

# The Link



The Newsletter of the Hardwood Manufacturers Association

## Heeding the call and coming together

It's just about that time – HMA's Northeast Regional Meeting, September 18-19, in Manchester, New Hampshire. Much has been planned – Board of Directors Meeting, facility tours of three HMA member companies, plenty of networking opportunities, even a mini-confab session with industry consultant, Joe Denig. Many HMA members and industry friends are heeding the call. How about you?

Participants will be gathering at the Best Western Plus Executive Court Inn and Conference Center, 13500 South Willow Street, Manchester, our base of operations. And if you are flying in/out of the Manchester-Boston Regional Airport (MHT), the hotel offers a complimentary shuttle. Simply call them, 1(603) 627-2525, to make arrangements.

Remember, **it's a meeting of the members, by the members, for the members.** So finalize your meeting registration at [www.HMAmembers.org](http://www.HMAmembers.org) in order to participate in all of this:



## A message from HMA's President

If your calendar reads the least bit like mine, you're busy! I appreciate that. But... our Regional Meeting is just a few weeks away and I ask that you make every effort to be with us in Manchester. Here's why.

As an Association, this is our exclusive time to be together – **members only.** I'd like to know what's happening in your part of the country. And I'd like to share the good and not-so-good from my part of the world. Let's make this 36 hour mini confab our time to talk, discuss, agree, disagree, laugh, bond, tour and learn – HMA-style!

Many industry suppliers will also be with us. And while they're not HMA members, they are indeed HMA supporters, an integral part of each and every HMA National Conference and Expo, and the people we often call upon for information and technical help. In my book, industry associates and friends all the way!

Plus, industry consultant **Joe Denig** will lead the discussion regarding the significance of controlling facility operating costs, the adverse affect unmanaged costs have on profitability, and the importance of member participation in HMA's upcoming *2014 Facility & Wage Cost Survey*, another HMA **member only** benefit.

And remember, Tuesday afternoon's Board Meeting is open to early arrivals. Finalize your plans, today.

### Tuesday, September 17

2:00 p.m. .... **HMA Board of Directors Meeting**  
Crown Room Executive Court Banquet Facility  
(Members are welcome to attend)

### Wednesday, September 18

6:30 a.m. .... Breakfast Buffet  
7:30 a.m. .... Depart hotel for Henniker, NH  
8:15 a.m. .... Tour **HHP, Inc.**  
11:30 a.m. .... Lunch - Brattleboro, VT  
12:30 p.m. .... Tour **Cersosimo Lumber Company, Inc.**  
(several facilities/locations)  
3:30 p.m. .... Depart Cersosimo Lumber  
5:15 p.m. .... Arrive Best Western Plus Court Inn  
6:00 p.m. .... Reception/Dinner  
Following Dinner: A Frank Conversation with **Joe Denig**

### Thursday, September 19

6:30 a.m. .... Breakfast Buffet  
7:30 a.m. .... Depart hotel for Newburyport, MA  
8:30 a.m. .... Tour **Keiver-Willard Lumber Corp.**  
10:00 a.m. .... Depart Keiver-Willard Lumber  
11:00 a.m. .... Arrive Manchester-Boston Regional Airport  
11:15 a.m. .... Arrive Best Western Plus Court Inn, if necessary

**Looking forward to seeing you!**

# HMA's 2014 National Conference & Expo

*"Breaking Through the Mediocrity"  
because 'status quo' is just not good enough*



Hyatt Regency Savannah  
March 12-14

MARK YOUR CALENDARS!

## An important reminder – Healthcare changes

Certain aspects of the **Patient Protection and Affordable Care Act** have been delayed, but not all. While the debate in Washington continues, don't be caught unaware. Consult with your insurance, accounting and legal advisors to determine what action you need to be taking, now. Remember:

- **Who is affected** – Small employers (2-50 employees through 2015, 1-100 employees beginning 2016); Large employers (sister companies, under the control/ownership of a single entity, will be deemed one company); Individuals ages 0-64
- **Small Employer Options** – Employers with 2-50 employees can offer a fully insured plan through either a Federally Facilitated Exchange (FFE) Small Business Health Options program OR an

off-exchange market; offer a Self-Insured Plan, if allowed by state law; stop offering coverage and let employees buy through the individual market.

- **Large Employer Options – Delayed** – The U.S. Department of Treasury announced that employers with 50 or more full-time employees and currently not offering health coverage – can continue their existing practices without penalty, until January 1, 2015.
- **Options for Individuals** – Americans not covered under a government plan can get coverage through their **employer**, if available; buy an individual market plan through either the **individual market exchange** or the off-exchange market; **go uninsured** and be penalized.

### Helpful resources:

- The Kaiser Family Foundation, ([www.kff.org](http://www.kff.org))
- The Center for Consumer Information and Insurance Oversight, ([www.cciio.cms.gov](http://www.cciio.cms.gov))
- Department of Labor, ([www.dol.gov](http://www.dol.gov))
- Internal Revenue Service, ([www.irs.gov](http://www.irs.gov))
- Department of Health and Human Services ([www.healthcare.gov](http://www.healthcare.gov))

## More than just talk

by Linda Jovanovich

HMA Executive Vice President

I'm often accused of lacking that elusive character trait, PATIENCE. For most folks today, including me, it's all about immediate results and instant gratification. I'm working hard to overcome this shortcoming and often a situation arises to remind me I need to work even harder.

As I hope you know, a service of the HMA to the design/build community, i.e. interior designers and architects, is an AIA/IDCEC approved Continuing Education Learning Unit entitled **American Hardwoods and their Role in Carbon Neutral Design**. And for the past several years, we've delivered this message to hundreds of specifying professionals.

It's interesting because at almost every event, we're met with rebuttal from at least one wood naysayer. However the data supporting our content is so strong we inevitably leave the doubting Thomas, and everyone else in attendance, with many reasons why including American Hardwoods in their upcoming projects is a wonderful idea.

But enter the need for **patience** as we wait and wonder if our information will indeed compel a design professional to specify our magnificent product. But patience pays off.

Last October's presentation in NYC got the attention of an attendee. Firms Snohetta and Zeidler Partnership Architects (ZPA) are specifying American hard maple in the Ryerson Student Learning Centre, Ryerson University. How do we know? They told us when they called to request a second American Hardwood sample kit (They received one as a thank you for attending the event.) in order to use the hard maple example as their control sample.

It was encouraging. And I was reminded that patience pays off. But it doesn't hurt when you have such a strong message and wonderful product!

See ya'll in New Hampshire. Please ask about my trip to Atlanta, our presentation to the 'pro-green' architects and my meeting with an industry associate regarding a joint presentation in Atlanta, first quarter 2014, in an effort to expand our audience. Exciting!

# Beware those small but “mighty” logging hazards

U.S. Labor Department statistics rank logging as the second most dangerous occupation in the country. Most everyone is familiar with the big hazards – heavy equipment, extreme weather, remote locations, working alone, dizzying heights. But other dangers – some as small as a poppy seed – can also pack a devastating punch!

## Snakes

Snakes are very sensitive to vibrations in the air and on the ground. So as logging vehicles roll into the forest or when chain sawing loggers begin their noisy work, often disturbing rock piles, fallen trees or other snake habitat, even brumating or dormant snakes can turn dangerous.

The U.S. Occupational Safety and Health Administration (OSHA) recommends caution when removing debris, and suggests that protective clothing not only cover arms and legs but include heavy gloves and boots that are at least 10 inches high. But when it's just you and the snake:

- Step way back and allow the snake to proceed. (Its striking distance is about half its total length.)
- If bitten, staying as still as possible will slow the spread of venom, if the snake's poisonous.
- As soon as possible, get medical attention. Note the color and shape of the snake's head to assist with treatment.

- Know your location, especially when working alone. Carry a charged cell phone in order to communicate with emergency personnel.

- **Do not** cut the wound or attempt to suck out the venom. Lie down, so the bite is below the level of the heart. Cover the wound with a clean, dry dressing.

## Insects

Protective clothing – heavy socks, long pants and long-sleeved shirts – along with insect repellents containing DEET or Picaridin are often sufficient barriers to biting and stinging insects. But beware the small yet mighty **fire ant!**

When disturbed, these tiny predators, only 2 to 6 mm in size and often nesting in moist soil under rocks, timber and logs, bite, sting, then inject toxic venom that causes swelling, itching and painful blisters. Don't scratch! Usually over the counter hydrocortisone cream is sufficient to bring relief. But reactions like nausea, profuse sweating, difficulty breathing, slurred speech, serious swelling and chest pain are extreme allergic reactions requiring immediate emergency attention. Get help!

## Ticks

These tiny critters, usually found within three feet of the ground, do not jump, crawl or fall



on their prey. **But** when hair or clothing brush an object they are on, they simply latch on, then crawl “until they find a favorable site to feed.” So prevent tick-borne diseases by avoiding tick bites. According to OSHA, here's how:

- Apply an insect repellent (DEET) that is effective against ticks.
- Tie back long hair and wear a hat.
- Wear long pants tucked into socks/boots or use tape to close the opening where they meet.
- Wear long sleeved shirts tucked into pants.
- Wear light colored clothing so that a tick can be seen more easily.

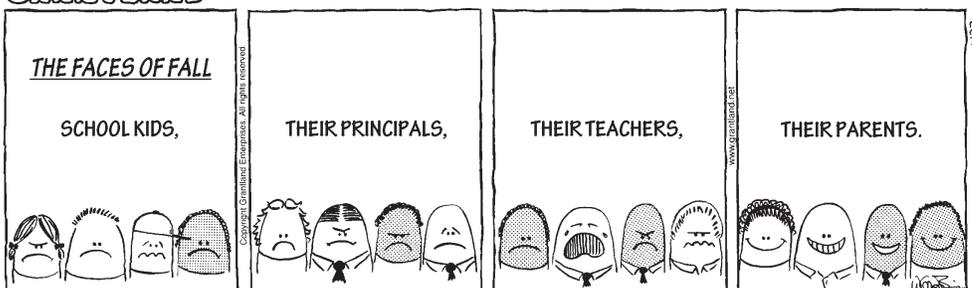
To transmit disease, ticks must stay “attached” for more than 36 hours. Frequent clothing and body checks, plus showering within two hours of working in a tick infested area are crucial. Place clothing in the dryer for at least 30 minutes to kill any ticks. Check your entire body, especially parts that bend (underarms, knees, between fingers and toes), points where clothing presses against skin (neck, belts, underwear elastic), hairline, top of head, in and around the ears, belly button.

Attached ticks should be immediately removed. With fine point tweezers grasping the tick's mouth parts as close to the skin as possible, apply steady pressure upward until the tick releases. With antiseptic, clean the wound and tweezers. To have the tick checked for disease, place it in a clean Ziploc bag with a blade of grass, and contact your State Health Department.

Learn more about these small but “mighty” critters at [www.osha.gov](http://www.osha.gov), [www.fda.gov](http://www.fda.gov), [www.MayoClinic.com](http://www.MayoClinic.com).

## JUST FOR LAUGHS

GRANTLAND®



## Hardwood Federation Update

# Being the squeaky wheel

by Dana Lee Cole

Hardwood Federation Executive Director

The notion that the squeaky wheel gets the grease may be a tired one, but it could well be the motto of Washington, DC. This is a town of nothing but squeaky wheels. Businesses, groups, coalitions, unions, non-profits, and everyone in between is constantly clamoring for something. Asking to be included in some legislation, or left out of some legislation. Asking for a rewrite to a regulation, or a non-write of a regulation.

Funding for this or that. Defunding of someone else's that or this. To be clear – it's confusing. It's loud. It's complex. And it's easy to be ignored, forgotten, overlooked, or victimized.

The reason the Hardwood Federation is here is to ensure the best possible outcome for our industry in all things "Washington." Meeting with Members of Congress, staff members, Committee staff, and Obama

Administration officials every week ensures our industry gets a little grease.

We rely on personal relationships we develop, foster, and nurture over time; we conduct briefings, and information dumps, and make certain all these policymakers, thought leaders, and lawmakers know we are here, ready to listen, ready to have policy ideas bounced off us, ready to provide them with information, wit-



nesses, contacts, and context. And one of the most successful tools we employ is actually... **you.**

Members of Congress tell us time and again

how important it is to hear from real live constituents. Our fall **Fly-in**, October 30-31, is the venue for just that. We arrange the meetings (with Senators and Representatives, with Committee Chairs and Ranking Members, with key staff, and with representatives of the Obama Administration). And we ask you to join us in Washington to personally tell our story and get some grease.

Decision makers want to hear from you and this is your opportunity to tell them the way things really are outside the Washington Beltway, where the rubber meets the road and the jobs are actually created, the policies are implemented, and the consequences of their actions – or inaction – are really felt. It's invaluable for them to hear from industry leaders united around a common cause because you tell them things they can't get from a white paper.

The Fly-in is getting closer. So please, join us in representing your industry. Come to Washington, this noisy, humid, but welcoming town of squeaky wheels and help us squeak a little louder than everyone else. It's vital that you share your industry knowledge and experience. And hopefully you'll take home some great contacts and even better memories.

Visit [www.hardwoodfederation.com](http://www.hardwoodfederation.com) to register online. The Fly-in will provide excellent industry networking opportunities in addition to leadership opportunities for concerned industry reps.

## Be clear and get results

The following excerpt from Synergy Business Group's *Strategic Minute* may shed some much needed light on the importance of communication.

According to a Harris Interactive study of 23,000 workers, managers and executives:

- 22% of workers focused on organizational goals
- 10% of people have clear, measurable deadline-driven work goals
- 8% of people systematically schedule priorities
- 23% of workers understood organizational strategy and goals
- 17% of worker's time was actually spent working on key goals

If this were applied to a football team of eleven players:

- Only two would know what the next play was going to be
- Only two would be focused on executing the next play
- Only one would know his specific assignment on the next play
- Only one would be totally committed to the next play
- Only two would meet their commitments on the next play

Team members must know what is expected of them in order to meet or exceed those expectations and execute. The greater the clarity of the mission, goals and accountability, the greater the odds of success!

*Synergy Business Group helps companies go from vision to execution to results. Contact Kathie McBroom, [Kathie.mcbroom@thinking-organization.com](mailto:Kathie.mcbroom@thinking-organization.com) or (859) 552-4991, to learn more.*

### "IN QUOTES"

*"Communication – the human connection – is the key to personal and career success."*

– Paul J. Meyer

**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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