

The Link

Newsletter | August 2024



What's New at the HMA?

by Ian Faight
Executive Vice President, HMA



The dog days of summer are upon us, and personally, I'm looking forward to cooler air, football season, and all things fall—it's my favorite season.

Speaking of which, HMA's Fall Regional Meeting will be taking place Tuesday–Thursday, October 15–17. We have several tours lined up that are sure to deliver the experience you've come to expect from one of HMA's signature events—and a new thing or two.

We'll be touring sawmills, visiting secondary manufacturers, and getting an inside look at one of the country's premier metal building system producers to take some notes on processes and structure that could be implemented at your company and improve your operations. Tripp Pryor from the American Hardwood Export Council also will be with us to share the latest news on the European Union Deforestation Regulation. From seeing new technologies, systems, and ways of doing business to catching up with industry friends on the bus and at our reception and dinner, it'll be time well spent in the Hawkeye State.

And I know it's difficult to take time off and shuffle schedules, but consider bringing your plant managers, supervisors, and younger employees, too. HMA tours offer learning and networking experiences that are invaluable for career growth. At our Spring Regional, a few first-time attendees told me they rarely get to leave the office and were beyond thankful for the opportunity to see other operations in action.

All the details are on the next page and online at HMAmembers.org. Read up, register, book your room, and think about adding on a sponsorship!

With all the ups and downs in the industry, workforce shortages, a challenging economy, and anxiety over election season, I hope you will find time to relax and enjoy what's left of summer.

Talk soon,



Fall Regional Meeting
October 15–17



Front and Center Exposure

If you're looking to gain extra exposure for your company, then consider signing on as a sponsor for HMA's Fall Regional Meeting. In exchange for your support, HMA will prominently feature your company at the event, in *The Link* and *Mid-Month Update* newsletters, on social media, and at HMAmembers.org.

- A **\$1,000 Gold Sponsor** has the option of co-hosting Wednesday's bus transportation, lunch, cocktail reception, or dinner. This sponsorship also includes a complimentary registration valued at \$275!
- A **\$500 Silver Sponsor** is offered the choice of co-hosting the registration gift bags, Wednesday's bus refreshments, or Thursday's bus transportation!
- Have something else in mind? Let's talk!

Contact ian@hardwood.org for more details or to secure your company's sponsorship.

Registration is Open for HMA's Fall Regional Meeting

HMA is heading to Cedar Rapids, Iowa, for its Fall Regional Meeting, which will take place **Wednesday–Thursday, October 16–17**. There also will be an HMA Board of Directors Meeting on Tuesday, October 15. HMA members and NextGen Leader's Council members arriving early may attend, but participation is reserved exclusively for HMA Officers and Board members. All the details can be found online at HMAmembers.org.

Our tour of the Hawkeye State will first take us to the small town of Edgewood, Iowa, home of **Kendrick, Inc.** Tim and Rhonda Kendrick started their family business more than 40 years ago with a sawmill and logging company, which has since grown to manufacture a variety of wood products—including cabinetry and home décor—and employ 157.



In Edgewood, we'll tour their Kendrick Forest Products sawmill, which annually produces 9 million board feet of high-quality lumber. We'll also tour their 36,000-square-foot, custom-cabinet plant, Forever Cabinets by Kendrick; as well as their Kendrick Home and Shimlee operations, which print designs onto wooden signs that are sold to mom-and-pop shops and wholesale to national retailers.

Next, we'll hit the highway and take in the fall foliage on our way to **Bruggeman Lumber** for a tour of their sawmill and dry kiln operations in Hopkinton, Iowa.



Their facility sits on 11 acres and produces 6 million board feet of premium hardwood lumber each year. The company specializes in green and kiln dry lumber, pallet material, rail ties, compost, and custom sawing for trailer flooring and farming operations. Their species mix includes red and white oak, basswood, ash, cherry, walnut, hard and soft maple, hackberry, and elm.

We'll then take a quick trip down the road to cross industry lines for an inside look at the solutions and strategies deployed by **Cornerstone Building Brands** at their Monticello, Iowa, facility. The company is a leading manufacturer of metal roofs, wall systems, and structural components for commercial and residential construction under some of the industry's most well-known brands.

Our first night wraps up with a networking reception and dinner, along with a presentation by Tripp Pryor, International Program Manager for the American Hardwood Export Council (AHEC). Tripp will update us on the **European Union Deforestation Regulation**, actions AHEC is taking, what it means for our industry, and steps your company should take.



On day two, we'll board the bus and head southeast to Muscatine, Iowa, to tour Kendrick's new mill, KFP Muscatine, before we part ways and head home. Opened in 2021, the mill produces 6 million board feet of lumber each year, and specializes in walnut and white oak.

You won't want to miss touring these impressive facilities and engaging in the camaraderie that comes along with one of HMA's signature events.

Register today at HMAmembers.org. And don't delay, registrations on or after October 1 are subject to a \$25 late fee.

Book Your Stay and Make Your Travel Arrangements Today

Hotel Accommodations

The DoubleTree by Hilton Hotel Cedar Rapids (350 1st Ave NE, Cedar Rapids, IA 52401) will serve as the base of operations for our Fall Regional Meeting.

Book your room **online** or by calling **319.731.4444** (press 0). Be sure to mention the Hardwood Manufacturers Association to secure our discounted room rate of \$179 plus taxes and fees. The hotel reservation deadline is **Wednesday, September 25**.

A hot breakfast will be available on Wednesday and Thursday, October 16 and 17, before we head out.

Traveling by Air?

If you're planning on flying into Cedar Rapids, you'll want to look for flights into and out of Eastern Iowa Airport, located just south of the city.



Developing as a Leader, Connecting with Peers

by Tony Pescaglia

Sales Manager, MO PAC Lumber Company



For the past two years, I've been a member of HMA's NextGen Leaders Council. As we move into fall 2024 and my time on the Council winds to a close, I'd like to reflect on my experience and share some thoughts.

To be honest, I was quite nervous to accept the nomination and join the Council. MO PAC is a family owned and operated business that doesn't have a lot of the corporate structure

that bigger companies do. Being in a small company, I was unsure of how the Council could benefit me and my career. However, putting those reservations aside, I accepted the nomination and could not be happier with my choice!

I was a part of a group of nine "Young Leaders" being mentored by Council Coordinator Jim Howard, CEO of Atlanta Hardwood Corporation. We met as a group three-four times a year, both in person and on Zoom, to discuss a variety of leadership topics. We had book discussions, facility tours, leadership retreats, leadership workshops, networking dinners, and more.

This was above and beyond anything I would be able to participate in without being on the Council. Also, as much as I learned from the programs, I think it equally

important the relationships and connections I gained from my peers on the Council, as well as with Jim. The Council allowed me to grow my network of peers in this industry and truly look forward to conventions and tradeshows to be able to catch up with all of them.

Jim did a fantastic job leading our group and sharing his knowledge and experiences with us. That said, I would like to say thank you to Jim for all he did for me and the other members, and to HMA for bringing us all together!

I strongly encourage any "Young Leader" to accept your nomination to join HMA's NextGen Leadership Council, no matter the size of your company. You will be happy you did, because I know I am!

Membership on the NextGen Leaders Council is open to anyone under the age of 40, who is employed by an HMA member company. Two spots are reserved for industry suppliers.

If your company has an up-and-coming, future leader, who could benefit from professional and personal development, contact Ian Faight at ian@hardwood.org.

Six Perfect Pieces: American Hardwood Furniture

Solid wood has always been the gold standard when it comes to high-quality home furniture. Whether it's something major like a dining table and chairs or a smaller item like a nightstand, making it with Real American Hardwood® ensures that it's not only strong and durable but also unique and characterful. No matter what style of furniture you favor, from the warmly traditional to the sleekly modern, there's an American hardwood—classics like oak, maple, walnut, and cherry or less familiar ones such as cypress and hickory—that will enhance its looks and increase its longevity. Here are six stylish pieces for today that could well become tomorrow's treasured heirlooms.



Photo courtesy of Copeland Furniture

Natural cherry lends a gorgeous, honeyed tone to this dining room set by Copeland Furniture in Vermont. The Catalina trestle table softens the crisp, clean lines of Mid-Century Modern design with the more flowing,

organic forms of earlier styles like Art Nouveau, while the handsome Ingrid chairs are a contemporary take on the simplicity and elegance of 19th-century Biedermeier furniture.

Handmade with sustainably harvested Appalachian hardwood by Gat Creek, a manufacturer in Berkeley Springs, West Virginia, the Sunbury bed has a gently canted headboard with vestigial side wings that create a sense of cozy embrace. Shown here in dark-stained ash, the timeless design tempers modern Danish aesthetics with American Shaker plainness.



Photo courtesy of Gat Creek

With roots dating back to 1900, the renowned Stickley furniture company in Manlius, New York, continues to produce iconic pieces like the Prairie settle, a comfortably upholstered sofa that's part of its historic

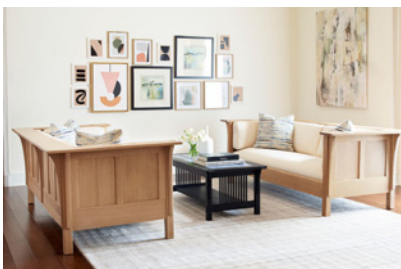


Photo courtesy of Stickley

Mission collection. Crafted here in white oak—it's also available in cherry—the Arts & Crafts-inspired seating fits seamlessly into a bright and airy modern setting.

Custom built in North Carolina by Mantle Furniture, the Tavern round coffee table features solid red oak construction and a hand-rubbed matte finish that emphasizes the wood's distinctive grain. As practical as it is attractive, the piece incorporates a useful storage shelf and has no sharp corners to bump your shins on. Photograph courtesy of Mantle Furniture.



Photo courtesy of Mantle Furniture



Photo courtesy of Room & Board

Minneapolis-based furniture retailer Room & Board turns to Built by Newport, a Vermont artisanal workshop, to make the Ericson lounge chair. The solid-wood frame, which boasts precision dowel

joinery and elegantly contoured arms, is available in white oak, shown here, as well as walnut and cherry, meaning there's a version that will fit your style of home décor.

Characterized by elegantly restrained detailing, well-balanced proportions, and an eye-catching golden aura, the Clio credenza is handmade by Doorman Designs, a New Orleans-based furniture brand. The flexible piece, which serves equally well as a dining room sideboard or a media console, showcases rift-sawn white oak planks to stunning effect.



Photo courtesy of Mantle Furniture

HMA Promotion \$'s at Work

In one month, the article above earned **2,674 placements** and touted the natural qualities and beauty of solid American hardwoods to **189 million potential readers**.

If it's been a while since you've last visited the American Hardwood Information Center website, check it out at [HardwoodInfo.com](https://www.hardwoodinfo.com). New content like this is published regularly.

Staying Social with Real American Hardwood

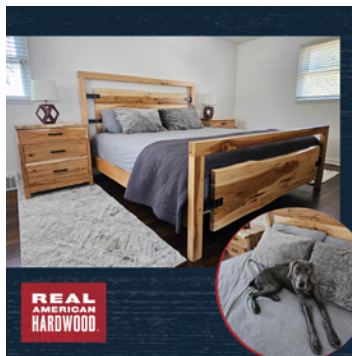
by Ian Faight

Executive Vice President, HMA | Digital Community Manager, RAHC

Over the last year, the Real American Hardwood Coalition (RAHC) has gained 1,430 new followers on Instagram. This growth is largely due to original, branded posts that are being created by the RAHC's social media team and backed by a minimal investment. Many of these posts are featured in this column each month. If you're not following [@RealAmericanHardwood](#), you're missing out. Here's a brief look at July's posts to get you caught up.

New Home, New Furniture

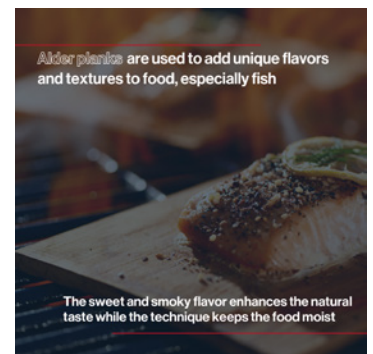
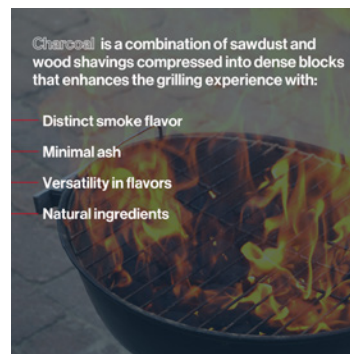
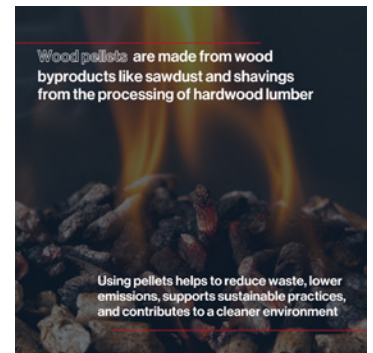
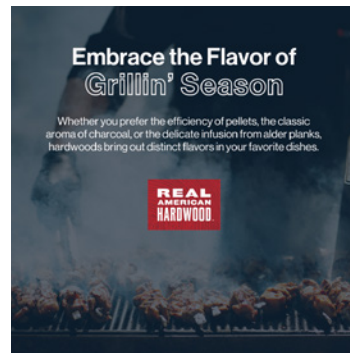
When moving into a new home, your master bedroom is a blank slate. And for first-time buyers, it often presents an opportunity to purchase their first "adult" furniture. To offer some inspiration, the RAHC continued its Hardwood Makeover series by featuring a Pittsburgh home that was furnished with a live-edge bedroom set.



The five pieces were handcrafted by Amish artisans from 300 board feet of locally sourced, rustic hickory. Built from solid wood and finished in a clear stain, the heirloom-quality furniture celebrates the natural beauty, color, curves, growth rings, and pores of Real American Hardwood. Take a look on [Instagram](#).

Savor the Flavor

It's grillin' season and the perfect time to prepare some delicious food for your family and friends. To educate aspiring and seasoned grill masters alike, the RAHC cooked up a post to explain how Real American Hardwood brings the fuel and packs the flavor. See the post on [Instagram](#).



Now That's Manufacturing Efficiency

Those in the hardwood industry already know that manufacturing products from Real American Hardwood is a highly efficient process. Other materials cannot say the same. And virtually every part of a log is used either as lumber, byproducts, or fuel. The RAHC shared that knowledge with a post comparing the amount of energy required to produce one ton of wood with alternatives. See the post on [Instagram](#).



Let's compare the amount of energy required to produce one ton of cement, glass, steel, and aluminum to the production of one ton of wood:

Cement:	5x more energy
Glass:	14x more energy
Steel:	24x more energy
Aluminum:	126x more energy

Source: Engineered Wood Association, www.apawood.org

The Latest from Capitol Hill

by Dana Lee Cole

Executive Director, Hardwood Federation



August Recess Memo

U.S. House members left Washington a week early to start the August recess; Senate members will join them next week. They will be back in D.C. on September 9. As members of Congress return to their states, it creates an extended opportunity for the hardwood industry to share the issues that matter most to them.

When talking to your U.S. Senators or House Representative, reiterate some of the Hardwood Federation's messaging during your conversation to help push our policy priorities over the finish line. Recommendations include:

■ Keep Hardwood Priorities in the Farm Bill

Whether a Farm Bill is finalized this year or in 2025, it's still important to hammer home the importance of maintaining key provisions for the hardwood industry—regardless of passage date:

Hardwood Export Promotion

Double funding for USDA's export promotion programs. The House version of the bill and the Senate framework include this key provision.

Biomass

Legally binding biomass carbon neutrality language as part of the Farm Bill reauthorization.

Workforce

The "Jobs in the Woods Act," folded into the Farm Bill, provides education grants ranging in size from \$500,000–\$2 million to promote jobs in the timber industry and U.S. Forest Service.

■ Affirm Biomass as Carbon Neutral

The House passed a Fiscal Year 2025 funding bill that affirms classification of forest products biomass as "carbon neutral" and grows markets for hardwood residuals. Next steps include consideration in the Senate.

■ Cosponsor the Hardwood Access Bill!

The Federation has convinced lawmakers to introduce a bill tailored specifically for the industry. Tell your U.S. Representative to support the bipartisan H.R. 6880, the "Hardwood Access and Development Program Act." Championed by Reps. Tom Tiffany (R-WI-07) and Ann Kuster (D-NH-02), this bill creates a competitive grant program to support consumer education about the sustainability, low carbon footprint, domestic production, and rural economic impacts of U.S. made hardwood products. [Click here](#) for details.

Senators Urge Administration to Use More Red Oak

On July 12, Sen. Jeanne Shaheen (D-NH) led a bipartisan group of eight other senators in a **letter** to the Department of Defense (DOD) and General Services Administration (GSA) to use red oak in government procurement. Senator Shaheen responded to outreach from—and worked closely with—the Hardwood Federation to write and send this communication urging action to grow domestic markets for hardwood lumber. The letter urges the agencies "to expedite transition to domestic Red Oak lumber for hardwood floorboards in U.S. military and other government vehicles, trailers and platforms." The senators echo Hardwood Federation talking points that using Red Oak will replace "critically endangered Apitong hardwood from tropical forests with a readily available, sustainable domestic source of lumber," scoring a win/win for the U.S. economy and environment. Senators Marsha Blackburn (R-TN), Sherrod Brown (D-OH), Shelley Moore Capito (R-WV), who co-led the effort, Bob Casey (D-PA), Susan Collins (R-ME), Tom Cotton (R-AR), Angus King (I-ME) and JD Vance (R-OH) joined Sen. Shaheen in the letter.

Industry Advocates Free Trade Before Administration

The Hardwood Federation has joined more than 40 other trade groups in a **letter** to senior White House officials urging the Biden Administration to promote policies that advance free trade. The letter identifies preferential trade agreements, incentives to grow the domestic workforce, stronger supply chains and assurances that the U.S. lead the world in establishing trade norms as key rationales for the Administration to focus on the issue. The letter includes a request to meet with White House staff to discuss a strategy for "export success." The Federation will keep you posted on next steps, including a possible meeting with White House officials.

OSHA Proposes Workplace Heat Standards

The Occupational Safety and Health Administration (OSHA) has released a proposed rule on workplace heat standards. The agency cites record-breaking temperatures, especially during the summer months, as a rationale for moving forward with new workplace heat regulations. The proposal applies to both outdoor and indoor work settings and imposes four additional requirements on employers when the heat index reaches beyond 90 degrees. They include mandatory 15-minute rest breaks for all employees every two hours, observing employees for symptoms, periodic check-ins with isolated workers, and reminders to workers to rest and drink water. It is anticipated that the construction sector will be heavily impacted by this rule. Stay tuned for updates.

How Often Should Your Business Post on Social Media?

by Sara Skwaryk

Communications and Administrative Coordinator, HMA

If you haven't been taking advantage of gaining exposure for your business through social media, the process of starting may seem daunting. The good news is even as social media grows and changes daily, there are certain benchmarks your company can follow to help you navigate which platforms to use and what to do with the information you gather from your online presence.

Most businesses begin their social media presence on Instagram, Facebook, or X (formally Twitter) as these are among the top platforms enabling businesses to easily communicate with their community.

Read on to better understand these platforms.

Instagram

Instagram is a dynamic platform where visual appeal and consistent posting can lead to substantial growth.

To get the most out of your time on Instagram, it is recommended to post three–five times per week. Additionally, your company can utilize Instagram Stories by posting at least twice a day. This frequent activity keeps your content fresh and relevant. Adam Mosseri, Instagram's head, suggests that posting two Stories daily can significantly boost engagement.

You also can use a mix of media formats—including carousels, reels, and static posts—to diversify your content. This not only keeps your feed interesting, it increases your chances of appearing in the Explore feed and being featured on other accounts.

Facebook

Facebook is the world's third most-visited website and a hub for over a billion weekly business connections. Maintaining an effective posting strategy is key.

It is recommended that companies post one–two times per day to keep your brand top-of-mind, without overwhelming users. Content that inspires dialogue and interaction typically performs well, so show your company's personality and engage with comments!

X (Twitter)

X is a platform for fast-paced content—garnering media attention is more difficult due to how fast a user's feed changes. Given this, it is recommended for companies to post two–three times per day.

Additionally, actively engaging with your audience and community partners allows for relationship building. Responding to interactions can enhance your presence and foster a loyal following.

Key Social Media Takeaways

Posting multiple times a day/week can seem like a drastic change compared to the strategies you may currently have in place. It is important to remember that while frequent posting can boost visibility, it's crucial to prioritize quality. Ensure that every post is meaningful and aligns with your audience's interests. High-quality content is more likely to resonate with your audience and drive engagement.

A helpful strategy is to remember the rule of thirds: One third of content should promote your business or brand, one third should share personal stories or insights, and one third should provide informative content from experts or influencers.



By maintaining a consistent, quality-focused presence across social media platforms, you can enhance your visibility, foster stronger connections with your audience, and drive greater success in the digital realm. Embrace the power of strategic posting and content excellence to unlock the full potential of your social media efforts.

Source: [How Often Should a Business Post on Social Media in 2024](#), from Hootsuite, a social media marketing and management platform.



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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