



November 2017

More than just talk

By Linda Jovanovich

HMA Executive Vice President

I like sharing good news. And my news is that HMA member and past president, Pem Jenkins, injured in a surfing accident in late June, is back home in North Carolina after nearly four months of rehabilitation in Atlanta. He is amazing, and in my opinion, one of the toughest lumbermen I'll ever know.

Not long ago, Pem posted a note on Caringbridge.org, a nonprofit social network dedicated to helping family and friends communicate with and support loved ones during a health journey. In his post, he shared some chilling details of his accident, announced his plans to head home, thanked those who have been and continue to be so instrumental in his recovery, and yes, even provided words of inspiration for all of us. Pem wrote ...

"The amazing thing about the last four months has been the action, the support, and the prayers from all corners of our life. My spinal cord injury has been a continuous series of baby steps, and I don't anticipate anything differently going home. Going home will be a new chapter, and one that we will have to navigate day by day. We are very excited to be back in familiar surroundings, and yet apprehensive at the same time.

I'd like to thank everyone who has reached out to us, said a prayer, or had a nice thought as we've been going through this journey – my new friends, my old friends, the Shepherd Center, my colleagues at Turn Bull Lumber Company, the hardwood lumber fraternity, my friends in Tavarua (Fiji) and my church family. I look forward to the day when I can see you in person and can thank you.

As one of my favorite sayings indicates, the world turns one degree every four minutes, whether we do or not. We plan to keep turning. Onward and upward!" ... *Pem Jenkins*

Like I said, he's amazing! And I plan to keep in touch with him via Turn Bull Lumber Company, 474 Sweet Home Church Rd, Elizabethtown, NC 28337. I hope that you will do the same.

On the Agenda in Greenville

Get cracking. **HMA's 2018 National Conference and Expo** is set for March 21-23, at the Hyatt Regency, Greenville, South Carolina. And if you've yet to finalize your plans, or if you're not quite sure you can afford the time away, perhaps this will seal the deal for you.

On the Agenda in Greenville

- A panel comprised of representatives from Middle Tennessee Lumber Company, New River Hardwoods, and Pike Lumber Company, Inc. - HMA member companies who recently completed upgrades to their facilities - will be discussing the logistics of their projects, specifically: metrics that influenced their decisions to make capital upgrades; project management practices that resulted in successful implementation; realized production increases and efficiencies versus original projections; project analysis in hindsight.
- A presentation regarding Cyber Security, Information Security and Physical Security topics relevant to business owners will be conducted by industry friends, Ross Moore, IT Security Analyst, and Doug Hoyle, Loss Control Director, both of Pennsylvania Lumbermens Mutual Insurance Company.
- And back by popular demand, **Dr. Alan Beaulieu**, President of ITR Economics, will be with us to provide an economic analysis that will include a review of short-term and long-term economic forecasts; how those forecasts will impact our businesses; a watch list of leading Economic Indicators; insight on inflation, interest rates, and taxes, plus instructions for moving forward.

And that's just for starters. Visit www.HMAmembers.org for the specifics on Early Bird meeting registration, hotel accommodation information (do not wait, please), a listing of participating exhibitors, available event sponsorships, and the complete Conference agenda.

Joining the ranks of the HMA

A hearty HMA 'welcome' is being extended to our newest member company, **J.M. Jones Lumber Company**, Inc. Natchez, Mississippi. Vice President/Forester Howard Jones will serve as HMA's Main contact. We hope to see Howard, and other company representatives, at the National Conference and Expo in Greenville. Email Howard at hjones@jolumco.com, if you would like to send along a personal 'welcome aboard' greeting.

Online Registration and so much more

The stage is set for HMA's 2018 **National Conference and Expo**, March 21-23, at the Hyatt Regency, Greenville, South Carolina. And the 'talk-of-the-town' is **ROR** – Return on Relationships.

- **Early Bird Registration** for HMA (and SCMA) members is up and running at www.HMAmembers.org. Take advantage of the \$395 registration rate and let the Savings begin. (After January 5, member registration is \$445.)
- **Make hotel Reservations** at The Hyatt Regency Greenville, 220 N. Main Street, by calling 1.402.592.6464. Be sure to mention the HMA National Conference & Expo to secure the discounted room rate of \$199. **IF** you would rather take care of business online, make reservations at www.greenville.regency.hyatt.com. (Hotel reservation deadline is February 27, 2018.)

And about the Hotel ...

Located on NOMA Square in downtown Greenville, the Hyatt Regency 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. For a closer look at this deluxe property, please visit www.greenville.regency.hyatt.com.

Be part of the National Conference and Expo excitement. Finalize your plans to attend, today.

Be a Sponsor and make a lasting impression

It's full speed ahead for HMA's 2018 National Conference and Expo. And the response to the call for Conference Sponsorships has been super. **Thank you** to the companies that have taken the 'next step' in their support of the HMA. As we go to press, they are:



At the **Exhibitor Event Sponsor** level, for the seventh consecutive year, is the Pennsylvania Lumbermens Mutual Insurance Company, Philadelphia, Pennsylvania! In Greenville, they'll be manning Booth #26. Stop by and be sure to thank them for supporting the HMA to the max. (www.plmilm.com)



Also at the **Exhibitor Event Sponsor** level, and once again supporting the HMA to the max, is industry supplier and HMA friend USNR, Woodland, Washington! Make every effort to visit them at Booth #1 **and** Booth #2 to discuss USNR's optimization solutions. (www.usnr.com)



At the **Platinum Sponsor** level is Baillie Lumber Company, Hamburg, New York! Baillie has again chosen to be our Room Keycard sponsor. Their company name/logo will be "opening doors" for every Conference participant. Thank you for your sponsorship and for all you do in support of HMA's education/promotion efforts. (www.baillie.com)



At the **Platinum Sponsor** level is HMA member J.T. Shannon Lumber Company, Memphis, Tennessee! The laneyards that will adorn the necks of all who participate at HMA's 2018 meetings will be touting J.T. Shannon Lumber Company. Our thanks go out to Jack, Jack III and everyone at Shannon Lumber. (www.jtshannon.com)



At the **Platinum Sponsor** level is HMA member Stella-Jones Corporation, Pittsburgh, Pennsylvania! Not only will they be co-sponsoring the NextGen Reception, but you will also find them manning Booth #21 **and** Booth #22 at the Expo. Thank you for this show of support. (www.stella-jones.com)



Also at the **Platinum Sponsor** level is industry supplier and longtime HMA event participant, Taylor Machine Works, Inc., Louisville, Mississippi! In Greenville, the Taylor company logo will be adorning the presentation folders for the hotel Keycards. Please visit them at Booth #39 to thank them for taking the 'next step' in support of the HMA. (www.taylorbigred.com)



At the **Gold Sponsor** level is industry supplier, DMSi Software, Omaha, Nebraska! Thanks to these fine folks for sponsoring Thursday afternoon's Technology Roundtable session (complete with refreshments) at the Industry Confab! (www.dmsi.com)



At the **Silver Sponsor** level is Northland Forest Products, Inc., Kingston, New Hampshire! This time around, they will be sponsoring the Thursday Afternoon Beverage Bar. Our thanks to Jamey French and everyone at Northland.
(www.northlandforest.com)



Also at the **Silver Sponsor** level is T&S Hardwoods, Inc., Milledgeville, Georgia! Larry, Trisha and Nathan Thompson have opted to be a sponsor of the Vendor-Expo Café lunch. YUM! Our sincere thanks, friends!
(www.tshardwoods.com)



At the **Bronze Sponsor** level is industry supplier American Wood Technology, LLC, Suwanee, Georgia! Claus Staalner and company will be advertising in the Natcon Events Guide. Be sure to spend some time with Claus at Booth #25 in appreciation for his support of the HMA.
(www.americanwoodtechnology.com)



At the **Bronze Sponsor** level is Frank Miller Lumber Company, Inc., Union City, Indiana! This time around, these generous folks will be sponsoring one of the Conference learning sessions. To Bob Miller, HMA's 'soon-to-be' President, and to all at Frank Miller Lumber, a special thank you for all that you do!
(www.frankmiller.com)



Also at the **Bronze Sponsor** level of support is Haessly Hardwood Lumber Company, Marietta, Ohio! Thank you to Jack Haessly and company for being a Conference learning session sponsor. Looking forward to spending time with you in Greenville! (740.373.6681)

Resource Purchasing Value-added tools

Did you know that three cost-saving tools - designed to streamline daily operations and increase profitability - are available to qualifying HMA members? If that's news to you, then by all means, continue reading because these **Re\$ource Purchasing Programs** include:

- A comprehensive inbound/outbound **shipping program** affording significant savings on every freight shipment – including flatbed, LTL, truckload, expedited, and tradeshow shipping needs.
- A program specializing in managing and reducing **telecommunications** and **credit card processing costs** that offers a single point of contact provider to manage all service issues, billing questions and general account maintenance.
- A new approach to **employee benefits costs** via a benefits brokerage/consultancy that offers a complete spectrum of employee benefit administration products and services.

Make the most of your HMA membership. Visit www.HMAmembers.org and learn more about these lucrative opportunities.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Your help is needed! Funding for the Foreign Market Development Program (FMD), an essential federal program that supports export promotion of the Hardwood industry through AHEC, has recently been eliminated through implementation of the "Balanced Budget and Emergency Deficit Control Act of 1985." The Act has been in place for over 30 years, but has not been used widely until now.

What you should know

- The Act allows the baseline funding for programs authorized at less than \$50 million to be eliminated when the program expires.
- FMD is currently funded at \$34.5 million through the Farm Bill which expires next year.
- Although this action presents a very big challenge, there is strong bi-partisan support in both the House and Senate to find new funding for FMD, and to restructure several agriculture support programs, including FMD and the Market Access Program (MAP), into a single program in the Farm Bill with a budget line well over the \$50 million threshold.

The Hardwood Federation is working closely with AHEC and other commodity groups that depend upon FMD funding. However, we need your help!

What you can do

If you have successfully used AHEC programs to increase exports, grow your business and hire new employees, please share those stories with us so that we may use them in our discussions with Members of Congress and their staffs working to correct this misguided policy. Please submit your stories to hardwood.federation@hardwoodfederation.com. We will share your information with both AHEC staff and Congress.

Act now and show your support for Foreign Market Development (FMD) Funding. Thank you for your assistance.

"Too Good to Waste" a spotlight on Species

Calling all design professionals. Let's take a different approach! "Let's be more imaginative!" Let's use materials that may not be our first choice. Let's spotlight the diversity of American Hardwoods. They are **"Too Good To Waste,"** and the possibilities are endless.

Initiated by the American Hardwood Export Council (AHEC,) **"Too Good To Waste"** is an interactive installation made of American oak, maple, cherry and tulipwood - species "rarely found in home or furniture stores in Europe." Designed by Benedetta Tagliabue – EMBT, manufactured by furniture makers Benchmark, and recently showcased at the Hay Festival Segovia-Spain, the project "seeks to question the validity of the current relationship between wood consumption and fashion."

AHEC's objective

The project not only celebrates "the variety of species and grades of hardwood that the forest naturally produces and regenerates, but the physical form of this installation will show the transformation of hardwood from its rawest form into the fine finish of cabinetry, expressing how furniture ultimately comes from the forest." (David Venables – AHEC's European Director)

Some words from the Manufacturer

"We have built a woodland from rough sawn vertical planks of American tulipwood, cherry, red oak and maple, and out of this woodland we are drawing finished pieces of furniture. We have kept the vertical stripes of the forest and extended them into the furniture, transforming them from the raw state of the tree trunks into the polished finish of the cabinet maker." (Sean Sutcliffe – Co-founder of Benchmark)

This from the Architect

"Imperfection can make a piece completely beautiful and unique, and I hope this project will convey the message that you can work with materials that are considered imperfect, and with skills, intelligence and curiosity you can transform them into something beautiful, unique and beloved." (Benedetta Tagliabue – EMBT)

Bottom line: "Due to color and fashion trends, demand is too often focused on just a few species, while many others are underused or left in the forest, which is a lost opportunity for design, and carbon storage. **"Too Good To Waste"** is an invitation to reflect on what needs to be considered if we want to contribute to a balanced and sustainable use of the forest." For more on the work of AHEC, visit www.americanhardwood.org.

Some 'did-you-know' facts and much more

Those of us in the forest products industry know that all wood species are not the same. But to the average American consumer that's often not the case. For so many people, wood is wood. And the Southern Cypress Manufacturers Association (SCMA), www.CypressInfo.org, is working hard to change that misconception and to spread the word about our extraordinary species known as Cypress. Included in our messaging:

- Cypress trees are conifers, but unlike most American softwoods, they are deciduous trees that shed foliage in the fall like hardwoods. They are natives of the South and grow in the Atlantic and Gulf Coastal Plains from Delaware to Texas, as well as in the Mississippi Valley from the Louisiana Delta to southern Indiana.
- Cypress is a sustainable material - The most recent data from the U.S. Department of Agriculture Forest Service shows that more cypress grows than is harvested by a ratio of 2.34 to 1 cubic feet per year, in its 13-state growing region.
- Cypress trees generate cypressene, a naturally occurring preservative oil that makes cypress heartwood resistant to insects, decay, chemical corrosion and other damaging elements. For this reason, the wood continues to be a favorite choice for long-wearing outdoor applications such as fence posts, telephone poles, docks, and railroad ties.
- Those who work with cypress on a regular basis know it is also perfectly suited for interior applications like cabinetry and flooring, because of its eye appealing, honey-like hues and variety of finishing options. And in regard to environmental concerns, the useful life of cypress can span generations with proper care and maintenance, making it more favorable and cost effective than most other materials.

And that's just the beginning. To learn what the Pros are saying about this extraordinary species, please visit www.CypressInfo.org.

"Good for the air we breathe"

Could it be that at long last, 'the times they are a changing?' *The Seattle Times* recently ran an article touting the good news about the use of wood and wood products. What a surprise – a pro-wood article coming from a part of the country that for decades has been tagged

“tree hugger.” Here are some excerpts from the article entitled, “**Building with wood can lighten environmental footprint.**”

“If you’re concerned with reducing your carbon footprint while remodeling your patio or building a new home, there’s good news: ... wood products are an economical and eco-friendly resource alternative to cement.

Concrete, which requires fossil fuel for production, releases a ton of toxic carbon dioxide into the atmosphere for every ton produced. Wood, on the other hand, is a natural resource grown only with natural materials – sun, rain and soil – right in our backyard.

Building with wood: Good for the air we breathe

Forests are giant carbon sinks, actively cleansing the air we breathe. Growing trees ... suck toxic carbon dioxide out of the atmosphere and turn it into clean carbon and atmospheric oxygen. This is done through photosynthesis.

When trees are harvested and made into lumber, the wood continues to store carbon permanently – and keep it out of the air we breathe. In fact, about 50 percent of the weight of the wood used to build our houses, cabinetry and furniture is the toxic gas, safely sequestered as nature intended it to be.”

The CDC on Flu Prevention

Only influenza virus types A, B, and C cause the flu. And early treatment is especially important for the elderly, the very young, people with certain chronic health conditions, and pregnant women.

The **Centers for Disease Control and Prevention** (CDC) suggest this three-step approach to prevent it. “The first and most important step is to get a flu vaccination each year. But if you get the flu, there are prescription antiviral drugs that can treat your illness. Finally, **everyday preventive actions** may slow the spread of germs that cause respiratory (nose, throat, and lungs) illnesses, like flu.” If possible:

- Avoid ‘close’ contact with sick people, and clean/disinfect surfaces and objects that may be contaminated.
- If flu-like symptoms occur, get medical care and stay home for at least 24 hours after the fever is gone.
- Wash hands often with soap and water and avoid touching your eyes, nose and mouth.
- Cover your nose and mouth with a tissue when sneezing and coughing. Then immediately throw the tissue in the trash.

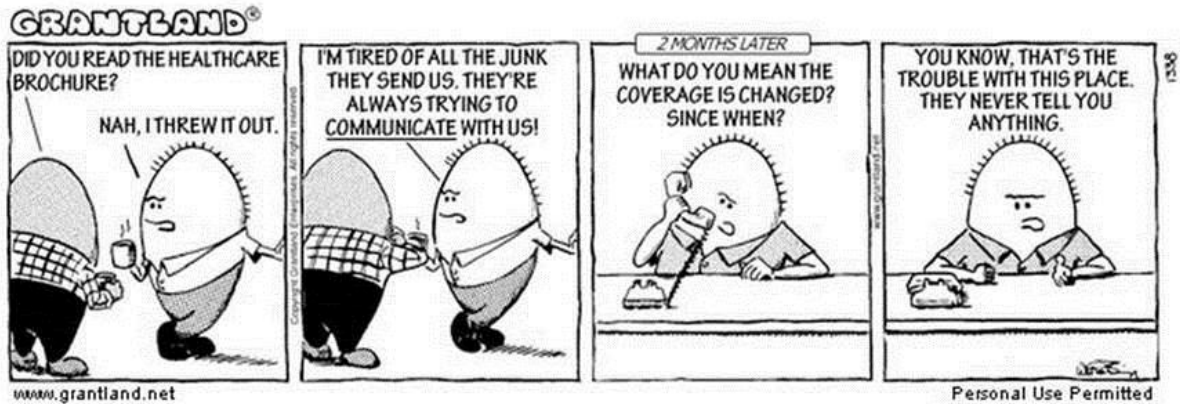
And know your Germs!

“**Bacteria** are single-celled microorganisms that thrive in many different types of environments. Some varieties live in extremes of cold or heat. Others make their home in people’s intestines, where they help digest food. Most bacteria cause no harm to people, but there are exceptions. Infections caused by bacteria include: **Strep throat**, Tuberculosis, Urinary tract infections.

Viruses are even smaller than bacteria and require living hosts — such as people, plants or animals — to multiply. Otherwise, they can’t survive. When a virus enters your body, it invades some of your cells and takes over the cell machinery, redirecting it to produce the virus. In some cases, it may be difficult to determine whether a bacterium or a virus is causing your symptoms. Diseases caused by viruses include **Common Colds**, Chickenpox, AIDS. Many ailments — such as pneumonia, meningitis and diarrhea — can be caused by either bacteria or viruses.

Perhaps the most important distinction between bacteria and viruses is that antibiotic drugs usually kill bacteria, but they aren't effective against viruses. Inappropriate use of antibiotics has helped create bacterial diseases that are resistant to treatment with different types of antibiotic medications."

Information source: www.mayoclinic.org



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.

Hardwood Manufacturers Association
665 Rodi Road, Suite 305
Pittsburgh, PA 15235
Phone: 412.244.0440
Fax: 412.244.9090
www.HardwoodInfo.com
www.HMAmembers.org

Darleen Licina-Tubbs
Editor
Darleen@hardwood.org

Follow us @AmericanHardwds

