [www.HardwoodInfo.com](http://www.HardwoodInfo.com) for the entire release and a look at some really great images. And special thanks to HMA members **Atlantic Hardwood Corporation**, **Frank Miller Lumber Company, Inc.**, and **Northland Forest Products, Inc.** - our thermal modification experts and information sources for the release's content.

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## More than just talk

*By Linda Jovanovich*

*HMA Executive Vice President*

Some months are just more challenging than others! And it's been one of those months! Do you remember the Broadway musical, ***Stop the World – I Want to Get Off?*** (I'm really dating myself, I know!) It chronicled the ups and downs in the life of the show's hero, Littlechap, who would shout, "stop the world," whenever he wanted to gain control of his tumultuous life and the changing world around him. I can identify with Littlechap's desire for order and a renewed sense of normalcy. I think many of us can.

For too long, our industry has been challenged by a changing world. And despite the 'media spin' and the 'hyped' economic information being spewed ad nauseam, the curveballs keep coming, with no relief in sight. Seems our world will just continue its evolution, no matter how loud we shout. What's to be done?

All of you who have successfully navigated your businesses through the last economic recession are proof positive that, as HMA President Skipper Beal always says, "**Lumbermen are a resilient bunch!**" You've blasted those curveballs out of the park. And you've opened your arms wide and embraced change, rather than fight it.

Let's keep that momentum going. Let's continue to share information and work together to maintain and grow our industry. HMA can assist with that. Our member benefits are designed specifically for that. Our Millennial Council is in place to accomplish that. And all of you are the grease that will keep this well-oiled, HMA machine working to accomplish all of that.

HMA is here for you. Keep me in the information loop and I'll continue to work to provide the level of member benefits you have come to expect. Clearly, we can't stop the world from changing, but we can work together to maintain and grow our industry.

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## The next time you phone the HMA office ...

You'll most likely be speaking with the "new kid on the block." Yes, HMA's staff now includes **Janet Lowe**, our Association Executive Coordinator. And the best way for her to meet and learn about our many great members is to speak with you on the telephone.

Not to worry. Linda and Darleen will be waiting in the wings to provide guidance, information and support, until Janet is up-to-speed. But that shouldn't take very long. She brings to the HMA 10+ years of professional experience. And by the time October rolls around, and she meets many of you at the Central Regional Meeting in Dayton, she'll be a pro.

So what's changing and why a new face at the HMA? Tune in next month for all of the details.

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## Need-to-Know Info on staying Healthy

### Chrono what?

Next time you meet up with your PCP, ask about your circadian rhythm or body clock. It's "the 24-hour cycle that tells our bodies when to sleep, and regulates many other physiological processes." **Chronobiology** is the study of this internal timing device and research is suggesting that health problems can be more life threatening at certain times of the day because of disruptions to our circadian rhythm.

Study findings from the American Association for Medical Chronobiology and Chronotherapeutics indicate that:

- Cardiovascular episodes and strokes occur more often in the **morning** hours, 6 a.m.- Noon, when blood platelets are more likely to clot because of protein changes.
- Fevers are more frequent in the **afternoon**. That's typically when our body temps peak.
- In the **evening**, blood pressures are highest around 9 p.m. Asthma episodes flare because airway irritation increases. Heartburn occurs due to increased stomach acid production.

The research findings also suggest that medications taken in sync with our body's circadian cycle will produce better results - statins taken at bedtime to lower bad cholesterol in the early morning hours; aspirin in the evening to lessen morning clotting. Seems that timing is everything!

Visit [www.aamcc.net](http://www.aamcc.net) to learn more about our body's internal clock.

### Taking an alternative approach

Don't balk if and when your doctor suggests herbal treatments to relieve joint pain, indigestion or nausea. Nontraditional therapies are moving into the mainstream and highly recognized medical institutions, like the Cleveland Clinic, have been paving the way.

At the **Chinese Herbal Therapy Clinic**, part of the Center for Integrative Medicine at Cleveland Clinic, herbalists are evaluating more and more patients, referred by neurologists, oncologists, rheumatologists, gastroenterologists, and other medical professionals who feel adding herbal therapy to existing treatment regimens will provide improved results.

Herbs are typically combined into capsules, powders, even tea, and familiar ingredients found in common herbal remedies include:

- **Ginger**, Sheng Jiang, to relieve inflammation, aid digestion and lessen nausea
- **Licorice root**, Gan Cao, to reduce inflammation, help digestion issues and stop chronic coughs
- **Ginseng root**, Ren Shen, to "help regulate the immune system and boost metabolism."

Visit [www.my.clevelandclinic.org](http://www.my.clevelandclinic.org) to learn more.

### The risks of Over-the-Counter Meds

Summer cold taking its toll? Choose those over-the-counter remedies carefully. "Hidden Hazards of Cold Medicines," an article in the *AARP Bulletin*, cautions that non-prescription drugs, taken in the wrong combination, can cause problems. Here's what we need to know.

**Antihistamines**, short or long acting, can bring welcome relief to a runny, itchy nose, but they often cause drowsiness, and also can “impair coordination, slow reaction time and impact judgment.” Before using them, consult your PCP, especially if you have glaucoma, breathing problems, high blood pressure or heart disease.

**Decongestants** relieve nasal congestion but can interfere with “the effectiveness of prescription medications” controlling blood pressure, and can also cause unusual nervousness, shortness of breath and slow heartbeat. “If you have a heart condition, high blood pressure, diabetes, glaucoma or an overactive thyroid, talk with your doctor before using a decongestant.”

“If you use **acetaminophen** (Tylenol) to ease arthritis pain, pop an acetaminophen tablet to quell a headache and add a combination cold medication for sniffles, you’ve gone well over the maximum safe daily dose of 3,000 to 4,000 milligrams of this common pain reliever.” Caution! Acetaminophen toxicity – nausea, vomiting, loss of appetite and stomach pain – can lead to severe liver damage. Many meds contain acetaminophen, so read labels, take the lowest dosage, follow the recommended timing, and no ‘drinking.’

“**Ibuprofen** is a nonsteroidal anti-inflammatory drug (NSAID) that effectively relieves body aches, headaches and fever.” However, long-term use can cause stomach ulcers and kidney damage. Avoid alcohol, if taking ibuprofen regularly, and consult your PCP if you experience bowel changes, difficulty walking or problems with vision or speech. Caution! People allergic to aspirin should not take ibuprofen.

To read the entire article, visit [www.aarp.org](http://www.aarp.org).

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## Hardwood Federation prepares to “storm” Capitol Hill

*By Dana Lee Cole*

*Hardwood Federation Executive Director*

The annual **Fall Fly-In** of the Hardwood Federation (HF) will take place September 8-10 in Washington, and it is the Federation’s biggest, most anticipated and most important event of the year. **Our goal:** to have you, hardwood industry leaders, meet with Representatives, Senators and Congressional staffers in order to provide personal and professional perspectives regarding issues critically affecting the industry and impacting your businesses.

In preparation, HF has been monitoring the issues and crafting the talking points on our industry’s top areas of concern. It’s anticipated HR 2647, the Resilient Federal Forest Act, which will most likely be through the House and on to the Senate in early September, will be a talking point. It’s likely that we’ll also be discussing how rules governing the preservation of the Northern Long Eared Bat should be administered to limit impacts on harvest schedules.

In addition to addressing top-of-the-hour issues, you’ll be encouraged to share information about your businesses, your employees, your struggles and triumphs, and how Federal policies affect your business management. Hearing directly from **you** resonates loud and clear, and informs the policy debates on issues significant to our industry, like - access to fiber so that our mills can continue to operate; bioenergy issues, promoting and keeping open end markets for our products, and much more.

Please know, the Hardwood Federation staff is proud to represent the industry in Washington, and over the years we’ve built excellent relationships with key Congressional members who look to us for advice and counsel on issues of importance to the Hardwood industry. **But** ... when members hear from you, their **constituents** and the employers and community leaders in their districts, our hardwood industry message takes on special significance and importance.



I know that participating in the Fly-In is a resource and time commitment. But I also know that it is a commitment that will positively impact your bottom line. **I hope you will join us in Washington.**

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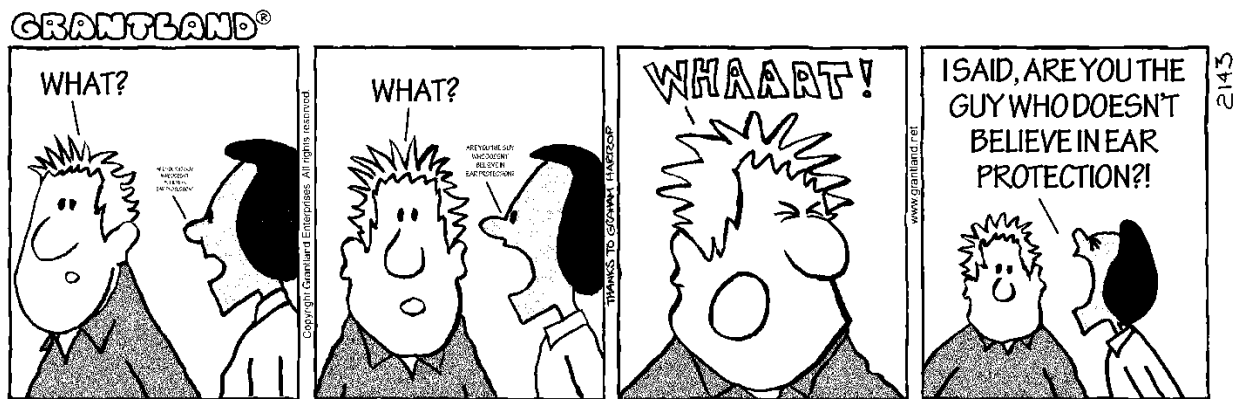
### Fly-In hotel deadline is August 4th

The special room rate at the Grand Hyatt Washington, the host hotel for the September 8-10 Fly-In, will end on August 4, so if you have yet to finalize your plans to participate in this important industry event, the clock is ticking.

Hotel accommodations and Fly-In registration can be completed **here**. Questions and information requests can be directed to [dana.cole@hardwoodfederation.com](mailto:dana.cole@hardwoodfederation.com) or (202) 463-2705.

Remember, last year more than 50 industry leaders conducted over 100 meetings on Capitol Hill, making Fly-In 2014 one of the most successful in Hardwood Federation history. **Fly-in 2015 can be even better.** It all begins with YOU. All industry stakeholders are urged to attend.

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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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