



August 2016

Northeast Regional to convene in New York

HMA members and industry associates will soon be gathering in Binghamton, New York for HMA's 2016 **Northeast Regional Meeting**. Time is of the essence, so get cracking and finalize your plans today.

DoubleTree by Hilton, 225 Water Street, Binghamton, New York 13901, will serve as our base of operation. **Reservations** can be made by calling **607.722.7575**. Be sure to request the **group rate of \$134** for the **Hardwood Manufacturers Association Fall Regional Meeting**. The special, discounted room rate ends **September 26**, so don't delay. (And yes, the hotel offers a complimentary shuttle from the Binghamton Airport. Call 607.722.7575 upon arrival.)

Sign on as a meeting Sponsor and HMA will spotlight your extra effort.

- At the \$1000 **Gold** Sponsorship level – which includes one complimentary Registration - your company could help host Wednesday's Cocktail Reception, help provide bus transportation to the Wednesday tour sites, or help host Wednesday's lunch.
- At the \$500 **Silver** level, sponsorship opportunities include hosting Bus Refreshments or the bus for Thursday's tour.
- Call the HMA office, 412.244.0440, to learn more.

Last of all, don't forget to register to attend this signature event. Online **registration** for HMA members and 2016 National Conference Sponsors and Exhibitors is up and running at www.HMAMembers.org. Check it out.

Meeting tour sites have been finalized

HMA's **Northeast Regional Meeting** is heading to the Empire State, **October 19-20**, and we hope you are planning to participate. Here's an overview of the agenda and a brief look at the South Central New York companies that will be opening their doors to us.

Wednesday, October 19

Hold on to your hats! For ease of access and safety matters, the Wednesday morning tour sites will be visited in a 'Round Robin' method. Not to worry. We'll all be together by the time lunch rolls around. But throughout the course of the morning, we'll be visiting:

- **Greene Lumber Company in Davenport, New York** - has a great story to tell. After being forced to close as a result of the economic recession, the company has successfully rebounded. Manager Jeff Lisk and crew are anxiously preparing for our visit.
- **Unalam Company, Sidney, New York** – Their mantra is "innovations in wood," and they've been manufacturing custom glulam wood products for the building

industry since 1963. Get ready for an in-depth look at this lucrative business and its unlimited possibilities.

After lunch and before heading back to Binghamton for the evening reception and several hours of networking and good food, we'll tour **Wagner Lumber – Nineveh**. The facility is the former Pomeroy Lumber Company, and has been part of the Wagner expansion since 2007.

Thursday, October 20

Following breakfast on Thursday, we'll head west to Owego, New York, for a close-up look at yet another facility of the Wagner Group of Companies, **Wagner Lumber**. The operation is actually two sawmills under one roof, and could easily be the poster-child for resiliency, determination and perseverance. You'll soon see what we mean.

For all of the meeting details, please visit www.HMAmembers.org. And don't forget your hardhat.

Are you taking advantage of this member benefit?

Several months ago, HMA announced its collaboration with the economic experts at New Hampshire-based, **ITR Economics®**. In case the email communique 'got lost in the shuffle,' here is a reminder of what is being made available.

- Each month, an ITR economist will present and discuss a particular economic issue or topic.
- The sessions typically last 45 minutes to one hour, and include time for Q&A.
- HMA members registering for the webinar(s) will receive an "**association discount**."

ITR's next webinar will be conducted in mid-August. As soon as HMA receives the specifics – topic, registration portal, etc. - we'll forward all information, along with the **HMA discount code**, to each HMA Main Member Contact. Please share it with the members of your staff, so they might tune-in and take advantage of this HMA-ITR collaboration. For questions, please call the HMA office, 412.244.0440.

More than just talk

*By Linda Jovanovich
HMA Executive Vice President*

A *Wall Street Journal* article about modern day marketing recently got my attention. It was written by Susan Credle, chief creative officer of global marketing communications services company, FCB (Foote, Cone, Belding). FCB is huge. Susan Credle's credentials are super impressive. So I wanted to know what she had to say. The article's title, "In Era of Big Data, Storytelling Matters More Than Ever," tells the whole story. If you're wondering what this has to do with HMA, here goes.

I hope you remember... Two months ago, in this very spot, I reported that HMA's **American Hardwood Information Center**, www.HardwoodInfo.com, would soon be issuing a news release addressing the **Fact vs Fiction** surrounding products made from American hardwoods; that we were taking a slightly different approach to our hardwood message, and that the release's content would simply convey the truth of how and why American hardwood products, made in the U.S., were **safe**.

I also said, and I'll quote myself, "**It's my opinion that this release will be the litmus test as to whether or not the American consumer really wants the facts, or if lip service and material bashing are more to their liking.**" I also promised to keep you posted on the release's pick-up. And I'm keeping that promise.

My concerns regarding the interests of the American consumer were unfounded, at least this time around. I'm thrilled to report that the response to our 'storytelling' release has been fantastic and has certainly validated my marketing efforts.

For the stats surrounding the release, please read the article that follows this one. And then I encourage you to visit www.HardwoodInfo.com to read our hardwood story. It's an incredible one.

Successfully telling our hardwood story

"As home improvement projects take center stage, the search is on for products that will enhance, rather than jeopardize the health and well-being of our families and loved ones. Products made from American hardwoods have been the natural choice for healthy home and work environments for generations. Today is no different."

That's the intro paragraph of the American Hardwood Information Center's latest news release. The release's pickup, both online and in print, has been phenomenal. And we had to shout about it.

- On the afternoon of June 16, "**Separating fact from fiction, A closer look at American hardwoods**," was put "on the wire" by our preferred, content-based marketer, Brandpoint.
- By the next morning, **820** online placements, with a corresponding audience reach of nearly 60 million, were featuring the story.
- Press time stats are now **1,107** placements, with an audience of nearly 82.5 million.

Our ROI to date is 72 to one. WOW! And more importantly, our hardwood story is out there, at the fingertips of specifiers and consumers of all levels.

Be sure to visit www.HardwoodInfo.com for the entire release.

Promoting American Hardwoods in different ways

The American Hardwoods Collection, a sample kit of 20 of the most used hardwood species, will soon be available for distribution to the specifying community and to HMA member companies. An excellent way to promote solid American Hardwoods, the sample kit will also contain:

- a clear, light, medium and dark **stain simulator** - to help visualize stain combinations of flooring, cabinetry, moulding and furniture co-existing in a single design space
- **The American Hardwoods Collection Brochure**—detailed information about the sustainability of American Hardwoods and their use in green design and building, and in-depth profiles of the 20 species included in the kit - including working properties, physical properties, availability, workability, strength and mechanical properties

Looking to help 'set the record straight' regarding the environmental preference of American Hardwoods as a building and design material? "**American Hardwoods and Their Role in Carbon Neutral Design**," HMA's AIA/IDCEC approved Continuing Education program, is available for presentation to architects and designers wanting to learn more about American Hardwoods.

The 45 minute presentation earns 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 participants. To discuss scheduling a Lunch & Learn session in your part of the country, please call the HMA office at 412.244.0440.

Eating-Sleeping-Stretching 'Healthy Living' Tidbits

Everyone knows that the foods we eat are important to achieving and maintaining good health. But did you know that 'when' we eat those foods – the timing of our meals – can "impact everything from weight loss to insomnia?" In a recent article for the *AARP Bulletin*, health writer Jodi Helmer shared five interesting tidbits regarding "**what to eat and when to eat it.**"

- **In the Morning** – "Maintaining steady blood sugar levels all day is crucial to avoiding energy slumps. Sweet foods – muffins or sugary cereals – may provide a quick energy spike, but the following drop in blood sugar leaves you feeling wiped out. For more energy, have a protein-packed breakfast." (How about a cheese, tofu, spinach omelet?)
- **After a Workout** – "Refuel with a carb-protein combo snack. Carbohydrates help boost flagging energy levels, while protein builds muscle mass. Aim for a recovery snack with 30 grams of protein." (Maybe a protein shake or a grilled chicken, whole wheat tortilla wrap?)
- **At Noontime** – "Eating the biggest meal earlier in the day may help with weight loss. So load up at lunchtime. The body burns twice as many calories after an earlier meal than a later one." (How does whole grain pasta and roasted tomatoes, basil, parsley and pine nuts sound?)
- **A Mid-day Snack** – "For an afternoon brain boost, grab a handful of nuts to help boost memory and curb hunger." They're also "good for heart health and can help with weight loss, as well." (25 pistachios, packed with protein and potassium, will do just fine.)
- **The Day's final Meal** – "Fiber at dinner can lead to sounder sleep." So go heavier on the fiber, lighter on the sugars and saturated fat, and keep that refrigerator door closed. Night time snacking often "signals to the body that it's time to be awake and active." (For dinner, give broiled salmon, quinoa, roasted cauliflower, and an arugula tossed salad a try.)

Tick-Tock, Tick-Tock

If you suffer with **middle-of-the-night insomnia**, you're not alone. Thirty percent of American adults struggle with the problem. Experts from the University of Pennsylvania and the School of Medicine at the University of Pittsburgh suggest that perhaps what you're doing in the wee hours of the night, "may be making the problem worse." So, for those who wake up and cannot get back to sleep:

"Don't lie in bed tossing and turning. If you are wide awake, get up. Do something sedate like Sudoku or knitting. Avoid the computer and smartphone. If you do watch television, wear sunglasses. That will tone down the light and make it less likely to mess up your circadian system."

Keep the bedroom dark. "Use blackout curtains. If you do wake up to use the bathroom, don't throw on the overheard lights. Use a night light, instead. And don't eat. Snacking in the middle of the night can condition you to keep doing it on subsequent nights. It can lead to weight gain, too."

Most of all, if you've had a restless night, "don't sleep-in in the morning. Don't nap and don't go to bed early the next night. Doing any of those things will disrupt your sleep timing and can lead to more chronic insomnia."

My 'aching' back

If an extended road trip or everyday work requirements have you sitting for long periods of time, Dr. Tony Delitto, professor of physical therapy and dean of the School of Health and Rehabilitation at the University of Pittsburgh, offers these 'tidbits' to relieve the aches and pains caused by prolonged sitting.

- Whether on the road or at your desk, force better posture and improve the quality of sitting time by using a lumbar support or towel roll in your car seat and by adjusting your workspace, computer, mouse, monitor, etc.
- Standing and stretching are the best ways to reduce low-back pain. Every hour or two, stand, and with your hands on your hips, bend backward and hold the stretch for three seconds. Repeat five times. **Caution:** This stretching exercise is **NOT** recommended for those suffering with stenosis - narrowing of the spinal column!
- "Raising hands above the head, clasping one hand to the opposite wrist and stretching upward realigns the spine." And it feels oh so good.

Information source: *The Wall Street Journal*

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Summer in D.C. has the reputation of being hot and steamy. And **Summer 2016** is no exception! The extreme summer heat...and the fast approaching November election...have driven both Houses of Congress home to their districts. During the extended break, the members are hoping to capitalize on the highly contested Presidential election to either maintain and grow majorities, or to pick up seats and regain control of leadership.

The Hardwood Federation (HF) however, is not in recess. We're working on a number of issues that are likely to surface in early September when Congressional Members return for a four week working session, before recessing again for last minute campaign pushes.

Predicting legislative action is not the most precise of sciences, but we can make an educated assumption that the following issues will see some debate in September, or in the Lame Duck session that will take place after ballots are cast on November 8th. (These will also most likely to be the issues covered during our Fly-In to Capitol Hill, September 20-22.)

Biomass

Both the Senate and House appropriations bills for the U.S. Department of the Interior include favorable language regarding how biomass should be recognized by federal agencies and departments. The Senate has passed its bill, and its language is particularly strong, effectively recognizing the carbon neutrality of forest biomass. While we await action in the House, it is our hope that before the end of the year, negotiations between House and Senate leadership will produce a bill that can be signed by the President.

HF Action - We will be working our contacts within both Chambers, emphasizing the critical need in our sector for certainty about how carbon emissions from biomass combustion will be treated in any clean air policy going forward.

Federal Forest Management

There are multiple bills and draft bills floating around that attempt to address the dual issues of **funding for wildfire suppression efforts** by the U.S. Forest Service and **improving the management of our federal forest system**.

- Our primary goal is to increase timber thinning and harvesting which will both promote forest health and provide needed fiber and raw materials to the industry, particularly to those industry members operating close to a national forest.
- To date, the hardwood forest products industry has played a critical role in bringing attention to this issue, particularly as it relates to forests in the middle and eastern portions of the country, where the bulk of our mills are located. Too often, federal forest reform is framed as a “Western” issue because of out-of-control wildfires. But insects and disease are wreaking equal havoc on our overstocked and undermanaged eastern forests.
- The need for federal legislation addressing federal forests throughout the entire country is real, and the time for Congress to act is now. Our best hope for significant action this year is once again a year-end deal as part of the appropriations process.

HF Action - We are working toward an outcome where Congress cherry picks the most promising aspects of the documents now circulating, and combines these provisions into a single proposal that can be shoe-horned into an FY 2017 spending deal.

Export Promotion

As always, we will be keeping a close watch for efforts to cut back funding for the U.S. Department of Agriculture’s (USDA) Market Access Program (MAP) and Foreign Markets Development Program (FMD). Since its creation in 1985, **MAP** has proven to be highly successful in helping to boost U.S. agricultural exports, protecting and creating American jobs, and increasing farm income. Over this period, U.S. agricultural exports have increased by over 400 percent. And today, over 1.1 million Americans have jobs that depend on these exports. According to USDA, each \$1 billion in agricultural exports supports approximately 8,400 U.S. jobs. Throughout our country, thousands of small-to-medium sized enterprises, including family farms, depend on MAP for export markets.

Other HF Action Items

We will continue to be vigilant regarding potential changes to current policies and implementation processes related to the **Northern Long Eared Bat** and **tax reform proposals** which could negatively impact the hardwood industry. Potential regulatory reform efforts at the agency level are also something to be aware of. Too often, changes that can have significant impact on business have been known to be dropped with little warning, and even less comment time.

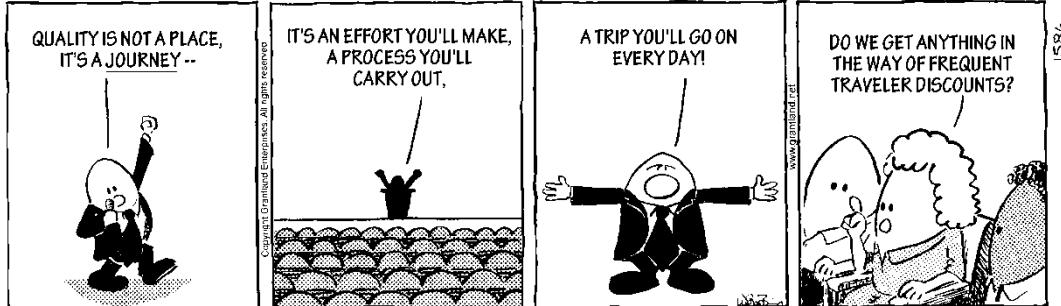
Until we meet at the Fly-In, September 20-22, enjoy the rest of your summer and as always, do not hesitate to contact me with questions about the Hardwood Federation. You’ll find me at dana.cole@hardwoodfederation.com or (202) 463-2705.

Fly-In hotel deadline is fast approaching

Planning to join up with the Hardwood Federation, **September 20-22**, for the annual **Fly-In** to Washington, D.C.? Don’t miss this opportunity to meet with your members of Congress; discuss the important federal issues that impact you and your businesses, plus network with Hardwood industry peers from around the country!

Simply register online at: [HF Fly-In 2016](#). From that registration portal, you’ll be able to link directly to the Hyatt Regency Washington - the Federation’s host hotel located on Capitol Hill - to make room reservations. Act soon. The ‘special’ room rate ends on **August 15**.

Should you have questions regarding any aspect of the event, contact either Dana Lee Cole, dana.cole@hardwoodfederation.com, or Cary Moon, cary.moon@hardwoodfederation.com. And remember, the Welcome Reception on Tuesday evening, September 20, is being co-hosted by HMA’s Millennial Council. 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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