



January 2019

The advertisement features a central image of a man in a suit standing on a rocky outcrop, looking out over a landscape with a bright sun. Several red arrows point upwards, each containing a different icon representing various risks: a globe, a bug, a fire, a factory, and a building. The text "EMERGING RISKS" is prominently displayed in white, with "Are you prepared?" in yellow below it. To the right, the HMA logo is shown above the text "HMA NATIONAL CONFERENCE AND EXPO" and "March 20-22, 2019 Hyatt Regency Savannah, GA". A yellow banner at the bottom contains the text "Several Expo Booths are available. Reserve your spot, today. 412-244-0440".

More than just talk

By Linda Jovanovich

HMA Executive Vice President

Thankfully, here I am, full of vim and vigor and bounding into 2019 with the energy and enthusiasm of a twenty year old! Well, perhaps that's somewhat of an exaggeration. I am however, full of energy and looking forward to the New Year. Hope you are, too.

Typically in my January column, I provide a Hardwood Promotion Roundup. But you'll soon be hearing all about our promotional efforts during my presentation at the National Conference and Expo, so I'll not tip my hand about the fun and successful things we've been doing.

But, speaking of our National Conference and Expo, March is just around the corner and I'm putting the finishing touches to the event. If you have yet to complete your plans to be part of the excitement, I encourage you to act soon. The Hyatt Regency Savannah is awaiting our arrival. And from an agenda standpoint, an array of industry colleagues and presenters - including myself - are in preparation-mode for March 20-22.

Keep in mind that HMA will have company in Savannah. I'm talking about the Southern Cypress Manufacturers Association (**SCMA**), and the Wood Component Manufacturers Association (**WCMA**). Both organizations will again be conducting their annual meetings in conjunction with our event. It promises to be a great opportunity to network and mingle. Don't miss it.

And remember, HMA's National Conference and Expo is open to all industry stakeholders. Yes, this is the only HMA event where all hardwood lumber producers and processors are

welcome to attend. So, if you have some business colleagues that would like an inside look at our unique Association, get them (and yourselves) registered to attend. Time is flying.

Lastly, by the time we meet in Savannah, I'll have most of the details for our Spring Regional Meeting, and a good feel for the specs on the Fall Regional. That information will enable you to mark your calendars early and avoid conflicting commitments.

It's going to be a busy year. And it all starts in Savannah, in March. See you, then.

NatCon Early Bird Registration ending, soon

Time is running out on the 2019 National Conference and Expo "**Early Bird**" Registration savings opportunity. **After January 7, HMA Member registration (and SCMA/WCMA Member Registration) increases to \$445.** Act now and \$ave!

[Online](#) registration is quick and easy. Or simply call the HMA office – 412.244.0440 - and we'll be happy to finalize that detail for you. It would also be a great way for us to personally extend Happy New Year greetings to you. Give us a call, please.

And One more consideration ...

If you are still on the fence about attending NatCon 2019, think Spring in Savannah for a healthy "dose of Southern hospitality." Named one of the 'world's friendliest cities' by **Condé Nast Traveler®**, it's charming; it's trendy, and it's "a place where cuisine comes straight from the coast, and cocktails are served at every meal." Join us in Savannah.

Visit www.HMAMembers.org to learn more.

Saving a spot for you ...

But the clock is ticking on the **2019 Hardwood Leadership Development Retreat, January 28-30** at the BB&T Leadership Institute in Greensboro, NC. The three day, professional leadership training symposium, **now approved for 10 hours of Continuing Forestry Education from the Society of American Foresters**, is being hosted by HMA, AHMI and NHLA and is geared to the specific needs of the hardwood industry.

Designed to help individuals maximize their potential and instill the values and behaviors that create a strong culture of leadership, the Retreat offers a curriculum that combines expert psychological insight with professional leadership training to develop people to become dynamic leaders, increase employee retention and improve the bottom line for companies. Don't miss this excellent opportunity to grow your management team.

Visit www.HMAMembers.org for all of the specifics on Registration, Costs, Housing and Program Schedule.

Accepting nominations for NextGen Council

It's Council nomination time, and if there is an up-and-coming leader in your organization, now is the time to make HMA aware of your shining star. Anyone currently employed in an HMA member company, who is under the age of 40 and has been recommended by an HMA member, is eligible to serve on the Council.

The purpose of the **HMA NextGen Leaders Council**, if you've forgotten, is to engage and mentor the next generation of industry leaders, as well as seek their input as to how the HMA can better serve their professional development, and the Association as a whole.

So, if you have a 'potential leader' that is ready, willing and able to commit to the furtherance of the **NextGen Leaders Council**, submit their name to Council Coordinator,

Claire Getty, claire@taphardwoods.com, or HMA Executive Vice President, Linda Jovanovich, ljovanovich@hadwood.org.

Nominations are being accepted through January 18th. And additional information on HMA's NextGen Leaders Council is available at www.HMAmembers.org.

Conference sessions, the rest of the plan

National Conference and Expo 2019 in Savannah will soon be upon us. And if you've yet to finalize your plans to participate in the March 20-22 event, get a move on. This one is too good to miss.

On the Agenda ...

Plan on hearing from HMA's Executive Vice President, Linda Jovanovich. She'll be discussing the need-to-know elements of HMA's promotion of American Hardwoods, specifically:

- **HMA's Education/Promotion Campaign**, and its efforts to inspire a renewed preference for American Hardwood products,
- **The American Hardwood Information Center (AHIC)**, HardwoodInfo.com, the industry's authoritative resource for consumers and building professionals seeking factual information about American Hardwoods
- Other HMA promotional projects - a hardwood feature television segment on The Learning Channel's *Make This Place Your Home*, AHIC's participation at the New York **Field + Supply Craft Fair**, the **American Hardwood Design Competition**, in conjunction with the Pratt Institute Graduate School of Industrial Design

And to mix things up a bit, we're planning a session that will focus on, "**Today's Top Priorities.**" At the moment, we can only speculate what March's 'hot topics' might be. So, stand by as this mystery session takes shape. We may be calling on you to contribute to the discussion.

The rest of the Story

The Conference's other business sessions include "**Enterprise Risk Management,**" "**An Economic Outlook,**" "**Hardwood Market Trends,**" "**Best Business Practices SoundBytes,**" and "**Counting Growth Rings: Building Upon a Legacy of Hardwood.**"

And yes, HMA's NextGen Leaders Council will be hosting a reception for the 40 and younger crowd. And of course, the industry's best suppliers will be front and center at the Expo. So, get a move on. All of the Conference details - a listing of participating exhibitors, available event sponsorships, and the complete Conference agenda - can be found at www.HMAmembers.org. This one is too good to miss.

It's 'thumbs up' for 2019 NatCon Expo

It's a pretty impressive lineup! As we go to press, 41 industry suppliers have made plans to be Expo participants in Savannah. That's correct! Beginning at 6 p.m. on Wednesday, March 20 and until 11 a.m. on Friday, March 22, the industry's finest will be ready, willing and able to assist you with their solutions, strategies and technical expertise.

Visit www.HMAmembers.org for a list of participating suppliers, to date, and a preview of the Exhibit space. And make special note of these first time HMA Expo participants - **Altec Integrated Solutions & BXS Insurance Forest Products Practice**. (We're looking forward to meeting you!)

Looking to Participate?

Several exhibitor booths are still available, in addition to the following options:

- The “**Strolling Supplier Package**” gives you the opportunity to attend all meeting events and interact with key decision makers looking for the latest and greatest in hardwood technology, equipment and services.
- Should you be unable to attend, but want to establish your company’s presence at the event, being a **Conference Sponsor** will do just that! As a [sponsor](#), you’ll be recognized in all Conference materials and throughout the year in the Sponsorship Corner of www.HMAmembers.org, the HMA member website. The Sponsorship deadline is January 15th.

So get Onboard

All signs point to record breaking attendance! You’ll not want to miss this opportunity to meet with the industry’s key influencers. Finalize your participation today by contacting Amanda at AmandaD@hardwood.org.

Answering the Call and getting Involved

For the past several months, we’ve recognized the many companies who have signed on as National Conference Sponsors. We’d like to add to that impressive list ...



Thank you to **Gold Sponsor** Fly Tie & Lumber, LLC, Grenada, Mississippi! These fine folks have opted to co-sponsor the Vendor-Expo Café. A hearty HMA ‘thank you’ to everyone at Fly Tie & Lumber, LLC, and we look forward to seeing you in Savannah. (www.flytimber.com)

As you know, the financial support provided by the Conference Sponsors enables HMA to enhance the overall Conference offerings to all participants. Thank you to all who have answered the call.

Hardwood Federation Update

By Dana Lee Cole

Hardwood Federation Executive Director

Happy New Year from the Hardwood Federation team, and all the best in 2019! We’re totally psyched for this New Year and our enthusiasm has been fueled by the events of December 2018.

The Farm Bill Moves Forward

The second week of December was a big one for the wood products industry. The U.S. Senate and House both voted in favor of the conference report for the Agriculture Improvement Act (H.R. 2) — otherwise known as the Farm Bill.

The Senate acted first, passing the measure with a veto proof margin of 87-13. The House followed suit with a record vote of 369–47. (Fun fact: the previous record high House vote for a Farm Bill was 319!) And as we go to press, the legislation now heads to the President’s desk for final approval.

Based on our preliminary review - the document is over 800 pages - it appears that we prevailed on all of our key Farm Bill advocacy priorities.

MAP and FMD - On trade, both the Market Access and Foreign Market Development Programs (MAP and FMD) are reauthorized and fully funded at \$200 million and \$34.5 million, respectively. The conference report takes the Senate’s approach in repackaging the programs in a fashion where they will continue to operate as they have, but will be

protected from arbitrary funding reductions that had threatened to eliminate the FMD program in particular.

A primary focus of our advocacy for the last two years, this is a big win for our sector. A big **Thank You** to all who participated in our fly-ins and weighed-in with your Members of Congress about the importance of these trade provisions, and their importance in opening up markets overseas for our products.

Timber Innovation Act - The conference report also includes the Senate's version of the Timber Innovation Act (TIA), a measure that promotes the use of wood in buildings higher than 6 stories. The provisions in the measure include both the research and development components of TIA, as well as the wood innovation grants piece. Again, we have been advocating the stronger Senate version to prevail in conference negotiations, and are pleased to see this outcome.

And - The conference committee accepted the House's version of the **Community Wood Energy and Wood Innovation Program**. This program is authorized to receive \$125 million over the life of this Farm Bill to facilitate installations of heat and power systems that operate on sawmill residual-derived fuels. This effort has also been a focus of the Hardwood Federation as a potential solution to our sector's residuals issue.

To all who aided us in our efforts, Thank you! Without your letters, phone calls, personal meetings and PAC assistance, your Hardwood Federation team would not have been successful in moving this bill across the finish line.

Another creative AHEC Competition

Ten furniture design students from Rycotewood College Oxford "were given two cubic feet of U.S. red oak and were presented with the challenge of creating a piece of furniture featuring a storage aspect." Here's a look at three of the creative and functional designs.

Daisy Brunsdon "focused on the social side of furniture. Her cabinet was motivated by how her family has been brought together by a vintage record player that her mother found in a charity shop. She also took inspiration from the traditional architecture of Oxford, particularly the old arches of the cathedrals which are reflected in the form of the piece. She finished the cabinet with soap to bring out the red and pink undertones of the red oak which she felt lent itself to the design."

Darren Scott's "concept was to approach the design as an architect, rather than a furniture maker, by letting the lighting and shadow of the piece inform the design, combining contrasting materials such as slate with timber, and applying different finishes to the various elements included. The final cabinet is a contrasting combination of slate, red oak and Japanese washi paper."

David Howson "created a minimal desk with a set of drawers and in-built plant holders. He drew inspiration from looking at the research into biophilic design and how incorporating natural materials into the built environment can boost productivity. He ultimately wanted to create a natural space to work in, which was free from clutter, giving the mind clarity and space to think creatively. The plants are embedded into the table top with intention of bringing positive energy to the space."

All of the projects showed "creativity and inventiveness, while demonstrating the beauty and versatility of red oak." Visit www.americanhardwood.org for a look at them all.



Daisy Brunsdon



Darren Scott



David Howson

Glulam Systems offer endless possibilities

Across the globe, architects are “paying a whole lot of attention to **Glulam**, the high-tech building material that is changing the scale of what is architecturally possible using timber, and the engineered wood being specified for its strength, beauty and reliability.”

Made of layers of structural timber that have been bonded together, the material can be manufactured into a variety of structural components, “including parallel [beams](#), pre-cambered beams, sloped beams, curved beams, flight beams and trusses.” And its environmental advantages are significant. After all, “wood is the only material that architects can build with that is grown by the power of the sun.

- **Wood Grade:** The [ANSI A190.1 Standard](#) — the APA’s standard for wood products — establishes nationally recognized requirements for the production and certification of structural glued laminated timber. These standards provide four appearance grades for glulam products: Framing, Industrial, Architectural and Premium.
- **Applications:** Common applications of glulam include floors, roofs, walls, shear walls and cores. Because of the material’s inherent load-bearing strength, glulam is appropriate in vertical and horizontal assembly applications.”
- **Wood Species:** In addition to softwoods, hardwood species such as Oak, Tulipwood and Sweet Chestnut are used. And an “added bonus of glulam is that manufacturers can harness small pieces of wood that would have otherwise gone to waste.
- **Sustainability:** One cubic-meter of wood can sequester one ton of carbon-dioxide. And according to a [2014 study](#) published in the Journal of Sustainable Forestry, as much as 31 percent of global carbon dioxide emissions could be avoided by building with wood instead of steel and concrete.

Bottom Line: Timber architecture — in all shapes and sizes — is rising to exciting new heights. And as steel and concrete gradually fall to the wayside due to their steep environmental costs, engineering Glulam into a building can produce a lighter weight structure with a lesser carbon footprint.” (Information source: [architizer.com](#))



Yale’s Kroon Hall

Extreme weather safety tips

No one can control the weather or totally eliminate hazardous workplace conditions. But ... employers can set, implement and enforce safety practices designed to minimize risk and ensure employee safety. The Occupational Safety and Health Administration, OSHA, is here to help and offers these winter weather 'basic' tips.

Snow on Rooftops

"A surface that is weighed down by snow may be at risk of collapsing, and must be inspected by a competent person to determine if it is structurally safe for workers to access it. Snow covered rooftops can hide hazards such as skylights that workers can fall through. Electrical hazards may also exist from overhead power lines or snow removal equipment.

When and where possible, employers should protect workers from these hazardous work conditions by using snow removal methods that do not involve workers going on roofs. Employers should determine the right type of equipment (ladders, aerial lifts, etc.) and personal protective equipment (personal fall arrest systems, non-slip safety boots, etc.) for the job and ensure that workers are trained on how to properly use them.

Working near Downed or Damaged power lines

Assume all downed or damaged power lines are energized. Establish a safe distance from power lines and report any incidents to the responsible authority. Only properly-trained electrical utility workers can handle damaged power lines.

Removing Downed Trees

Clearing downed trees is a critical job. Potential hazards include **electrocution** by contact with energized power lines, **falls** from heights, and equipment related **injuries**.

- Workers using chainsaws and chippers should use: gloves, chaps, foot protection, eye protection, fall protection, hearing protection and head protection.
- Only powered equipment designed for outdoor and wet conditions should be used. Ensure that equipment is in serviceable condition and inspected, and has proper guarding (as applicable).

Shoveling Snow

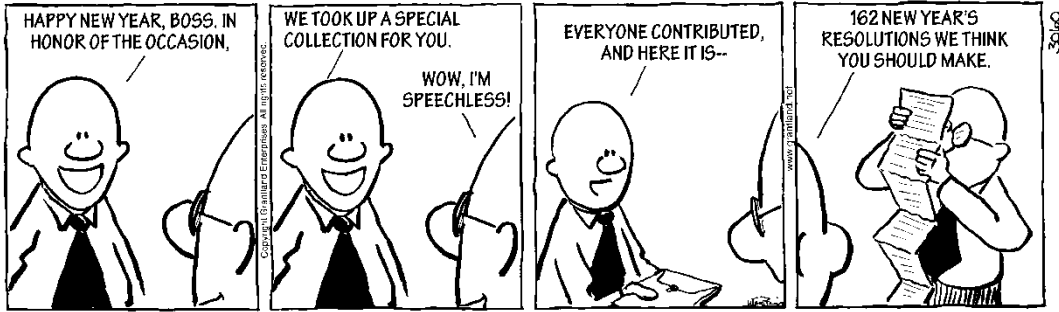
Because cold weather can be taxing on the body, shoveling snow can be a strenuous activity. There is potential for exhaustion, dehydration, back injuries, or heart attacks. During snow removal, scoop small amounts of snow at a time and where possible, **push** the snow instead of lifting it. To avoid back and other injuries, use proper lifting techniques - keep the back straight; lift with the legs; do not turn or twist the body. And take frequent breaks in warm areas."

On Snow and Ice

Clearing all walking surfaces of snow and ice, spreading deicer as quickly as possible after a winter storm, wearing proper footwear (like insulated and water resistant boots with good rubber treads), taking short steps and walking "at a slower pace so you can react quickly to a change in traction," will prevent slips, trips and falls.

Stay safe. Find more information at www.osha.gov.

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