# The Link

Newsletter | November 2026

## Building a Stronger Industry

by Ian Faight
*Executive Vice President, HMA*



Another month has flown by, but I'm excited for the colder weather—sorry, not sorry. I always say you can put more clothes on, but can only take so many off. And while I've been a part of the hardwood industry for nearly 20 years in one capacity or another—and have an affinity for hardwood trees and fall foliage—I'm a bit tired of bagging up leaves if I'm being honest.

With that out of the way, it's time to turn our attention to the **2027 HMA National Conference and Expo**. For three days, **Monday–Wednesday, March 22–24**, hardwood industry leaders will convene in Savannah, Georgia. This year, our theme will be ***Growing Together*** and I find it to be particularly fitting.

While outsiders may see our member companies as competitors, there's one thing I've learned over the years: HMA members, associate members, equipment and solution suppliers, and industry media gather together as friends and colleagues to support one another, attend informative learning sessions, share knowledge and ways to improve each other's businesses, network, enjoy the camaraderie that comes along with HMA meetings, and grow together.

I encourage you to make the trip to Savannah because we have a lot to learn and discuss, together. Registration, hotel, and sponsorship information can be found on the next page and at **HMAmembers.org**. And exhibitor details will be sent out by month's end.




One more thing before wrapping things up. Last month, I attended the Railway Tie Association's Annual Conference. Over the past few years, HMA and RTA have collaborated to host sessions at each other's meetings, and this year HMA hosted a Hardwood Marketplace Perspectives panel discussion.

Now, I wasn't "on the agenda," so you can imagine the look on my face when Nate Irby, RTA Executive Director, told me I was joining the panel—an hour before the session. Public speaking panic aside, the well-attended discussion provided valuable insights and produced a number of inquisitive questions. Key takeaways: domestic hardwood mills are vital to the railroad industry; promotion is crucial; and also, "sap side up, heart side down."

Thank you to HMA members Skipper Beal, Beal Lumber Co.; Truss Beasley, Thompson Hardwoods; and Matthew Netterville, Netterville Lumber Company; as well as industry colleague Mike Noland, Noland Lumber Co. for planning and participating.

And thank you to Nate for welcoming HMA once again. Nate is a great "dude" that continues to be an inspiration with his leadership, quick wit, and ability to get me out of my comfort zone. RTA is lucky to have him steering the ship…I mean, conducting the train.

That's all for now. I hope you and your families have a blessed, peaceful, and joyous Thanksgiving.

Ian

## Update Your Address Book

It's time to update your Rolodex, the HMA office mailing address has been updated slightly. While the street address remains the same, the suite number is no longer needed. The address is now:

**Hardwood Manufacturers Association**
**2681 Sidney Street**
**Pittsburgh, PA 15203**

All dues invoices and meeting remittances should be sent to:

**PO Box 640632**
**Pittsburgh, PA 15264-0632**

Now also is a great time to update your invoicing and payment preferences. To receive dues invoices in your inbox, rather than your mailbox, email **info@hardwood.org**. And let us know if you'd like to switch to ACH or credit card payments.

# The Hardwood Industry is Growing Together at NatCon 2027

If you haven't already, it's time to mark your calendars for **HMA's 2027 National Conference and Expo**. The three-day event will take place **Monday–Wednesday, March 22–24**. Planning is well underway and we're looking forward to seeing you at The DeSoto in historic Savannah, Georgia.

In recent years, we've gathered at NatCon to discuss *Investing in the Future*, becoming *Agents of Change*, outlining *Pathways to Success*, preparing for hardwood's *Evolution*, and preparing for our industry's *Resurgence*. This coming March, our industry's leaders will convene to discuss how the hardwood industry is ***Growing Together*** through new business solutions, an injection of AI capabilities, grant funding opportunities, promotion, and advocacy.




## Conference Registration

Register online at **HMAmembers.org**:

- $675 | HMA members and associate members, SCMA members, and American Hardwoods promotion contributors
- $900 | Non-members

*Note: Rates increase by $50 after February 28.*

## Hotel Reservations

The DeSoto
15 E Liberty
Savannah, GA 31401

Rooms are available at a discounted rate of $189/night. Book your stay at **tiny.cc/NatCon-Hotel** or call **855.703.4655** and mention group code 2703HARDWOOD. The reservation deadline is February 17.

## Sponsorship Opportunities

Stand out from the crowd and sign on as a 2027 HMA National Conference and Expo sponsor. HMA will spotlight your company leading up to and during the event, as well as throughout all of 2027!

**Platinum Sponsorships | $2,500**
**Choice of:** President's Dinner (includes invite) • Monday Opening Reception • Tuesday Reception • Lanyards • Swag Bags • Swag Bag Amenities (custom promotional item) • Hotel Key Cards • Economist Session • NatCon Events Guide Ad (full-page, interior front or back cover)

**Gold Sponsorships | $2,000**
**Choice of:** Hotel Key Card Folders • Tuesday or Wednesday Breakfast • Vendor-Expo Café Luncheon • Savannah Expo Floor Tour* • Tuesday Vendor Snack Shack • Events Guide Ad (full-page)

**Silver Sponsorships | $1,500**
**Choice of:** Coffee Stations • Water Stations • Tuesday Beverage Bar • Tuesday Snack Bar • Full-Page Ad in *The Link* (two runs)

**Bronze Sponsorships | $750**
**Choice of:** Monday HMA Board of Directors & NextGen Leaders Council Luncheon • General Learning Sessions • Events Guide Ad (half-page) • Digital Ad in the *Mid-Month Update* (two runs)

Additional opportunities are available. Contact us today at **412.244.0440** or email **ian@hardwood.org** to secure your sponsorship!

**The Savannah Expo Floor Tour sponsorship supports our valued exhibitors and encourages vendor engagement Expo hours. HMA members who complete tour stops will be entered to win prizes.*

# AHA Supports Operators in Meeting EUDR Obligations

Over the past few months, the American Hardwood Assured (AHA) team and the American Hardwood Export Council have been working on a significant development to the AHA Platform.

AHA has seamlessly integrated an additional Harvest Site Data layer into the platform. Using remote sensing, AI analysis, and expert review, it identifies a comprehensive pool of real and potential harvest sites within the declared counties. This closes a major practical gap: detailed harvest-site geolocations are now available without millions of private forest owners having to collect and transmit coordinates through a highly fragmented supply chain. The resulting GeoJSON supports the EUDR "declaration in excess" approach by identifying the pool of sites from which the timber may have originated.

This is the first step in a series of developments that will continue to strengthen AHA's claim of negligible deforestation and illegality risk for U.S. hardwoods. The next phases will deepen verification of that connection and extend the recording of transactions through the supply chain. Upstream, AHA intends to introduce procedures that make it easier for smaller mills to enter information on their counties of origin. Downstream, their plan is to implement a blockchain-based system to record transactions through the global supply chain.

Alongside these technical developments, the stable isotope and trace element program will add an independent check on provenance, drawn from the wood itself. Through the World Forest ID program, 400 reference samples are now being collected from 100 sites across the 150 million hectares of U.S. hardwood forest. These will underpin AHA's ability to test whether timber is consistent with its declared origin.

Together, these are connected phases of one effort: robust source-area risk evidence and harvest-site geolocations, stronger upstream sourcing information and independent verification, recorded downstream transactions, and physical checks on provenance. The team is moving towards more comprehensive chain-of-custody tracking, built on an assurance framework designed for the U.S. hardwood sector.

AHA is hosting a webinar on **Wednesday, November 11**, 11 am Eastern, to discuss the new Harvest Site Data layer and its impact across the supply chain. Learn more **here** and register **online**.

# Grants and Incentives for Forest Product Manufacturers

by Joel E. Dulin
*President, Jozana Grant Services*



Grants for forest product manufacturers keep popping up, and we keep learning about different ways they can get funding. Between federal grants, state incentives, and programs not specifically designed for the forest product industry but still supporting it, there are plenty of opportunities worth exploring.

**Wood Innovations** is the best-known federal grant program supporting the forest product industry. As of the end of October, the U.S. Forest Service (USFS) has not opened applications for the 2027 round. Wood Innovations program specialists say the grant will likely open in November, which I sincerely hope happens. Of course, we can rely on Congress to move quickly to pass the necessary bills, so we need not expect further delays…

That said, don't be caught off guard if it does open this month. It's better if you start early, anyway, because applications always take longer to write than you expect. And SAM.gov registrations—if you're not already registered—can take weeks to process. Plan for November, and expect Congress to move at its usual speed.

If you aren't familiar with Wood Innovations, the program supports expansion projects that will increase mills' throughput. The program aims to support forest health by helping find markets for timber. So, if you're using more timber, you qualify. There are other qualifications, of course, but the long and short of it is that if you're using more wood, you have a good chance at obtaining funding.

The grant has become much more competitive recently, though, so projects that would have received funding in prior years likely won't be selected. The best projects involve processing low-value wood products like poplar, cottonwood, red oak, soft maple, sweet gum, etc. If your mill primarily processes white oak, walnut, or hard maple, you may not want to apply.

USFS also prizes biomass projects. So, if you're making a biomass product or are doing something with your boiler—literally just about anything: fixing it, replacing it, adding an electrostatic precipitator—there's funding available through this program.

Current funding is capped at $300,000 for the Wood Innovations grant and $1,000,000 for Community Wood Energy, the other grant under the "Wood Innovations" program umbrella. Community Wood supports innovative forest products, cutting-edge technologies, and biomass thermal energy (heat) projects.

Wood Innovations isn't the only federal option, though. Another program worth considering is the **Value-Added Producer Grant**, or VAPG. Forest product manufacturers that process at least 50% of their own timber are eligible to apply. "Their own timber" means either they own the timberland or harvest timber themselves. Projects must be completed on-site and must increase production. Grants cap at $200,000.

Those are two of the more obvious federal programs, but beyond them, forest product companies will generally need to look to their states for additional funding. Each state has its own way of encouraging business investment. Some rely on tax abatements, while others offer tax credits. Some offer grants for capital investments; others offer incentives via budget appropriations (be prepared to wipe the grease off your palms after visiting the state capital). In other words, states offer a patchwork of incentives.

And some states are more generous to the forest product industry than others. Here are some opportunities specifically related to forest product manufacturing.

**Starting in the Southeast**, Georgia will introduce a tax credit next year for job additions and investments in forest product manufacturing facilities. The statute providing these credits went into effect July 1 of this year, so the credits should be available sometime next year. It will provide credits equal to up to 15% of project costs.

Tennessee also has an Agricultural Enterprise Fund. This grant caps at $500,000, with a $1,000,000 lifetime cap per entity.

Virginia offers AFID Facility Grants that specifically support forest product manufacturers. These grants also cap at $500,000.

**Moving north**, Pennsylvania has an Agriculture Innovations grant that has run for the past three years. It provides up to $200,000 for forest product-related projects that increase production.

New York also introduced its own grant this past year to support forest product manufacturers (after almost putting them all out of business with much stricter air regulations). The Advancing Forest Markets grant didn't set a maximum dollar amount, but it made roughly $15 million available in total for forest product manufacturers. This grant may have been a one-time deal, though. It's unclear if future rounds will follow.

A few other Northeastern states have also offered funding, though it's less clear whether those opportunities will continue. Vermont and Maine both recently held grant application periods for funds that support the forest product industry, but neither solicited grant applications this past year.

**In the Midwest**, Minnesota's AGRI Value-Added grant will support processing and manufacturing equipment that increases the production capacity of Minnesota agricultural goods. These grants top out at $150,000.

Michigan also has a Food and Agriculture Investment Fund, a grant that supports improvements to forest product facilities. The grant has no stated maximum, and at least one mill received $8.8 million.

Of course, not every useful program is specifically intended for forest product manufacturers. Sometimes you have to do a little digging to find funding that fits.

Pennsylvania's Commonwealth Specialty Crop Program, for example, treats hardwoods as a priority crop. It won't fund a project that benefits only one company, though, so a cooperative or nonprofit representing the industry is better suited to apply.

And that's worth keeping in mind when you're looking for incentives. Many programs that don't mention forest products at all may still support your project, depending on how it's structured.

Instead of looking only under "forest product manufacturer," consider alternative energy production or energy-efficiency initiatives for biomass thermal energy projects. Think agriculture (you are agricultural processors!). Think rural business. Also consider partnering with your local municipality or association. Much more funding is available to nonprofit and government entities than businesses, so if there's a way you can both benefit, team up.

Between the programs specifically targeting forest products and those supporting adjacent industries, there's more funding available than you might expect. Finding, qualifying, and tracking the incentives takes time, but when it can save you 15% of your capital project costs, it's well worth the effort.

Do yourself a favor this year and save some money.



# Five Hardwood Pieces That Make a Lasting First Impression

by Geoff Nelson
*Marketing and Communications Director, HMA*

When it comes to first impressions, few things matter more than the front of your home. From the front door that welcomes guests inside to the furniture that greets them once they enter, these details tell a story about the people who live there. American hardwoods bring natural beauty, craftsmanship, and durability to these spaces, creating entryways that feel both inviting and timeless. Here are five standout pieces that can elevate the front of any home.



*Photo courtesy of Timber & Hutch LLC.*

A front door does more than provide security and curb appeal. It sets the tone for the entire home. The Atticus Door from Timber & Hutch is crafted from solid oak, creating a warm, welcoming first impression while offering the durability that hardwood is known for. Built to order and fully customizable, the door combines classic craftsmanship with the flexibility homeowners want when creating a unique entrance.



*Photo courtesy of Pompanoosuc Mills.*

The best entryways balance beauty with practicality. The New England Hall Tree from Pompanoosuc Mills helps homeowners do just that. Handcrafted in Vermont from sustainably sourced hardwoods, this versatile piece provides a convenient place for coats, hats, bags, and other everyday essentials. More than simple storage, it creates an organized and welcoming entrance that can stand up to years of daily use.



*Photo courtesy of Hardwood Artisans.*

A well-placed hall table can transform an entryway from purely functional to thoughtfully designed. The Glasgow Hall Table from Hardwood Artisans pairs clean lines with handcrafted quality, showcasing the warmth and beauty of solid hardwood. Designed to provide both display space and practical storage, it offers a place for everything from family photographs to everyday necessities. Its timeless design demonstrates how hardwood furniture can remain relevant through changing trends while continuing to serve generations of homeowners.



*Photo courtesy of Cabinfield.*

Offering both seating and storage, the Arts & Crafts Mission Amish Deacon's Bench with Storage by Cabinfield is a front-of-house all-star. Handmade by master craftsmen, the bench features hand-laid slats, sturdy arms, and an extra-high back designed for comfort. A lift-top seat reveals ample hidden storage, helping keep entryways organized and clutter-free. Crafted from natural American hardwood, this versatile piece combines timeless style, everyday function, and lasting durability, making it a perfect addition to any home.



*Photo courtesy of Vermont Woods Studios.*

Few pieces of furniture evoke the feeling of home quite like a rocking chair. Whether placed on a front porch, in a foyer, or in a favorite reading corner, the Quilted Vermont Walnut Rocking Chair from Vermont Woods Studios brings artistry and comfort together. Inspired by traditional Shaker design, the chair features blocks of solid walnut woven together with nylon rope in a distinctive interlocking pattern. The result is a piece that is both visually striking and surprisingly comfortable, proving that hardwood furniture can be as much art as it is a functional addition to any home.

The front of a home is more than just a transition between indoors and out. It is an opportunity to make guests feel welcome and create a lasting impression. From a handcrafted hardwood door to furniture that adds organization, comfort, and style, these American-made hardwood products showcase the beauty, versatility, and enduring appeal of wood. Built with craftsmanship and designed to last, they help create spaces that are as functional as they are memorable.

# Reviewing the Mid-Term Election & Previewing What's Next

by Dana Lee Cole
*Executive Director, Hardwood Federation*



### A Blue Wave Sweeps Through Washington, D.C. And the Nation

Longtime political pollster and election forecaster Charlie Cook has a saying that he trots out just about every election cycle—election results seldomly break evenly. Typically, in significant elections like we had on November 3, voters tend to swing en masse one way or the other and this time, the break was toward Democrat candidates. The fact that Democrats won control of both the House and Senate was not a tremendous surprise to most of us in D.C. who have been digesting polling data and poring over analyses for months now. In the couple weeks or so before the election, well respected pollsters including Cook, Larry Sabato, and Nate Silver all were calling for both houses to flip. The day prior to the election, Sabato released his final "crystal ball" analysis of the cycle and predicted Democrats would net six seats in the Senate and 24 in the House. What was surprising is that even these aggressive predictions did not capture the size of the wave that ultimately formed on election day.

As of this writing, Democrats have netted seven Senate seats. Election results are outstanding in Alaska and Mississippi. Democrats are leading in both states by razor thin margins. Alaska is likely to proceed to a "ranked choice" vote. Results in both states will be ironed out over the next 10–14 days.

In the House, Democrats have picked up 39 seats, but are expected to add another handful of seats to this total. Their current total is 247 which could grow to 258 seats, surpassing their previous high-water mark of 257 in the 2008 election. The blue wave also swept into individual states where Democrats now hold the majority of governorships and netted at least 500 state house seats.

Despite a favorable electoral map entering the cycle, the GOP faced serious headwinds in the final lead up to last Tuesday's vote. Inflationary pressures and consumers' reactions to them put the same drag on Republicans that they did on Democrats in 2024. Soaring prices for gasoline and diesel fuel created hardships and tough choices not only for homeowners, but also for businesses and supply chains in every sector of the economy. Mix in concerns about the affordability and military engagement overseas, and the state for a near perfect storm (for Democrats), was set for Tuesday. It is now their turn to meet the high expectations set by an impatient electorate.

So, what comes next? Both the House and the Senate will return to Washington to begin the Lame Duck session of the 119th Congress. The first order of business for both parties will be electing House and Senate leaders. The GOP is scheduled to hold its elections on November 10 with Democrats following the week after on either November 18 or 19. On the Republican side, Speaker Mike Johnson (R-LA) announced shortly after the election that he would not be running for Minority Leader. The two Members that are vying for that spot are current Majority Leader Steve Scalise (R-LA) and Rep. Jim Jordan (R-OH). Rep. Tom Emmer (R-MN) is running to keep his role as Whip, but Rep. August Pfluger (R-TX) announced his challenge for the post on Wednesday. For the number three spot—Conference Chair—Rep. Lisa McLain (R-MI) is running, but also received a challenger on Wednesday from Rep. Erin Houchin (R-IN). For Senate Republicans, current Senate Majority Leader John Thune (R-SD) will be the Minority Leader while Senator John Barasso (R-WY) will be Minority Whip.

For Democrats, Rep. Hakeem Jeffries (D-NY) will be House Speaker and Rep. Katherine Clark (D-MA) will be Majority Leader. Rep. Pete Aguillar (D-CA) will be the Caucus Chair. In the Senate, Minority Leader Chuck Schumer (D-NY) will ascend to Senate Majority Leader and Senator Brian Schatz (D-HI) will move into the Whip position. For the Chair of the Steering and Policy Committee-the third ranking spot—Senators Elizabeth Warren (D-MA) and Cory Booker (D-NJ) have both expressed interest.

Committee Chairs and Minority Chairs also will be important to watch when elections take place in January once the new Congress is sworn in. This could be a slow process and Democrats will determine the percentages of Ds vs. Rs that will sit on each committee and sub-committee and then leaders from both parties will have to recruit and name committee members. With so many new faces, this will done be done quickly. It will most likely be the end of January 2027 before a clear committee picture emerges.

In terms of actual lawmaking, an electoral shift the size of what occurred last Tuesday does not typically yield a productive Lame Duck session. The two minimum deliverables are funding the government past December 11, when the current Continuing Resolution expires, and reauthorizing the defense bill.

There are hopes that a more comprehensive Fiscal Year 2027 spending deal can be reached and, if that happens, our $200 million hardwood relief language will be a part of that. So, we continue to meet with our champions in the House and Senate in support of that outcome. The other deliverable is the National Defense Authorization Act, which is renewed every year. This has bipartisan support and will likely pass. Farm Bill reauthorization and a permitting reform bill are possibilities, but again, with Democrats taking control of both chambers the odds are that these items will linger into next year. Finally, a highway reauthorization bill (which showed positive signs earlier this year) has languished and will be extended into 2027.

### First 100 Days Agenda of the 120th Congress

Expect House Democrats to focus on affordability and oversight in the early going of the120th Congress. House Democrat leaders plan a quick vote to reinstate the Affordable Care Act tax credits that expired in 2025. House passage is likely, but the bill still needs 60 Senate votes to clear the upper chamber and a signature to become law.

Also on deck is action to undo Medicaid cuts that were part of the One Big Beautiful Bill Act (OBBBA) enacted last year. Proposals already have been drafted for consideration. This is most likely a messaging vote as it could face hurdles in a narrow Senate and would likely face a Presidential veto.

In addition, Democrats will move to reverse the Trump Administration tariffs and reclaim trade authority from the White House. The measures can pass the House, but a veto override is unlikely.

Democrats will keep forcing war powers votes to pressure the administration to end military action. The resolutions are privileged, so the Senate must vote too.

House working groups on healthcare, housing, groceries, gas, and utilities and caregiving are drafting bills now. Incoming Speaker Jeffries has said H.R. 1 will focus on affordability provisions coming out the measures these work groups produce.

One variable worth noting is that a considerable portion of the new members of Congress that will be sworn in January 3 were elected in states and districts that voted overwhelmingly for the President. The expectation is that many of these new House Members will join either the New Democrat Caucus or the Blue Dog Caucus in the House. These are centrist groups that typically look to problem solve and have been effective in greasing the gears of the legislative process and producing results. This will be an area of focus for the Hardwood Federation in the early going of the new Congress.

Since its formation in 2006, bipartisanship has been the cornerstone of all of the Hardwood Federation's policy positions and advocacy efforts. Our members and our team have excellent relationships on both sides of the aisle, and we will continue to push aggressively in the new Congress introducing ourselves and our sector to new lawmakers and new leaders on the committees that oversee our issues.

## Hardwood Federation Member Associations Send Letter Asking for Diesel Relief

All thirty-one association members of the Hardwood Federation signed on to a **letter** asking the Administration and USDA to include hardwood supply chain companies in relief efforts to address the high cost of diesel fuel. While it will be a challenge to include every industry sector making the case for relief in any final program, this is an important message to the Administration continuing to remind them of the overall challenging economic environment of the U.S. hardwood industry.

## SAW Act is Introduced

House Natural Resources Committee Chairman Bruce Westerman introduced legislation to spur markets for U.S. forest products. The bill, titled the Strong American Wood (SAW) Act, has been under development for some time and the Westerman team has solicited input from across the forest products supply chain, including the Hardwood Federation. The wide-ranging proposal covers a number of areas including addressing the flawed biomass definition in the Renewable Fuel Standard, biomass energy tax credits, promoting mass timber, trade with China, and domestic sourcing rules, among other areas.

An analysis of the bill's provisions is available **here**.

The legislation is not expect to move in the Lame Duck session of Congress, but staff indicated that Rep. Westerman is committed to reintroducing the legislation early in the 120th Congress. We look forward to working with the Westerman team as they move forward in the next Congress.

# It's Time to Update Your Website

by Geoff Nelson
*Marketing and Communications Director, HMA*

A lot can change in a year. Companies launch new products, enter new markets, earn certifications, relocate offices, have staff turnover, and refine their messaging. Yet some business' websites remain frozen in time, quietly falling out of sync with the organization they represent.



For many customers, partners, employees, and prospects, your website creates the first impression of your organization and often serves as the primary source of information. Annual website maintenance is all about ensuring your digital presence accurately reflects who you are, what you do, and where your business is headed. So, as we approach the end of the year, let's take some time to review our websites.

A website review provides an opportunity to step back and evaluate whether your site still serves the needs of your customers and supports your organization's goals. It can also uncover outdated content, missed opportunities, and friction points.

What follows is four steps you can take to make sure your website is updated and ready for the future.

## Review Your Company's Story

Start with your homepage and key landing pages. As your business evolves, information that accurately described your company years ago may no longer reflect your current capabilities and priorities. Review your main pages and ensure they align with your organization's current identity and strategic direction.

## Update Company Information

Verify addresses, phone numbers, email addresses, office locations, leadership information, and team profiles. Review company photos to determine whether they still represent your organization professionally and accurately.

This is also a good opportunity to update recent awards, certifications, milestones, and achievements that may strengthen your credibility with visitors.

## Evaluate the Quality of Your Content

Review articles, resource pages, case studies, testimonials, product information, and downloadable materials. Remove outdated content and refresh information that no longer reflects your company.

Click through every page on your website on a desktop computer and a smartphone to ensure everything works and is easy to access. While viewing the pages, you can also double check that no outdated information remains.

## Review Calls-to-Action

Whether the goal is requesting a quote, scheduling a meeting, or contacting your team, make sure those opportunities are easy to find and clearly explained. Users looking to engage with you should have as few roadblocks as possible.

All in all, an annual website review does not require a major redesign or significant investment. In many cases, a few hours of thoughtful evaluation can identify meaningful opportunities to improve communication, customer experience, and business performance. By treating your website as a living business asset rather than a completed project, you can ensure it accurately reflects your organization year after year.

HMA

*The Link* is published each month exclusively for members of the Hardwood Manufacturers Association. Views expressed are not necessarily those of the HMA; HMA staff welcomes comments and questions.

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