ANNUAL REPORT 2020

To build acceptance and demand in North America for globally sourced wood products from sustainably managed forests.
November 4, 2020

Dear Members,

2020 has been a year unlike any other for IWPA, and I dare say for most of our members. The COVID-19 pandemic has forced our industry to adapt to a new reality with limited travel and additional precautions to slow the spread.

IWPA’s staff and Board leadership have worked to ensure that we are providing members with the information and resources you need to survive and thrive during this difficult time. While we have missed seeing you in person at our signature events like the World of Wood Convention and our Washington Fly-In, moving these meetings online and rolling out additional webinars and our new “15 Minutes in the Know” series has allowed us to get critical information to members as quickly as possible.

While we are waiting for the day when we can be with you in person again, this spirit of flexibility and innovation will continue to guide us as we seek to serve you in the coming years.

As a look back, in 2020 IWPA accomplished the following on your behalf:

• Moved our industry-leading Wood Trade Compliance Training courses online to allow nationwide participation during COVID-19 travel restrictions.

• Transitioned to our first-ever Virtual World of Wood to deliver key market intelligence, legal and regulatory developments, and networking opportunities following cancellation of our in-person convention.

• Held monthly “15 Minutes in the Know” virtual meetings to connect IWPA members with key policymakers and thought leaders on timely issues of importance to our industry.

• Served as official industry Observers at meetings of the International Tropical Timber Organization and the APEC Experts Group on Illegal Logging and Trade.

• Convinced EPA to allow remote third-party certification of new mills when travel is not possible.

• Provided extensive testimony and written comments in response to proposed changes that would make sweeping changes to the administration and enforcement of U.S. AD/CVD laws.

• Partnered with allied industry groups as a member of the U.S. Global Value Chain Coalition, Americans for Free Trade, and the Coalition for GSP to educate policymakers and the public about how internationally-sourced goods support U.S. consumers and manufacturers.

• Facilitated over 25 meetings for IWPA members with Members of Congress, congressional staff, and key agency regulators.

• Hosted members-only webinars in which experts educated attendees about issues such as new U.S. actions to prohibit importation of goods produced using forced labor and U.S. and Canadian AD/CVD actions on plywood from China.

• Provided brand exposure for members through the publication of a re-designed International Wood Magazine and Buyers Guide along with a new enhanced digital edition of our flagship annual magazine.

The upcoming year will be critical as our industry recovers from the negative impact of the COVID-19 pandemic. Your voice will be needed as we continue to educate policymakers about the important role you play in supporting responsible trade and quality jobs in your communities.

With your support, our team will continue to advocate for policies that allow your businesses to grow while protecting the long-term health of the forest resource.

Cindy L. Squires, Esq.
Executive Director
Why We Exist.

The International Wood Products Association is the leading international trade association for the North American international wood products industry. We bring together every segment of the global supply chain, from producers and service providers to importers, distributors, manufacturers, and retailers. We create value for our members by uniting businesses, providing them with opportunities for improvement and growth, and representing them with a powerful voice.

Our Values.

• Visionary Leadership
• Social Responsibility and Environmental Sustainability
• High Ethical Standards
• Service to Members
• Lifelong Learning and Exchange of Ideas

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IWPA's Annual Signature Events

IWPA'S World of Wood Convention
iWpA Compliance Training
iWPA FLYIN
ADVOCACY

IWPA is the voice of the globally-sourced wood products industry with policy makers in national and international venues.

Legislative Advocacy

IWPA members participated in our first-ever Virtual Fly-In to engage key policymakers in Congress and the Trump Administration. Attendees held virtual meetings with Members of Congress and staff to educate them about the importance of globally-sourced wood products to U.S. manufacturing, homebuilding, and consumers as well as the resources our industry has committed to legal and regulatory compliance.

Global Advocacy

Meeting of the Asia-Pacific Economic Cooperation Experts Group on Illegal Logging and Associated Trade, Putrajaya, Malaysia, February – As part of the APEC-EGILAT meeting, IWPA Executive Director Cindy Squires facilitated a workshop focusing on "Advancing the Trade and Distribution of Legally Harvested Forest Products in the APEC Region," which includes 22 nations bordering the Pacific Ocean. Squires presented about the North American region’s efforts to advance legal trade in forest products and participated in interactive.

Regulatory Advocacy

IWPA advocacy resulted in guidance from EPA to allow for Virtual Third-Party Certifier (TPC) inspections of panel producers during COVID-19 travel restrictions. IWPA urged EPA to take quick action to provide much needed regulatory relief to allow TPCs under the TSCA Title VI Composite Wood Program to conduct remote "on-site" inspections of panel producers during the ongoing COVID-19 pandemic. In August, EPA and CARB accommodated this request by updating their Frequently Asked Questions pages to include a clarification on procedures to be followed in the event of travel restrictions due to unsafe conditions.

Administration Engagement

IWPA plays a key role as a liaison between the Executive Branch and our industry. IWPA educates key administration officials about the complex nature of supply chains for goods containing wood inputs as they consider reforms agreements with U.S. trading partners such as Brazil as well as implementation of the new U.S.-Mexico-Canada Agreement. Executive Director Cindy Squires serves as Vice-Chair of the U.S. Department of Commerce’s Industry Trade Advisory Committee for Forest Products, Building Materials, Construction, and Non-Ferrous Metals and as a member of the Office of the U.S. Trade Representative’s Trade and Environment Policy Advisory Committee.
EDUCATION

The Due Diligence Training course continues to be highly beneficial to people who attend. E-Training is available 24/7. Our 2020 Due Care Course Schedule is listed below. To learn more please visit www.IWPAWOOD.org

Atlanta, GA 2021
Make plans to attend in person classes the week of August 23rd in Atlanta, GA.

IWPA’s E-Training Portal offers IWPA members free access to bring professional development tools directly to your desktop. Renewing IWPA members receive a complimentary coupon code unlocking FULL access to E-Training content including webinars. Below is the list of free member content offered for 2021 renewals.

Free Member Courses Until 12/31/2021 for Renewing Members
WTC 204: Unpacking Genus and Species
WTC 205: CITES for the Wood Trade Professional
Webinar Series: Presentations and conversations with key governmental representatives and industry leaders.

Did you know about "15 Minutes in the Know"?

This year IWPA began holding “15 Minutes in the Know” virtual meetings with key thought leaders. These monthly sessions, which have featured lawmakers and industry service providers, give IWPA members critical information they need to tackle emerging issues in a bite-size format. To make sure you are in the know contact Mary@iwpawood.org
PARTNERSHIPS & OUTREACH

The International Wood Products Association values forming strategic partnerships with our members, government agencies, NGOs, and other industry groups to achieve our mission. Check out a selection of our other key partnerships & outreach that IWPA formed or continued in 2020.

**Guest Lecture on Forest Products Business**

IWPA Executive Director Cindy Squires joined Nadine Orozco from IWPA Voting Member Roseburg Forest Products as a guest lecturer in the Forest Products Business course she teaches at Oregon State University. Squires, who shared principles from IWPA's Wood Trade Compliance Training and Due Diligence Resources courses, was able to interact with students from OSU's College of Forestry and share industry views on best practices in wood sourcing.

**55th Meeting of the International Tropical Timber Council - Lome, Togo**

IWPA Executive Director Cindy Squires represented the North American market as an Observer. During the annual Market Discussion, Squires highlighted the importance of responding to the needs of industry stakeholders in meeting conservation goals as seen earlier this year during the CITES Conference of the Parties when solutions were found for the regulation of finished musical instruments that contain certain Rosewood species as well as the delayed implementation of the Cedrela listing.

**Meeting of the Asia-Pacific Economic Cooperation Experts Group on Illegal Logging and Associated Trade - Putrajaya, Malaysia**

As part of the APEC-EGILAT meeting, Squires facilitated a workshop focusing on "Advancing the Trade and Distribution of Legally Harvested Forest Products in the APEC Region," which includes 22 nations bordering the Pacific Ocean. Squires presented about the North American region's efforts to advance legal trade in forest products and participated in interactive panel discussions.

**Malaysia – USA Critical Information for Exporters Webinar**

IWPA Executive Director Cindy Squires and Director of Government and Public Affairs Joe O'Donnell joined Malaysian Timber Council Acting CEO Wong Kah Cane in sharing key information for Malaysian wood products producers looking to expand sales to the U.S. market.

**2020 Member Webinars / Zoom Meetings**

Recordings of IWPA webinars on the IWPA website and also on the IWPA E-Learning Portal. Topics Include:

**Trade Update Zoom Meeting**

IWPA staff joined Dan Neumann, Vice President of Government Affairs at the trade advisory firm Sorini, Samet & Associates, to update members on a number of key trade items including prospects for congressional action on U.S.-Mexico-Canada Agreement (USMCA), status of the "Phase One" agreement between the U.S. and China, GSP redesignation for certain Lauan plywood, and Section 301 exclusions for certain flooring products.

**Recent Developments in the China Plywood AD/CVD Case**

Attorney Jeff Grimson of IWPA Associate Member Mowry & Grimson PLLC participated in a webinar updating members on developments in the China Plywood AD/CVD case.

**IWPA-DS Avocats Webinar on Canadian Border Services Agency AD/CVD Investigation into Decorative and other Non-Structural Plywood from China**

IWPA partnered with Canadian and American trade lawyer Vincent Routhier of DS Avocats Canada at to provide information on what to expect with these investigations, important differences between the U.S. and Canadian AD/CVD programs, and steps members should be taking to protect their business.

**IWPA – Arnold & Porter Critical Update on New U.S. Government Actions to Prohibit Imports Produced Using Forced Labor**

IWPA partnered with Associate Member Arnold and Porter LLP, as well as Kenneth Kennedy, Senior Policy Advisor for Forced Labor Programs at U.S. Immigration and Customs Enforcement, for a members-only webinar to discuss the prohibition on the importation into the United States of any goods “mined, produced, or manufactured wholly or in part” by convict, forced, or indentured labor.
Join an IWPA committee today!

Are you interested in getting involved in one of IWPA’s policy committees? IWPA could not exist without the support of our members, volunteer leaders, event sponsors, and those who give up their time and expertise to serve our committees and task forces. Many IWPA members took an active role in promoting the association this year. Check out the committees & chairs below. Email Joe O'Donnell at joe@iwpawood.org to sign up.

**Flooring**
Elizabeth Baldwin
John Troendle

**Lumber / CITES**
Caroline McIlvain
Lisa von Gunten

**Government Affairs/ PAC**
Cindy Newman
Al Futscher

**Convention**
Paul Gosnell
David Weed

**Membership**
Craig Forester
Bronson Newburger

**Formaldehyde Compliance**
Travis Snapp
Michael Schultz

**Due Care/ Education**
Hugh Reitz
Michelle Meincke

**Standards**
Chris Battin

**Cargo Handling**
Don MacMaster
Jason Loveland

Thank you to our 2020 PAC Contributors:
Craig Forester
Al Futscher
Caroline McIlvain
JoAnn Gillebaard Keller
Don MacMaster
Anthony Roberto

**Executive Committee**

President
Hugh Reitz
UCS Forest Group

Vice President
Michael Schultz
Floor & Decor

Treasurer
JoAnn Gillebaard Keller
Holland Southwest International

Past President
Kenny MacMaster
Argo Fine Imports

At-Large Member
Elizabeth Baldwin
Metropolitan Hardwood Floors

At-Large Member
Al Futscher
CDC Distributors
IWPA is working hard to bring the programming and networking YOU all want. We are taking steps to make sure the safety and wellbeing of our attendees, exhibitors and sponsors are taken care of.

The IWPA Annual Convention is the must-attend networking hub for the globally sourced wood products industry. Come join over 300 importers, U.S. manufacturers, exporters, wholesalers, offshore suppliers and service providers to get critical market insights and business changing intelligence.

Early Bird Registration Opens on January 12, 2021. Go to www.IWPAWOOD.org to receive the early bird rate.

Email mary@iwpawood.org for information on sponsorship and other business development opportunities at the 65th Annual World of Wood Convention.

This fall IWPA published the 17th edition of our annual International Wood Magazine and Buyers Guide, which for the first time was paired with an enhanced, interactive digital edition at www.IWPAWOOD.org. International Wood features breathtaking projects utilizing wood in new and exciting ways and serves as THE wood sourcing tool for products from around the world. Readers are able to turn to our industry-standard Buyers Guide, which directly connects them with suppliers that can help them source all of the most beautiful and highest performance wood products.