



October 2017

More than just talk

By Linda Jovanovich

HMA Executive Vice President

To everyone who participated in HMA's recent **Mississippi Valley Regional Meeting** in Baton Rouge/Natchez, members, suppliers, and industry friends, thank you! I appreciate having the opportunity of being with you all, especially since the weeks just prior to the Meeting were fraught with challenges resulting from hurricanes Harvey and Irma.

But we all made it! And special thanks go out to:

- Our tour hosts – **Fred Netterville Lumber Co.**, **J.M. Jones Lumber Co.**, **Rives & Reynolds Lumber Co.**, and **Stella-Jones, Inc.** - for welcoming the HMA into your facilities, and for working to advance the interests of the hardwood industry.
- Our meeting sponsors – **USNR**, **Stringer Industries, Inc.**, and **Fly Tie & Lumber, LLC**. Your generous support helped to fund Wednesday's delicious lunch, Wednesday evening's cocktail reception, and Thursday's bus transportation and lunch, respectively. Thank you for your extra assist of the HMA.

Yes, the Regional was indeed an action-packed event. And I'm thankful to have a day or two to get my wits about me, and to rest up a little. But it will be a short respite, because next on our agenda is HMA's **2018 National Conference and Expo**, March 21-23, at The Hyatt Regency, Greenville, South Carolina.

Over the next several months, you will be receiving all of the specific details of the event – sponsorship opportunities, agenda, presentation and speaker highlights, Expo specifics. But your immediate call-to-action is to finalize your Conference **Registration**. Be an 'Early Bird' registrant and take advantage of this savings opportunity. Registration begins October 1st at www.HMAMembers.org.

Now, one final request! If you've yet to read Art Raymond's latest **TrendTracker Update**, do so please. I think you'll find his Bottom Line call-to-action entertaining, and spot on.

Until next month, happy trails and enjoy the cooler temps.

Make plans to join us in Greenville

"**What's your ROR?**" In an industry where a handshake is just as binding as a contract, **ROR** is the process of measuring the merit, usefulness and significance of the business relationships you work so hard to cultivate and nurture. What's your return on these

relationships? Let's discuss this and much more in Greenville, March 21-23, at HMA's 2018 National Conference and Expo.

- **Early Bird Registration** for HMA (and SCMA) members begins October 1. To take advantage of the \$395 registration rate, simply visit www.HMAmembers.org 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. Mention the HMA National Conference & Expo to secure the discounted room rate of \$199. www.greenville.regency.hyatt.com (Hotel reservation deadline is February 27, 2018)
- **Conference Sponsorships** are ripe for the picking. To get on board, review the variety of sponsorship opportunities at www.HMAmembers.org, and then call the HMA office – **412.244.0440**. Your extra support will assist the HMA in achieving its goal of providing quality learning sessions, stellar networking events and Conference amenities to all participants. And to say 'thanks,' HMA will "**spotlight**" your company online and in print!

On the Agenda ...

A panel of HMA members who recently implemented upgrades to their facilities will be discussing the why, how, and overall success of their project initiatives. Economist Alan Beaulieu, ITR Economics, will examine significant economic indicators, plus provide short and long term economic forecasts. We'll hear from the Loss Control and IT Security experts of PLM/ILM regarding information and cyber security. And plan on a 'hardwood priority issues' update from our Washington DC advocacy group, the Hardwood Federation. And that's just the beginning!

To enhance your ROR, receptions and other meal venues will offer opportunities for networking, idea exchanges and one-on-one relationship building. And of course, there will be an Expo of industry suppliers showcasing their newest products, offering solutions, and adding to the mix of work and industry comradery.

So, calling all HMA members! Make plans to grow your **ROR** by participating in **HMA's 2018 National Conference and Expo** in Greenville. And spread the word. This is the HMA event where **all** hardwood lumber producers and processors are welcome to attend.

Open your doors for 'Manufacturing Day'

If you are having difficulty finding reliable employees, try hosting a **Manufacturing Day** event. (www.mfgday.com) Endeavors like these are proving to be great ways to inspire the next generation of manufacturers, and grow and improve public awareness of the hardwood industry.

What is Manufacturing Day?

- "Started in 2012, Manufacturing Day is an annual celebration of modern manufacturing. Manufacturers invite students, businesspeople, media, and politicians to their facilities in a collective effort to educate visitors about manufacturing careers, and improve public perceptions of manufacturing.
- While Manufacturing Day is officially October 6, companies and community organizations should plan their events on the date in October that works best for them. No matter the date, events should be registered on www.mfgday.com, and can be marked as public or invitation-only events.
- Registered event hosts have access to free event planning and execution resources and toolkits to make planning a Manufacturing Day event easy!"

Is such an undertaking right for you?

HMA member [Middle Tennessee Lumber](#) (MLT) thinks so. On October 6, in conjunction with the National Wood Flooring Association, MLT will be opening the doors of its Burns, Tenn. mill location to include a facility tour, "a presentation, and a hands-on activity to help students gain insight into the careers available in the lumber and wood flooring industry."

Since its inception in 2012, "the number of participating manufacturing facilities has increased more than 1,000 percent, engaging close to 596,000 attendees, of which nearly 268,000 were students." Visit www.mfgday.com to get the ball rolling in your neck of the woods.

How to stay in touch and send good wishes

Everyone who has had the pleasure of working with **Pem Jenkins** knows that he is one tough lumberman – strong in character, strong in faith, strong in commitment to family and friends! And now, strong in his rehabilitation efforts!

Postings of Pem's spectacular progress and recovery to **caringbridge.org**, a nonprofit social network dedicated to helping family and friends communicate with and support loved ones during a health journey, are proof positive of his commitment to be 'the best that he can be' for himself, his family, his employees, and his countless friends and colleagues.

To follow Pem's progress, log into caringbridge.org; type in Pem Jenkins; click on his picture, and you will see his story and the updates on his condition, as his family members post them. To mail a card or note of support and good wishes, please address it to:

Pem Jenkins
WRFC 101
C/O Shepherd Center
2020 Peachtree Road NW
Atlanta, GA 30309

Always a mover and a shaker to the nth degree, Pem has been and continues to work hard in his rehabilitation. His sights are set on getting home to North Carolina, soon. So, stay tuned to caringbridge.org for the latest on his progress. And from all of us at the HMA, God Speed, dear friend!

Text Message Alerts just to keep in touch

Been on the road and concerned that an important communication may have gotten lost in email-land? Rest easy! We've got your back.

HMA is now offering **Text Message Alerts** to our membership, vendors, and industry associates. This texting service - to your cell phone – is optional. Those opting to participate will receive text message reminders for HMA meetings, HMA publications, industry updates, and more.

If you would like to begin receiving Text Message Alerts from the HMA, please click [here](#) to complete the 'sign-up' process. It's that easy. (Note: Your carrier's standard message and data rates may apply. Please check with [your](#) service provider.)

Hardwood Federation Update

*By Dana Lee Cole
Hardwood Federation Executive Director*

In an increasingly polarizing political environment, it is vital that our representatives in Washington hear our hardwood message and understand how existing and proposed federal

policies impact our industry. Contributing significantly to that end is the Hardwood Federation (HF) Fall Fly-in - our most important and widely anticipated event of the year.

The Fly-In brings hardwood industry leaders to Washington to share their stories and relate the industry's message directly to the Members of Congress who draft and vote on legislation important to our industry. And I'm pleased to report that this year, nearly 60 hardwood representatives from across the U.S. – our largest attendance in recent memory - made the trip to Washington. The Hardwood Manufacturers Association was very well represented by membership and staff. And overall, participation was a great mix of knowledgeable, Fly-In veterans and eager new faces.

We were busy!

To make a real difference, on Wednesday, September 13, we stormed the Hill in small groups and visited as many congressional offices as possible! At the end of the day, sixty-four (**64**) meetings were held with members of the U.S. House of Representatives. Thirty-five (**35**) more meetings were held with those in the U.S. Senate. That's more than 1/3 of the total in the Upper Chamber. We also were able to visit with a number of members during our Hardwood Federation PAC reception and breakfast. What priority issues did we address?

- **Federal Forestry Reform** – H.R. 2647, the “Resilient Federal *Forests* Act of 2017” from the only Forester in Congress, Rep. Bruce Westerman (R-AR), has been re-introduced in the House and continues to address badly needed reform to federal land management, while also considering concerns regarding forest fire funding which currently consumes over 50% of the US Forest Service budget
- **Tax Reform** – HF supports a Federal tax system that maintains a healthy economic environment for small, medium, and large companies, as well as family owned and operated businesses. Reform of the tax code should include S-Corp. benefits – including protecting assets, pass-through taxation, straightforward ownership transfer, employee stock ownership plans and heightened credibility, a lowered or erased estate tax, and tax structures that benefit forest land owners
- **Sawmill Residuals** – HF supports the Biomass Thermal Utilization Act (H.R. 3161 and S. 1480) which qualifies high efficient biomass heating systems for the same investment tax credits (30% of install cost) as other renewables. HF also supports the Community Wood Energy Program (CWEP) included in the Farm Bill – and advocating for mandatory funding in the 2018 Farm Bill, which provided grants to projects installing wood heating systems in schools, hospitals, community centers, and whole towns
- **Tall Wood Buildings** – HF Supports the Timber Innovation Act (TIA) (H.R. 1380 and S. 538) which helps develop new markets for wood products using Cross Laminated Timber (CLT)
- **MAP and FMD** – HF strongly supports full funding for the Market Access Program (MAP) and Foreign Market Development (FMD) programs as authorized in the 2014 Farm Bill and full funding going forward, including in the 2018 reauthorization of the Farm Bill

Other activities

During the Opening Reception at the Marriott Marquis, we heard from Senator John Tester (D-MT), a generational family farmer and music teacher. As a man of similar agricultural and manufacturing interests, he not only understands the hard work of our industry, but

has seen first-hand the devastation of the catastrophic wildfires increasingly affecting the West, and just the week prior was on his ranch surrounded by smoke.

Following the Wednesday reception, Congressman Tom McClintock (R-CA, 4), Chairman of the Natural Resources Subcommittee on Federal Lands, spoke to the group during dinner. He gave an impassioned speech on the need for better Federal Forest Management as he has also seen first-hand the effects of wildfire in the West as it has - and continues to - burn vast portions of his home district. The memorable words were followed by a rousing standing ovation from our HF attendees and many of the audience asked for copies of his speech.

As in past years, the Hardwood Federation PAC (HFPAC) sponsored social events for members of both parties. For the second year in a row, a last minute call for votes on the Floor of Congress created time crunch issues for House members. Nonetheless, twenty-three (23) Republican Members were able to attend our Wednesday evening reception, a very good turn-out despite the overlap of the vote and our event.

A record fifteen (15) Democrats joined us for breakfast the next day. These numbers indicate the extra effort by members to get to our events, and demonstrate that HF and HFPAC maintain a solid reputation and significant clout on Capitol Hill.

And for the second consecutive year, we enjoyed a stunning night tour of the U.S. Capitol, this year led by Rep. Virginia Foxx (R-NC, 5), who proved to be a wealth of knowledge!

Looking ahead ...

These events provide us with an outstanding opportunity to establish new relationships and reconnect with friends on the Hill. And so I encourage everyone reading this to join us for next year's Fly-In so that we can be even more effective. **Bigger and busier is the Name of the Game.** Plan on joining us!

For more information on Fly-In 2017, issues discussed, or to find out about participating in Fly-in 2018, contact the Hardwood Federation at (202) 463-2705.

American Hardwoods in Building Applications

In a recent posting to www.americanhardwood.org entitled, "Looking Good, Feeling Strong - Timber has a new cast of Performers," David Venables, AHEC Director/Europe, discussed the use of American hardwoods in structural applications. In the article, Venables said:

- "For decades, our choice of wood species for timber construction has often been determined by price, rather than performance. But times are changing, and so are the products and construction techniques available to engineers who want to build in timber.
- In London, at a recent meeting of the European structural committee responsible for updating Eurocode 5 for timber, there was clear acknowledgement that more use of hardwoods will be an important element of future development of timber construction, and that new codes and standards need to reflect this.
- Until recently, almost all the raw material focus has been on softwood, as it provides a cheap source of fiber that offers good strength performance relative to its weight and cost, and will continue to do so. However, the possibility of using certain hardwood species to enhance the appearance and performance of timber structures is an exciting, new development being welcomed by architects and engineers.
- Glulam has been around for a long time – the first applications in Germany go back nearly a hundred years. But now we have Laminated Veneer Lumber (LVL) and Cross Laminated Timber (CLT). The latter, undoubtedly a game changer, has helped

propel large-scale timber construction from the drawing board to the construction site, where it is now increasingly being considered as a first choice option over concrete and steel.”

- Bottom Line: ‘Looking Good, Feeling Strong - Timber has a new cast of Performers.’ Hardwoods for structural applications “have arrived and are here to stay.”

For a review of AHEC’s landmark projects using white oak, red oak, ash, tulipwood and other species, please visit www.americanhardwood.org.

Protect your business indoors and out

Accidents happen. Raising awareness is the first step to prevention. To that end, the Loss Control experts at Pennsylvania & Indiana Lumbermens Mutual Insurance Companies (PLM/ILM) are offering safety brochures on how to safeguard your property and personnel from wildfires, lightning and power surges. Take a look.

Wildfires

“Often the carelessness of people leads to wildfires which create a challenge to prevention.” Steps can be taken, however, to prevent and lessen loss by this hazard.

- “Maintain large separation distances from vegetation lines to building exteriors.” Remove debris from these areas and follow good housekeeping procedures.
- Use nonflammable roofing materials. “Structures with flammable roofing materials have an 81 percent chance of being destroyed in wildfires, whereas a structure with nonflammable roofing is much lower at 30 percent.”
- Fences make good neighbors. “Typical crime reduction techniques may result in reduced exposure to unlawful entry and malicious mischief which can lead to arson exposures, especially in idle/vacant buildings.”
- Appropriate lightning suppression systems are recommended, especially for “high value buildings located in the Gulf States where lightning strikes are most likely.”
- Secure and be ready to implement “effective emergency and disaster planning and procedures programs” for both emergency evacuation and business continuity.

Lightning & Power Surges

“Lightning is the visible discharge of electrical energy. That energy seeks a path to the ground. Your building, property, trees, equipment or even your employees can provide that pathway. While no **lightning protection system** can stop lightning from striking, a good grounding system can prevent serious injury or property damage” by providing a “direct path for the lightning to follow to ground and preventing destruction, damage, injury or death as it travels that path.”

- A good lightning protection system should include at least two electrodes (ground rods) planted at least 10 feet deep; down conductors, gutters or other grounded metals; air terminals (lightning rods) strategically placed along the roof ends, ridges and chimney; dormer protection, etc.
- Business devices – computers, telephones, copiers, security systems – and most all electrically powered equipment are susceptible to electrical surges. “Properly installed surge protection devices (SPDs), used in tandem with a good grounding system, should protect your electronic and electrical devices from all but the most severe electrical surges. An SPD should be installed at the electrical meter or main electrical panel, and at each item to be protected.”
- During thunderstorms, stay clear of doors, windows, metal objects, electrical devices, and electrically powered machinery. Unless there is an emergency, don’t

use the telephone. If outdoors, seek shelter in an enclosed building or vehicle, or “find a low lying area and crouch down with feet together and hands on your knees until the danger passes. Avoid isolated trees, high ground or large open areas.”

PLM/ILM is a property and casualty insurance provider to the lumber, woodworking and building material industries. For further information, contact the Loss Control Services Department at 800.752.1895.

A 90 second hardwood info-mercial

If a 30 second ‘elevator speech’ is just not time enough to share your hardwood message, then consider utilizing all or just portions of this American Hardwood Information Center 90 second hardwood ‘info-mercial.’

The intro

Every day, you make choices that impact your quality of life and the world you live in. Today’s marketplace offers many options. Do your world some good by choosing products made from sustainable American hardwoods. With countless environmental, economic and health benefits they are **‘the’** definition of sustainable and organic.

The ‘meat & potatoes’ of the message

Personalize your space by utilizing the entire palette of American hardwood species.

- Just like us, each is unique - with color, texture, and grain that are as individual as a human personality. Capitalize on this variety. Use it to express yourself and to enhance your living and work space.
- Whether on the floor or over the fireplace... in the kitchen or the bath, paint it; stain it; repair it; refinish it; walk on it; restore it; love it; refresh it! The uniqueness of these durable and sustainable products makes an enduring statement everywhere.
- They coexist beautifully with other materials, and with the versatility that hardwoods offer, each space can be tailored to reflect the distinctive aspects of **you**.

And did you know ... contrasting wood tones create a high energy space. Matching cabinets and flooring evoke a greater feeling of calm. Plus:

- Advancements in low VOC wood finishes make hardwood flooring pet-friendly and resistant to wear.
- Hardwood products reduce allergen exposure.
- And the intrinsic ‘natural’ feeling of hardwood reduces stress, evokes warmth and comfort, and promotes positive interaction.

The close

So, do your world some good. Enhance your living and work space with products made from sustainable American hardwoods. **The possibilities are endless!**

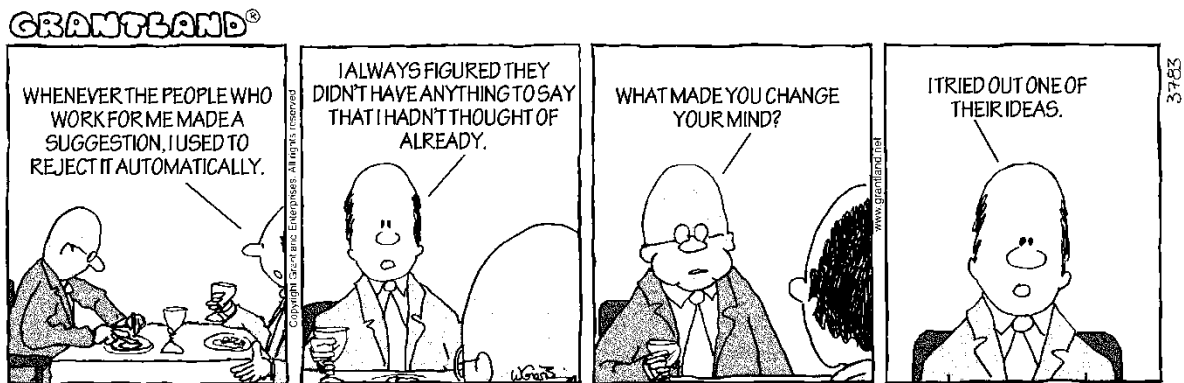
Experts weigh in on the color of the year

If the elegance, formality and power of the color **black** have made it a favorite hue in your color palette, you’re going to love this ... three paint companies forecast that the sultry shade will soon be topping the list in 2018 as Color of the Year. Here’s the how and why of their selection.

- “Move over unicorns: you’re too fancy to be minimalists. According to GLIDDEN® paints by PPG, it’s time to stop getting caught up in a fantasy and bring it back to the basics with the most forgotten neutral – black. *Glidden* paints is keeping it easy and authentic in naming **Deep Onyx**, a no-fuss shade of black, as the 2018 Color of the Year.”

- “This upcoming year, dress your home in the new neutral: the PPG PAINTS™ brand’s 2018 Color of the Year, **Black Flame**. According to PPG color experts, this statement-making black, infused with an undertone of the deepest indigo, evokes the privacy, hope and classic modernism that many consumers crave today. Embodying the spirit of a tailored tuxedo or a little black dress, it is dressed-up, coveted, unapologetic and – most importantly – timeless.”
- “In the current day, consumers often feel uneasy, restless, or like their privacy is being invaded, so they crave deep, comforting colors that offer a welcomed escape from the chaos of daily life. **Black Magic**, the Olympic® 2018 Color of the Year, perfectly satisfies consumers’ desire for privacy. The color’s substantial nature brings an airy and soft space down to Earth, and highlights a perfect mix of masculine and feminine. A statement piece for your walls, this color is a classic that neighbors and guests won’t soon forget.”

Later this year, color giant **Pantone** will announce its 2018 color selection. Standing by ...



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