



October 2018

More than just talk

By Linda Jovanovich
HMA Executive Vice President

There is indeed a hint of 'fall' in the air, and I must admit, I'm enjoying the cooler mornings and looking forward to the cavalcade of colors our hardwoods will soon be providing. If you are among those who've been trying to reach me, you know that I've been traveling for the HMA. It's been busy. And it's all been good.

In September

I saw many of you in Washington at the Hardwood Federation's Fall Fly-In. What an action-packed event. And what an opportunity to make our voices heard. I'm especially pleased at the number of our HMA NextGen Leaders who were in attendance – eager to learn about the workings of Washington; eager to be front and center with federal representatives; and eager to meet, network and share ideas with their counterparts. In this issue of *The Link*, the "Hardwood Federation Update" provides greater detail about the event. I hope you will take a look.

Also in September, I was invited to visit the awesome facilities of HMA member company, Kendrick Forest Products, Edgewood, Iowa, as they celebrated 35 years of doing business. Festivities included tours of their sawmill, plus tours of Forever Cabinets- their custom cabinet facility, Kendrick Home and Shimlee for a look at their custom wooden sign manufacturing process, and The Markket, Kendrick's award-winning retail destination.

It was quite a pleasant experience. And I saw firsthand, just how involved and important Kendrick Forest Products is to that part of the country. Accolades to Tim and Rhonda Kendrick! And thank you for including me.

Coming up in October

Early in the month, I'll be representing the HMA and the American Hardwood Information Center (AHIC) at the **Field + Supply Craft Fair**, in Kingston, NY. The event is a favorite with the New York/Boston area design community. AHIC will be there to not only share our Hardwood Message, but to also spotlight our amazing material.

We've commissioned a local artisan to craft a one-of-a-kind **Hackberry** dining table, to be displayed throughout the October 5-7 event, and then included in a silent auction benefiting a local charity. I encourage our HMA members in NY, PA, VT, CT, MA, NH, and ME to stop by and talk Hardwood. And special thanks to HMA member Yoder Lumber Company, Inc., Sugarcreek, Ohio, for providing the Hackberry for this project.

October 16-18, find me in State College, PA for our **Northeast Regional Meeting**. The autumn leaves should be in full array by then. Don't miss them. And don't miss this opportunity to tour, network, and socialize with your fellow, HMA colleagues and friends. Meeting details can be found in *The Link* article, "NE Regional Meeting Schedule and more," and also at www.HMAmembers.org.

Hope to see you, soon!

"Growing Your Company Through Your People"

In a collaborative effort to grow and groom the leaders within our industry, HMA, AHMI and NHLA are hosting the **2019 Hardwood Leadership Development Retreat**, three days of professional leadership training designed to help individuals maximize their potential, and instill the values and behaviors that create a strong culture of leadership.

The symposium, which is geared to the specific needs of the hardwood industry:

- will be conducted January 28-30, 2019, at the BB&T Leadership Institute in Greensboro, North Carolina.
- combines expert psychological insight with the lessons learned throughout the 145 years of BB&T's history.
- was selected because of its unique qualifications to develop people to become dynamic leaders, increase employee retention and improve the bottom line for companies.

If this development opportunity sounds perfect for the aspiring, young manager(s) within your organization, don't delay. All of the specifics – Registration, Costs, Housing and Program Schedule – are available at www.HMAmembers.org. And for a close-up look at the BB&T Leadership Institute in Greensboro, visit www.bbtleadershipinstitute.com.

NE Regional Meeting Schedule and more

HMA's 2018 **Northeast Regional Meeting** is just weeks away. **The Toftrees Golf Resort**, One Country Club Lane, State College, PA, is serving as our base of operations. Tour sites are set. And our beautiful hardwoods are promising an array of yellow, orange and red foliage unique to Central Pennsylvania. You'll not want to miss this!

Tuesday, October 16

- 2:00 p.m. HMA Board of Directors Meeting (It is an open meeting, and HMA members are welcome to observe the proceedings.)
- 6:00 p.m. 'Early arrivals' are invited to join HMA's Board of Directors, Past Presidents, and NextGen Leaders Council members for appetizers, a BBQ Buffet, and refreshments. The cost is \$75. **Advance Reservations are required!**

Wednesday, October 17

- 6:30 a.m. Breakfast Buffet
- 7:30 a.m. Depart Toftrees Golf Resort
- 8:15 a.m. Tour **Walker Lumber Co., Inc.**, Woodland
- 10:30 a.m. Tour **Northwest Hardwoods, Inc.**, Ridgway
- 12:15 p.m. Lunch at Gunners, St. Mary's, PA
- 1:30 p.m. Tour **Emporium Hardwoods**, the Rossi Group, Emporium
- 4:45 p.m. Arrive Toftrees Golf Resort
- 6:00 p.m. Reception/Dinner

Thursday, October 18

Thursday's Tour to **Wood-Mode, Inc.**, Kreamer, PA, is being offered as an **Optional** tour.

All who plan to visit the location must register in advance, to allow our facility host to prepare accordingly.

7:00 a.m. Depart Toftrees Golf Resort
8:30 a.m. Tour **Wood-Mode, Inc.**, Kreamer
10:30 a.m. Depart **Wood-Mode, Inc.**
Noon Arrive University Park Airport
12:15 p.m. Return to Toftrees Golf Resort

Looking forward to seeing you in Happy Valley! And remember, all Meeting details can be found at www.HMAmembers.org. Should you have questions, simply call the HMA office at 412.244.0440. See you, soon.

Previewing National Conference & Expo '19

What a time to be a business owner! Each day seems to present a new challenge. And with each challenge comes uncertainty and exposure to **risks** that could jeopardize decades of hard work and sacrifice. It's not a time for "sissies," that's for sure. How can HMA help?

We're taking the issue of risk head on! Our **2019 National Conference and Expo** is being designed around the theme "**Emerging Risks – Are You Prepared?**" And we're compiling a dais of presenters, and developing an agenda of events to aid you, our members - and all industry stakeholders - in preparing for "**Emerging Risks.**"

So, open your calendars please, and reserve March 20-22, 2019 for HMA's **National Conference and Expo**. We'll be convening at the **Hyatt Regency Savannah** and here are the up-front details of the 2 ½ day event in the "Peach State."

- **Savannah** - For a delicious dose of Southern hospitality, discover Savannah, a coastal town known for its hospitality and grace, and recently named "one of the world's friendliest cities." www.visitsavannah.com
- **Hyatt Regency Savannah** - Enjoy newly restyled rooms, modern amenities, exceptional dining and more in this elegant, contemporary, waterfront hotel - within walking distance of historic parks and squares, and with direct access to River Street and the city's Historic District. www.savannah.regency.hyatt.com
- **Early Bird Registration** is up and running at www.HMAmembers.org. Act now and let the savings begin. Also on the website, finalize your hotel accommodations; learn more about the Conference agenda; view the schedule of events and other Conference specifics.

Also, keep a close watch on your email and snail-mail. All of the **NatCon 2019** specifics, including invitation to exhibit and conference sponsorships will soon be coming your way. Should you have questions before then, do not hesitate to call the HMA office, 412.244.0440.

Our AHIC spotlighting American Hardwoods

If it's been a while since you last browsed **The American Hardwood Information Center** (AHIC), you're in for a treat! We've consulted the Pros* for a look at what's trending, and thought you'd like this update on what's 'hot' in Hardwood.

Six Imaginative Ways to Use Hardwood in Your Home

"Hardwood is synonymous with high quality residential flooring, the ultimate in underfoot durability and good looks. But as sophisticated architects, designers, and homeowners regularly demonstrate, there are many other applications that exploit wood's functional and aesthetic possibilities just as successfully as floors do." (Visit HardwoodInfo.com for a

closer look at built-in hardwood furniture as architecture, tongue-and-groove hardwood walls, slatted hardwood screens and shutters, hardwood barn doors, and much more.)

Party Central: The Built-in Hardwood Wet Bar

“If you entertain frequently at home, a built-in wet bar—that is, some combination of storage and display cabinetry for glasses, silverware, wine, liquor, and mixers; counter top space where drinks and finger foods can be prepared and served; a sink and faucet; and maybe a small fridge or wine cooler—is an amenity worth its weight in gold. By using handsome hardwood millwork, you can turn what’s often a mundane service space into the life of the party.” (See how cherry, poplar, and black cherry have turned mundane into over-the-top at HardwoodInfo.com)

Hardwood Screen Gems

“A slatted or openwork screen can be a marvelous way to divide a room or create a defined space without making it feel claustrophobic. And if the screen or partition is made of hardwood, you get the beauty and character of the material as a decorative bonus.” (For a look at how hardwood blocks set in blackened-steel frames add pizzazz to a Greenwich Village loft, visit www.HardwoodInfo.com.)

* ***Wendy Silverstein***, a consultant to the design industry and a former editor at *Architectural Digest*, *Home*, *Kitchen & Bath Customer Planner*, and *Home/Style* magazine, is a regular content contributor to *The American Hardwood Information Center*, the authoritative resource for consumers and professionals seeking information about American Hardwoods.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Despite the threatening weather, Hurricane Florence did not stop the Hardwood Federation (HF) from hosting our biggest event in our nearly 20 year history. And although we proceeded as planned, we very much kept in mind the devastation so many of our friends and peers in coastal areas suffered during and after Florence. We continue to keep them in our thoughts and prayers.

What a Fly-In!!!

Eighty three (83) hardwood industry leaders and representatives from across the country attended events held from September 11 -13 – far and away our largest number of attendees ever. Participants were a great mix of knowledgeable Fly-In veterans and eager new faces. And as planned, we stormed the Hill in small groups, and visited as many congressional offices as possible, to make a real difference! (**What a great turnout from the HMA’s NextGen Leaders Council and the NWFA’s Emerging Leaders groups.**)

Attendance wasn’t the only record to be broken. A total of 123 meetings were conducted. Our groups met with 45 Senate offices, nearly a fifth of all Representatives, plus important Administration meetings with U.S. Department of Agriculture Secretary Sonny Perdue, senior staff and advisors at the Department of Commerce, and the Chief Economist to Vice President Mike Pence. Much more than an average day on the Hill!

What was our Message?

We focused on two significant and complicated issues. Regarding **trade**, our message was simple:

- We asked that the Trump Administration return to the negotiating table as soon as possible. The hardwood industry relies on export markets for its survival, and Trade is having a devastating impact on hardwood sawmills.

- In 2017, U.S. hardwood producers shipped \$4.04 billion worth of U.S. products to global markets; \$2.09 billion to Greater China. China, the NAFTA countries and the E.U. make up 82% of hardwood exports. In 2017, the U.S. had a trade surplus of \$1.475 billion in hardwood lumber, up from \$1.1 billion in 2015.
- The 10-25% retaliatory tariffs by China on U.S. hardwood exports hurts U.S. hardwood companies, workers and consumers and causes long term damage to international markets. If this downward spiral continues, countless jobs will be lost, companies closed, and local economies dependent on hardwood mill operations will erode.
- We asked that the Trump Administration return to active, high level negotiations with the Chinese government and work towards swift resolution of differences, a return to certainty and stability in the global marketplace, and pursuit of stringent enforcement of existing safeguards against unfair trade practices.

Regarding the reauthorization of the **Farm Bill** by September 30, our message was that the Hardwood Federation supports re-authorization of the Farm Bill and advocates for the following Farm Bill programs:

- Full funding for the Market Access Program (MAP) and Foreign Market Development (FMD) program in the 2018 Farm Bill;
- New categorical exclusions from NEPA in the House bill that will facilitate federal forest management;
- The Timber Innovation Act provisions in the Farm Bill to develop new markets for wood products using Cross Laminated Timber.

Other Fly-In events

Several HF Political Action Committee (HFPAC) events provided additional opportunities to speak directly with and acknowledge the support of Congressional Members. The evening reception of September 12 was attended by thirty-five (35) Republican members of Congress. The next morning, seventeen (17) Democrats joined us for breakfast. These events provided an outstanding opportunity to reconnect with friends on the Hill, and establish new relationships.

Thank you all for making this the best Fly-in to date. And to everyone reading this, I encourage you to join us for next year's event. For more information, please contact the Hardwood Federation at (202) 463-2705.

HMA NextGen Leaders & the art of advocacy

The Oxford Dictionary defines "advocacy" as "public support for or recommendations of a particular cause or policy." In terms of the hardwood industry, advocacy is what the Hardwood Federation does on our behalf. Yet, each of us, as a hardwood industry stakeholder, is charged to wear the hat of advocacy. To be most effective, however, requires training.

On September 11, during the Hardwood Federation's Fall Fly-in event in Washington D.C., that's just what HMA's NextGen Leaders, and their counterparts, the Emerging Leaders of the National Wood Flooring Association (NWFA), received - a formal lesson in 'Advocacy' from Tiffany N. Adams, president of T. Adams Consulting, LLC, and a seasoned public affairs and government relations executive.

Twenty industry '**Young Leaders**' participated in this special advocacy learning session/meeting, hosted by the HMA and NWFA. This collaborative effort allowed them to network, share ideas and challenges, plus provided the advocacy acumen they later drew

upon during their many meetings on Capitol Hill. These impressive young people were front and center with federal representatives. And their young voices were heard loud and clear.

To the Young Leaders unable to travel to Washington because of Hurricane Florence, you were missed. Yet, there is always next year. Mark your calendars, please. In the meantime, contact your counterparts who were able to attend, and ask if they'll share their 'Advocacy' notes with you.

On display in the UK, Tulipwood HCLT

Hardwood cross-laminated timber (HCLT) has been used in the construction of **Multiply**, the flagship pavilion of the Victoria and Albert Museum London Design Festival. Typically, cross-laminated timber is made from softwood. However, in this project, the 9-metre high **Multiply** pavilion was constructed of hardwood, specifically American **tulipwood HCLT**. The unique project was a collaborative effort between Waugh Thistleton Architects, the American Hardwood Export Council (AHEC), and engineering firm Arup, with support from CONSTRUCTION Scotland Innovation Centre (CSIC), Glenalmond Timber Company, and the Centre for Offsite Construction & Innovative Structures at Edinburgh Napier University.

- One hundred and two (102) tulipwood HCLT panels were used to make 17 modules. The modules, connected together with digitally fabricated joints, then arrived on site as a kit of parts, and were assembled in under a week.
- With its layered construction – the wood turned at right angles in each successive layer – the HCLT is - weight for weight - stronger than steel or concrete.
- **Multiply** highlights the “valuable role American Hardwoods can play as premium products for timber construction,” and is a wonderful “example of what can be achieved when industry and academia come together.”

The London Design Festival, an annual, city-wide event which showcases the unique creations of innovative architects, designers and artists, ran from September 15-23. For more information about the **Multiply** project, visit www.americanhardwood.org.

Putting email under the microscope

Earlier this year, a *Wall Street Journal* article by Andrew Blackman addressed the topic of “**The Smartest Ways to Use Email at Work.**” You may be surprised by what the experts had to report. Take a look, then decide what works for your company culture.

When to Reply

“In companies whose cultures emphasize speed of response, workers are more stressed, less productive, more reactive and less likely to think strategically. Handling emails after hours is also detrimental. People who receive an email during off hours may feel more pressure to respond, and those who do aren’t more efficient – they simply generate a higher volume of mail, without actually getting more work done.

On the other hand, one size doesn’t fit all. Preliminary findings from a new study of extroverts suggest that when they are working on routine tasks, being interrupted by an email notification might be good for them – the social stimulation may help those workers avoid boredom and complete their tasks more effectively.” (Dr. Emma Russell, Occupational Psychology, Kingston University, UK)

Best time to email is ...

Early in the week and between 8 a.m. and Noon, according to Dr. Kristina Lerman, project leader at the University of Southern California’s Information Sciences Institute. “When faced with a screen packed with information, people tend to focus on what’s at the top. So, it follows that you want to time your email to correspond with when people are checking.”

“If I want to send an important email,” says Dr. Lerman, “I **don’t** do it on a Friday. I wait until Monday morning, so it’s much more likely to be at the top.”

To CAPITALIZE or not

“It’s one of the longest standing pieces of conventional wisdom about email – all caps means you’re shouting. But new research suggests that isn’t always right. When used judiciously, a word or two in capital letters can provide emphasis, communicate urgency or inject humor. So, although typing a whole email in capitals is a no-no, there’s nothing wrong with using all caps in smaller doses.

Context matters, of course, and there are formal situations in which these techniques would be inappropriate. But the broad lesson is that within teams, a little playfulness and stylistic fluidity can go a long way.” (Dr. Erika Darics, lecturer in Applied Linguistics, Aston University, UK)

Using emoticons

“Studies have found that in business communication, emoticons and emojis can be useful mostly for internal communication within teams. When you’re using emoticons with strangers, on the other hand, they can have unintended consequences.

- Ella Glikson, a postdoctoral fellow at Pittsburgh’s Carnegie Mellon Tepper School of Business, conducted an experiment with fellow researchers at the University of Haifa in Israel and the University of Amsterdam to examine the effect of using a smiley face on first impressions in a business context.
- They conducted three experiments in which they showed participants various business emails, some written in plain text and others with emoticons added. They discovered that people viewed the writers who used smileys as less competent, and were less likely to share information with them.”

The bottom line from Dr. Darics:

“Good email communication is not about our intentions, but about the meaning that other people assign to what we write. Good communicators will challenge themselves and ask – this is what I meant, but is this what the other person will get?”

Information source: The Wall Street Journal

PPG’s 2019 Color of the Year

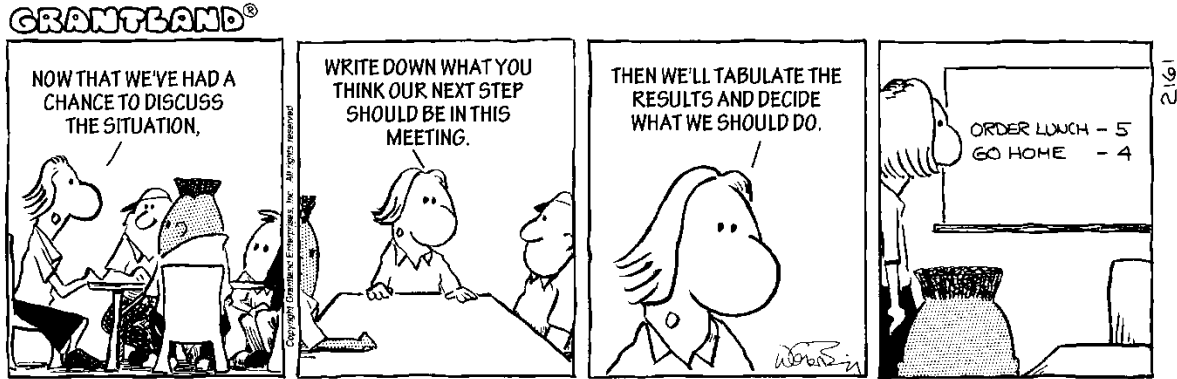
They’re calling it “**Night Watch**,” a “rich, luxurious, and classic shade of green that emulates the feeling of lush greenery,” connotes the healing power of nature, and works well “in a variety of design segments – from healthcare to commercial and residential design.”

According to a recent news release issued by PPG Paints, the Pennsylvania-based, architectural coatings company:

- “The color “can be incorporated as a focal accent wall in a bedroom or dining room.
- It can be especially impactful in places without any view or tie to the outdoors, like the end of a windowless hallway of a hospital.
- For exteriors, Night Watch is a gorgeous alternative to the trending black or deepest blue-black, and it works well as an accent on doors and shutters.”

And PPG senior color marketing manager, Dee Schlotter, adds, “Night Watch pulls our memories of natural environments to the surface to recreate the calming, invigorating euphoria we feel when in nature.”

To see if Night Watch could work for your next project, try PPG's virtual room painter tool at www.ppgpaints.com. The technology applies color to your uploaded photo, and much more.



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