



September 2018

A message from HMA's President

By Bob Miller

This summer has been great, and I hope you too have enjoyed time with family and friends, a baseball game or two, maybe a little lake-side fishing, or at the very least, a small measure of whatever 'me' time is to your liking. But it's September, and time to get back-at-it, in order to finish out the year, strong.

When I ask our members how their businesses are doing, I hear a mix of both good and not so. Some continue to struggle to grow their log inventories. Lumber pricing isn't where it needs to be for certain products. Others have had to 'tweak' their modus operandi out of sheer necessity, rather than choice. And of course, impending trade tariffs are causing many to lose sleep.

Yet it all rings of 'business as usual' for me, because throughout my 27 years in the hardwood business, I don't remember a time when our industry didn't have an issue to overcome. (Guess that's what keeps it exciting for us.) And just as in the past, I am confident we will find the ways and means to overcome current and future obstacles. Keeping connected with industry colleagues is an important strategy to that end.

I hope to see you in Pennsylvania, October 16-18, for HMA's Northeast Regional Meeting. In addition to great facility tours, the Tuesday afternoon agenda includes a Board of Directors Meeting – open to all HMA members wishing to observe. Following the meeting, 'early arrivals' are invited to join up with the Board, Past Presidents, and members of the NextGen Leaders Council, for dinner. (**Advance Reservations are required.**) I see this as a great way to kick off the Regional. And I look forward to your participation.

I also have a few comments regarding the Hardwood Federation (HF) - our industry's advocacy group in Washington. HF works hard on our behalf, and I encourage you to assist them in their efforts. If you are unable to physically participate in their upcoming Fall Fly-In, there are other ways to help.

- Any company and/or individual may make monetary contributions - of any amount - to the Federation. These funds, which are 82 percent tax deductible, are used for HF operational expenses, only.
- Individuals may contribute, up to \$5,000 annually, to the Hardwood Federation Political Action Committee (HFPAC). These funds can only be used for the PAC, which is bi-partisan and sends a powerful message to elected officials on both sides of the aisle, that we are a serious and engaged industry.

I'm proud to serve as your President, and I look forward to spending time with many of you in D.C. for the Federation's Fly-In, in State College for our Northeast Regional, and at other upcoming industry events.

Best wishes,

Bob

An Events Calendar at your Fingertips

Wouldn't a 'one-stop' Calendar of **Industry** Events be a valuable resource and time saver? One does exist and it is available to all industry stakeholders. You'll find it on the Home Page of www.HMAmembers.org. Take a look!

Here's how it works

Browse the Calendar for the month/day(s) in question. When you think you've found the event, clicking below the date will identify which Industry Event is scheduled, and a click on "see more details" will take you to Event Registration and so much more. It's that easy!

Here's the best part

This is a Google shareable calendar. That means you can post your Association's events to it, and even include the Calendar on your Association's website. Simply contact the HMA office – 412.244.0440 - for the access details.

Upcoming Industry and HMA events

- **Hardwood Federation 2018 Fall Fly-In** – September 11-13. Online registration and other meeting details are available [here](#).
- **Field + Supply Craft Fair** - October 5-7 - Kingston, NY. The American Hardwood Information Center will be sharing our Hardwood Message and spotlighting our amazing material.
- **HMA's 2018 Fall Regional Meeting**, October 17-18 – State College, PA. Online registration, meeting sponsorships and all meeting details are available [here](#).
- **HMA's 2019 National Conference & Expo** – March 20-22 – [The Hyatt Regency Savannah](#). Check it out.

HMA working to resolve Workforce Challenges

Since November of 2017, HMA has been collaborating with other wood industry associations on ways to attract and retain employees, resolve other workforce challenges and improve industry perception. Known as **WIRC**, Wood Industry Resource Collaborative, the consortium of 11 associations exists "to connect industry associations with one another and support and strengthen the woodworking industry and their associations' members by sharing information and resources."

A recent press release issued by the consortium listed their goals to include:

- **"Attract Employees:** Increase student awareness of wood industry careers; increase parent awareness of wood industry careers; increase student engagement; and increase High School counselor awareness of wood industry careers.
- **Retain Employees:** Increase association memberships; improve association member engagement and satisfaction; and improve work culture at member companies.
- **Improve the Perception of the Industry:** Develop and communicate the stories of the industry; increase positive media coverage; increase engagement with legislative and educator communities; and involve more associations in WIRC initiatives."

The release also included WIRC's organizers and charter members:

Association of Woodworking & Furnishings Suppliers - **AWFS®**
Architectural Woodwork Institute - **AWI**
Cabinet Makers Association - **CMA**
Hardwood Manufacturers Association - **HMA**
North American Building Material Distribution Association - **NBMDA**
National Wood Flooring Association - **NWFA**
Wood Component Manufacturers Association- **WCMA**
Woodworking Machinery Industry Association- **WMIA**
Wood Machinery Manufacturers of America - **WMMA**
Wood Product Manufacturers Association- **WPMA**
Moulding & Millwork Producers Association - **WMMPA**

The entire press release is available [here](#).

Make your Toftrees Reservations today!

HMA's Northeast Regional Meeting is slated for October 17-18 in State College, Pennsylvania, and time is of the essence regarding securing your hotel accommodations in Happy Valley! Don't delay, please.

Reservations at **The Toftrees Golf Resort**, One Country Club Lane, State College, PA 16803, can be made by [calling](#) the hotel at 814.234.8000. Be sure to mention the HMA room block to secure the 'special' room rate of **\$99**. The hotel deadline is **September 22**, or until the group block is sold-out, whichever comes first.

And if you have yet to do so ...

- HMA members and 2018 National Conference Sponsors and Exhibitors are encouraged to register at www.HMAmembers.org.
- There is still time to sign on as a Meeting Sponsor. Take a look at your options [here](#), or call the HMA office and we'll walk you through the process.
- Tuesday evening '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. Networking begins at 6 p.m. The cost is \$75. And most importantly - **Advance Reservations are required!**

Other important Information

On Wednesday, October 17, tours include: **Emporium Hardwoods**, the Rossi Group, Emporium, **Northwest Hardwoods, Inc.**, Ridgway, **Walker Lumber Co., Inc.**, Woodland, PA. Thursday's Tour to **Wood-Mode, Inc.**, Creamer, 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.

All of the Meeting details are available at www.HMAmembers.org. Finalize your plans today. Looking forward to seeing you in Happy Valley!

Meeting Sponsors get the 'Spotlight'

What's the advantage of being a **Regional Meeting Sponsor**? It's the fast and friendly way to differentiate your company from the rest of the field. And to thank you for your extra show of support, HMA shines a hot 'spotlight' on you, just like this.



Thank you to industry supplier and **Gold Sponsor** Taylor Machine Works, Inc., Louisville, Mississippi! This longtime HMA supporter has asked to co-host Wednesday's lunch. Please make every to thank the Taylor reps for fueling our bellies, not to mention their ongoing contribution to the hardwood industry. (www.taylorbigred.com)



Thank you to HMA member and **Silver Sponsor** New River Hardwoods, Inc., Beckley, West Virginia! Wayne Law and company have asked to co-host the 'special' Tuesday evening Dinner. If you are one of the 'early' arrivals partaking in this fun-filled, mix and mingle event, be sure to extend your thanks. (www.newriverhardwoods.com)

To learn more about being a Regional Meeting Sponsor, visit www.HMAmembers.org. And then call the HMA office, 412.244.0440, to get things started.

Check out the 'NEW' Hardwood Mobile App

You've asked. We've listened. Now available - to Apple Smartphone and Tablet users - the **'NEW' American Hardwoods Species Guide Mobile App!**

Geared for consumers, design professionals, and all hardwood information seekers, the **FREE** Reference Guide not only includes data about the most abundant American hardwood species - availability, physical and working characteristics, strength and mechanical properties, and typical applications of each – it also allows users to compare species being considered for a project.

Additionally, a stain simulator displays the species in clear, light, medium and dark finishes to help visualize stain combinations of flooring, cabinetry, moulding and furniture co-existing in a single design space. And Species profiles include images featuring the wood in finished applications.

So don't delay! Visit www.HardwoodInfo.com for more information about the **'NEW' American Hardwoods Species Guide Mobile App**, and then add this valuable design aid to your technology tool belt today!

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

This summer, the Hardwood Federation (HF) has been consumed by two issues – Reauthorization of the Farm Bill and the Trade Debate. The first was completely expected and planned for. The second issue came out of nowhere.

- **The Farm Bill** - includes a number of hardwood related programs - forest management reform, funding for export promotion programs, and support for tall wood building research and development - and HF and our allies have been coordinating efforts and laying ground work for months in hopes of final passage sometime this fall.
- **The Trade Debate** – While President Trump campaigned on these issues, few expected the Administration's actions would have such a swift and dramatic impact on domestic industries. And once the hardwood industry became included in the tariff

battles, HF had to refocus, retrench and develop an appropriate response to the vast amount of input received.

Both of these experiences reinforced the following basic tenets of government relations and advocacy.

The Importance of Engagement

Political engagement can take many forms, but it all comes down to ... making our voices heard in the loudest way possible, and keeping our industry issues front and center to ensure they are not forgotten or left behind. HF typically does this by maintaining a constant presence on the Hill and talking to key members and staff so many times they can quote our talking points back to us.

The trade debate of 2018 has brought out the emotional side of engagement, and illustrates the need to be constantly on alert; ready to respond and not necessarily in the logical and measured way we typically would do so. And as the Administration moves into uncharted territory, our advocacy efforts are relaying the pain and fear many in our industry are experiencing.

In this ever changing political landscape, we cannot ignore the need to be vigilant, both in our home states and in our nation's capital. HF's September Fly-In to D.C. allows members of the hardwood business community to echo and bring personal experience to the process. The opposite of engagement is surrender, which the HF does not view as a viable option.

The Importance of Data:

Regardless of the issue, the most compelling arguments for policy implementation are always those based on hard data, particularly when it comes to economic policy. For years, the HF has used 'general' wood products economic data, not hardwood specific information, as to how the industry positively impacts national and state economies. This is about to change.

Federation member associations, including the Hardwood Manufacturers Association, have come together to fund an Economic Impact Study that will strengthen our advocacy hand in Washington D.C. and our public relations hands back home. The analysis will include economic impact indicators, direct, indirect and induced for:

- **Employment** – jobs supported by the hardwood industry complex. Jobs are measured on a full-time equivalent basis, or one person working for one year.
- **Gross Regional Product** – for National, State and Congressional District and is the total value added by each step in the supply chain. It is the summation of labor income, profit, taxes and indirect business taxes.
- **Labor Income** – comprised of proprietor income, employee wages, and benefits.
- **Output** – defined as the summation of business revenues/industry sales.
- **Taxes** – paid by the hardwood industry from various sources.

The analysis model includes information on income received by the Federal, State and Local Governments. And we anticipate the results will also break out information by product sector including flooring, kitchen cabinets, railway ties, and veneer and plywood.

This is an exciting development for all of the associations that work to provide services to the industry. Having preliminary numbers this fall will help with both the Farm Bill and trade debates. Our real target is to have state and national figures ready for January 2019, when the new Congress will be seated.

Bottom Line: Regardless of the issue, the timing, or the intensity, we much engage using solid, compelling facts. Yes, we're making progress, yet there is more we can and will do to further the American Hardwood industry.

The feasibility of Timber Construction

A recent article by Jonathan Hilburg, Assistant Editor of *The Architect's Newspaper*, provided the following why-and-how information regarding durability and blast resistance testing of **softwood** cross-laminated timber (CLT).

"The idea to test CLT for its blast resistance properties arose after developer and construction company, [Lendlease](#), entered into an agreement to build hotels on army bases **across the U.S. As Lendlease chose to frame some of their hotels with CLT to save on time** and construction costs, they were told that CLT wasn't explicitly mentioned in the Unified Facilities Criteria, the building code for the U.S. Army. This meant that the material would have to pass a battery of durability and security hardening-related tests before it could be applied in any real-world structures.

While the Army allowed the construction of Lendlease's first CTL hotel, the Redstone Arsenal in Alabama, any future timber-framed buildings would require full-scale testing on a physical mockup before it could be approved. Lendlease reached out to WoodWorks Wood Products Council, who arranged [seven blast tests](#), Karagozian & Case Inc. (KCI), who developed and followed through on both phases of the testing, the Air Force Civil Engineer Center, and the University of Maine. The tests were carried out in two phases—the first in late 2016, and second at the end of last year.

After exposing the structures to 32 pounds, 67 pounds, and 199 pounds of TNT (with 610 pounds used for the last test), KCI concluded that:

- For blast exposure, CLT was equivalent to the standard steel-studded wall.
- Because CLT panels contain multiple laminated layers, the remaining wood provides additional strength at the point of rupture.
- The load from the blast is also more evenly distributed owing to the panel's support on all four sides, allowing the force to be evenly distributed towards the joints."

Interesting! Visit *The Architect's Newspaper* to read the article in its entirety.

American Hardwoods & Thermal Modification

When it came to building structures fortified against attack, "the ancient Vikings knew that poles made from timber with a burnt surface lasted longer" than those that had not been scorched. From that perspective, **thermal modification** is far from 'new.' Today's industry is "past the embryonic stage of development ... with well over 100 facilities worldwide producing commercial quantities of thermally modified timber."

American Hardwoods for Exterior Applications

"The recent emergence of commercial thermal modification applied to hardwoods has opened up new growth opportunities for American hardwood species for exterior applications, previously the domain of chemically treated softwoods and tropical hardwoods.

Tulipwood has a particularly bright future for cladding. It treats and machines easily and is light-weight, competitively priced and readily available. Other American hardwoods that thermally modify particularly well include [soft maple](#), [red oak](#) and [yellow birch](#)."

Why Thermal Modification?

- "The process reduces the timber moisture content which greatly improves the **stability** properties.

- Removal of the hemicelluloses and carbohydrates from the wood, the two main food sources for wood destroying organisms, greatly improves **durability**.
- Other benefits include **enhanced machining** characteristics and a **reduction in thermal conductivity**.
- Life cycle analysis has shown that the end product has a better environmental impact than chemically treated timber.... and a more positive environmental impact at end of life."

Visit www.americanhardwood.org for more information.

"An ounce of prevention is worth a pound of cure"

Think about it – "knowledge of workplace hazards and ways to eliminate them can only improve" the operation of your company. So, get into the safety mode by using a free consultation service funded by OSHA. Here's a look at how it works.

- Primarily targeted for smaller, high-hazard businesses, OSHA's safety and health consultation program is a service delivered by state governments, and completely separate from the OSHA inspection effort.
- A call or letter to OSHA sets the consulting machinery in motion. While OSHA encourages a complete health and safety review, the consultant and employer will determine the scope of the visit.
- Strict confidentiality will be maintained during the consultation process. **No citations** will be issued. **No penalties** proposed. "The employer's only obligation will be to commit to correcting serious job safety and health hazards in an agreed-upon time frame."

Bottom Line: Fewer accidents, lower injury and illness rates, decreased workers' compensation costs, less product losses – make for a safer and more profitable enterprise. Like our Founding Father said, "An ounce of prevention is worth a pound of cure." Great advice in 1733, and great advice, today!

For more information about OSHA's Consultation Program, visit www.osha.gov.

Did-you-Know Fun Facts

Americans love trivia. So for a change of pace, we're providing some non-hardwood Fun Facts to fuel your next round of 'Did-you-Know.' Here goes ...

- **Tigers** have striped skin, not just striped fur. And the stripes are like fingerprints – no two tigers have the same pattern.
- **Mr. Potato Head** was the first toy to be advertised on television. (1952)
- There is a **McDonald's** on every continent, except Antarctica. And the chain is the world's second-largest private employer. (Walmart is first.)
- The most popular item sold at Walmart – **BANANAS!**
- During 1930 - 1950, shoe stores used **X-Ray machines** to determine the shoe sizes of their customers.
- No matter the color, all **Fruit Loops** have the same flavor.
- It took Erno Rubik – the creator of the **Rubik's Cube** – 1 month to solve the cube after he created it. As of May 6, 2018, the fastest time to solve a standard 3x3x3 Rubik's Cube is 4.22 seconds.

For a host of other Fun Facts, visit www.did-you-knows.com

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