

The Link

Newsletter | March 2025



Building a Stronger Industry

by Ian Faight

Executive Vice President, HMA



Next week, HMA members will be heading to Memphis, Tennessee, for our **2025 Southern Regional Meeting, Monday-Wednesday, March 10-12**. We have three exciting tours planned, members of the Southern Cypress Manufacturers Association will join us, and Dana Lee Cole, executive director of the Hardwood Federation, will be with us to share the latest developments from Capitol Hill—as

I'm sure you've heard, there's a lot to talk about. And of course, there's the industry comraderie, networking, and insights that come along with HMA Regionals. I look forward to catching up with you in Memphis!

I also want to say thank you to our generous sponsors: **Baillie Group, Jones Lumber Company, McDonough Manufacturing Company, New River Hardwoods,** and **Peak North America**. Your extra supports goes a long way in helping us offset costs and truly deliver an exceptional experience for all.

Once we get back to the office, our sights will be solely set on Knoxville, Tennessee, for our **2025 National Conference and Expo, Wednesday-Friday, June 11-13**, at the Knoxville Convention Center. Our theme this year is *Evolution*, and as our industry evolves, now is the time to prepare your company for what comes next. More information on registering and reserving your hotel room can be found on the next page and on HMAmembers.org. And check back often as updates to our schedule and learning sessions are being made daily. And sponsorships are available. Reach out to me at ian@hardwood.org to discuss options.

And speaking of updates, we're preparing to launch a brand new website at HMAmembers.org later this month. Stay tuned!



Thank You, Sponsors

Thank you to the following companies for sponsoring HMA's Southern Regional Meeting.



NextGen Leaders Council Seeks New Members

Do you have an up-and-coming, future leader, who could benefit from professional and personal development? HMA's NextGen Leaders Council is looking for several new members to begin a two-year term this June. Membership is open to anyone under the age of 40, who is employed by an HMA member company. Two spots also are reserved for industry suppliers.

For more information or to nominate a Council member, email Ian Faight at ian@hardwood.org.



It's Time for the Hardwood Industry's Evolution

This year, "The Marble City" will transform into "The Hardwood City" when HMA's **2025 National Conference and Expo** rolls into Knoxville, Tennessee, **Wednesday-Friday, June 11-13**.

This year's theme is *Evolution* and we're working to prepare an informative event for attendees. Our learning sessions will be focused on what's going on in different industry market segments, how your company can better utilize your insurance partners, what's happening in our nation's capital, and what's the economic view for 2025. And you won't want to miss our industry's premier networking opportunities. Mix and mingle with industry veterans and the next generation of leaders, share wisdom and ask questions, visit with equipment manufacturers and industry suppliers, and enjoy Knoxville.

As a reminder, our signature event is open to all hardwood lumber producers, processors, and suppliers—members, non-members, and industry stakeholders.

All NatCon details can be found online at HMAmembers.org. Check back often as agenda items and other updates are made.

Registration is Open

Are you planning on joining us in Knoxville? The first item on your to-do list is to register to attend. Take care of business today at HMAmembers.org.

- **HMA Members & Promotion Contributors | \$650**
- **SCMA Members | \$650**
- **Non-Members | \$800**

Note: Rates increase by 10% after May 16, 2025.

Book Your Room

Reimagined and newly redesigned, the Marriott Knoxville Downtown will be our home away from home for our stay in the Volunteer State. Located downtown at 525 Henley St, the modern hotel offers posh accommodations, good eats, and a state-of-the-art fitness center. For those looking to take in some summer sun, enjoy the 1982 World's Fair Park situated just outside. Learn more at Marriott.com.

Book your stay online at tiny.cc/natcon2025 or by calling **888.236.2427**. Be sure to mention "Hardwood Manufacturers Association" to secure our discounted room rate of \$187/night. Act soon, the reservation deadline is May 6.

Sponsorships are Available

Looking to stand out from the crowd and gain exposure for your company? Sign on as a sponsor. See what's available online at HMAmembers.org.

To thank you for your additional support, HMA will spotlight your company leading up to and during the event in Charleston, in *The Link* and *Mid-Month Update* newsletters, on social media, and all year long at HMAmembers.org.

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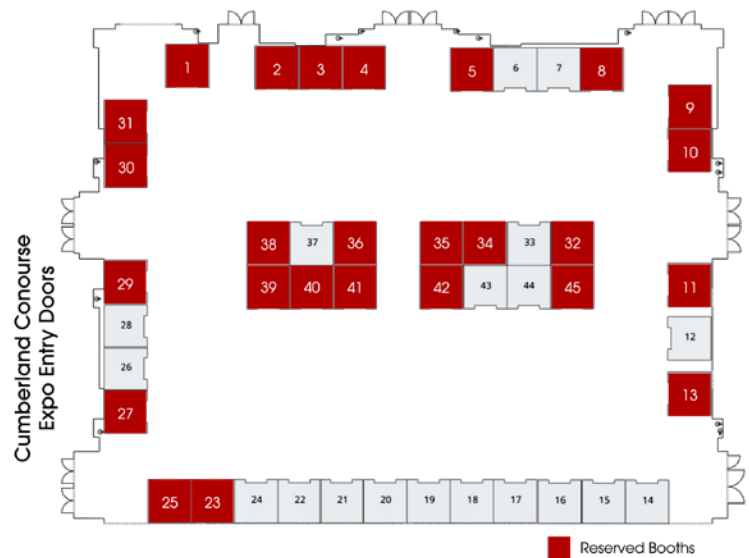
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NatCon Expo Booths are Going Fast

If your company specializes in manufacturing equipment for—or providing services—Knoxville will be the place to be to interact and meet with current and potential customers. Reserve your booth space today.

Booths are reserved on a first-come, first-served basis—and they're going fast. For an up-to-date look at available booths, visit HMAmembers.org. Reach out to Ian Faight at ian@hardwood.org to secure your exhibit space and package.

This year, we're trying something new with the **Tennessee Trail** sponsorship to drive foot traffic to the Expo booths. The sponsorship supports our valued exhibitors and encourages vendor engagement during Expo hours. HMA members who successfully complete various stops along the trail will be entered to win prizes. Call [412.244.0440](tel:412.244.0440) to learn more.



Southern Regional Spotlight: Marietta Wood Products

Marietta Wood Products has expanded its operations with a new mill, incorporating several pieces of sawmill equipment from McDonough Manufacturing. The additions are aimed at increasing efficiency and optimizing lumber processing.

One of the key pieces in the new setup is a McDonough slabber, which is designed to improve processing speed at the head rig by removing the slab and taking a board in one pass. This increases the number of lines per minute produced at the Headrig and allows for more efficient breakdown of logs and helps streamline the production flow.



To further refine the cutting process, the mill includes a McDonough modular Horizontal Resaw. This resaw is built for high-production mills and is used for multiple boards and

cant operations. It features a high speed Push Button Servo Networks, a hydraulically driven feed table, and an air strain system that helps maintain consistent cutting accuracy. [More on horizontal resaws.](#)

The 10" gang saw plays an important role to maximize throughput while accurately making ties and boards. McDonough's gang systems are designed for various types of sawmills, whether they focus on hardwood or softwood production. [More on gang saws.](#)

Finally, the new mill includes an OptiFit Linear Board Edger, which is designed to improve recovery by optimizing the edging process. The system is built to integrate with existing mill layouts



while offering features like a top-mounted sawbox for better maintenance access. The edger operates at feed rates of up to 20 pieces per minute, helping to maximize board yield. [More on OptiFit Edger.](#)

With these new additions, Marietta Wood Products has enhanced its ability to process logs efficiently while improving overall yield and throughput.

Take a tour and see the mill in action during HMA's Southern Regional Meeting, March 10–12, in Memphis, Tennessee, area. Attendees will be among the first to tour Marietta Wood Supply's facility, getting an inside look at the latest technology and processes in action.

Free Tool for Architects and Designers

In February, the American Hardwood Information Center issued a national news release announcing the availability of the *American Hardwoods Collection* as a free resource for architects and interior designers. To date, the release was picked up by 627 media outlets and targeted influencers.

The sample kit and brochure offer a wealth of information on one of nature's most abundant, renewable, and sustainable building materials: American hardwoods.

Tucked inside the kit are 20 samples of the most popular domestic hardwood species. The solid wood samples offer a realistic view of each species' grain pattern, measuring in at six inches long, three inches wide, and a quarter inch thick. One side of each sample is planed to feel the smoothness of wood in its finished state, while the reverse side is left rough sawn to highlight the natural texture of the wood.

A handy stain simulator enables design professionals to visualize a side-by-side comparison of clear, light, medium, and dark stain combinations for a variety of applications, including flooring, cabinetry, moulding, millwork, and furniture.



The enclosed booklet contains detailed information about the sustainability of American hardwoods; their use in eco-friendly design and building; and an in-depth species guide, profiling the characteristics and uses of each species—including strength and mechanical properties.

The free resource is available to qualified architects and designers at [HardwoodInfo.com](https://www.hardwoodinfo.com).

Staying Social with Real American Hardwood

by Ian Faight

Executive Vice President, HMA | Digital Community Manager, RAHC

In February, the Real American Hardwood Coalition (RAHC) continued to share informative posts on social media to engage with its followers. Following is a brief recap of what you may have missed.



Wood You?

While Valentine's Day is traditionally for chocolate, flowers, and romance, the RAHC made the point that when choosing to bring Real American Hardwood flooring, cabinetry, millwork, furniture, and décor into your home, every day is a day to fall in love with your home all over again.

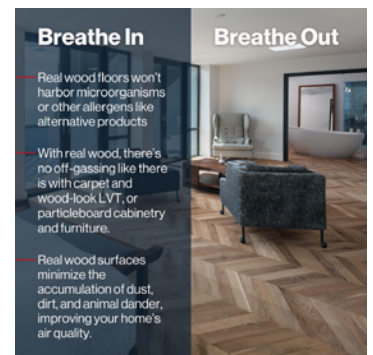
See the post on [Instagram](#).



For the Health of It

The month of February is designated as National Care About Your Indoor Air Month. And with that in mind, the RAHC took the opportunity to remind folks why choosing Real American Hardwood is the healthy choice for their family and home.

See the post on [Instagram](#).



Breathe In

Real wood floors won't harbor microorganisms or other allergens like alternative products.

With real wood, there's no off-gassing like there is with carpet and wood-look LVT, or particleboard cabinetry and furniture.

Real wood surfaces minimize the accumulation of dust, dirt, and animal dander, improving your home's air quality.

Breathe Out

The Latest from Capitol Hill

by Dana Lee Cole

Executive Director, Hardwood Federation



As you're aware, news is breaking daily in Washington, D.C. For the most current updates, sign up to receive the Hardwood Federation's [D.C. Cheat Sheet](#).

President Imposes Tariffs on Canada, Mexico and China

On March 3, President Trump confirmed his intent to move forward with 25% tariffs against Canada and

Mexico, while upping the ante on tariffs on China from 10% to 20%. Here's a recap of the latest:

- **Canada and Mexico:** Following up on statements made in late February, President Trump announced that 25% tariffs on imports from Canada and Mexico will begin March 4. The Administration has taken the more formal step of publishing its intent to impose the 25% tariffs in the Federal Register. To view a copy of the notice related to Canada, [click here](#). To view the notice related to tariffs on Mexico, [click here](#). Both countries have promised retaliatory action should U.S. tariffs move forward. Canada's retaliatory list includes a 25% tariff on wood and products from the U.S. including hardwoods.
- **China:** As expected, the Administration moved forward today to impose an additional 10% tariff on Chinese imports, raising the total tariff to 20%. Through an **order**, the Administration stated that the additional tariffs arise from China's failure to address the fentanyl crisis. As reported previously, the original 10% tariffs on Chinese imports to the U.S. went into effect on February 1. The Chinese have imposed \$14 billion in retaliatory tariffs.

China Bans U.S. Log Imports

On March 4, the American Hardwood Export Council (AHEC) announced that China has imposed a ban on U.S. log imports based on the "quarantine of forest pests such as bark beetles and longhorn beetles." According to AHEC, there is no mention of a ban on lumber or other hardwood products." Other U.S. products targeted include soybeans, pork, beef, vegetables, fruits and dairy. This announcement comes on the heels of the Administration's March 3 decision to move forward with 20% tariffs on Chinese imports. AHEC has provided a statement (click translate to English in your browser) from China's General Administration of Customs which you can [read here](#).

Meeting Congress on Hardwood Trade Issues

In mid-February, the Hardwood Federation team held a series of meetings with key Congressional offices to raise and discuss trade-related issues of importance to the industry. We had frank discussions with senior staff reporting to House Agriculture Committee Chair GT Thompson, Senate Agriculture Committee Chair John Boozman, and House Ways and Means Committee Chair Jason Smith. HF Executive Director Dana Lee Cole also had conversations with House Natural Resources Chairman Bruce Westerman (R-AR). We focused on two key issues during these meetings:

Offices understand the potential impact of a trade war on the U.S. hardwood industry. They agreed that proposing financial relief solutions now rather than later is a good move. Although providing relief to the agriculture community is under consideration, just where those funds will come from is unknown.

Senator Tom Cotton (R-AR) also called Federation staff into his office to ask about our position on the E.U. Deforestation Regulation. He and his team are interested in helping and they indicated they are thinking of how to approach the White House about putting pressure on the E.U. during expected trade discussions. We also took the opportunity to mention the issues above. We continue to schedule meetings and work with our Board and industry leaders on outreach and communications around these issues.

Hardwood Federation 2025 Fly-In Registration is Open

Federal policy impacting you and your business is currently being debated on Capitol Hill. Don't depend on others to speak for you! Join the Hardwood Federation's Fly-In to D.C., **May 13-15**, for your chance to make your voice heard!

We schedule your meetings based on where you live and work. You and a group of your peers will visit Congressional offices, share your business' story and insight, and become an advocate for policies that support the U.S. hardwood industry.

Register for the Fly-In, make hotel reservations, and review the action-packed agenda [online](#).

President Trump Signs Lumber Executive Orders

On March 1, President Trump signed two Executive Orders affecting the U.S. timber industry. The first Order looks into national security implications of wood imports, including lumber and wood products. The second calls for streamlining timber harvests on federal lands, something the Hardwood Federation has advocated for over the years.

The Hardwood Federation will reach out to Commerce and Agriculture contacts to ensure that the Departments better understand the ultimate goal of these orders and to ensure that those researching and preparing reports consider the differences between hardwood and softwood markets, both domestically and internationally.

National Security: Under the first E.O, the Department of Commerce is instructed to initiate a **Sec. 232 investigation into timber and lumber imports and derivatives** (kitchen cabinets, furniture, etc.) to determine the effects on national security of these imports. Commerce's report, including recommendations to mitigate threats and strengthen the industry, is due no later than November 26. The investigation will look into:

- The current and projected demand for timber and lumber in the U.S.;
- The extent to which domestic production of timber and lumber can meet domestic demand;
- The role of foreign supply chains, particularly of major exporters, in meeting U.S. timber and lumber demand;
- The impact of foreign government subsidies and predatory trade practices on U.S. timber, lumber, and derivative product industry competitiveness;
- The feasibility of increasing domestic timber and lumber capacity to reduce imports; and
- The impact of current trade policies on domestic timber, lumber, and product production, and whether additional measures, including tariffs or quotas, are necessary to protect national security.

Forest Regulations: The second E.O. instructs the Secretary of the Interior and the Secretary of Agriculture, along with other agencies, to review and issue new regulations on forestry management practices to facilitate sale of more U.S. timber and lumber. Specifically:

Within 30 days of March 1, 2025, Interior and Agriculture must issue new or updated guidance regarding tools to facilitate increased timber production and sound forest management.

Within 60 days, Interior and Commerce must complete a strategy on federal forest management projects under section 7 of the Endangered Species Act (ESA) to improve the speed of approving forestry projects.

Within 90 days, the Agriculture and Interior Departments must set timber sales targets for the next 4 years from Federal lands managed by the Bureau of Land Management and the U.S. Forest Service.

Within 180 days, the Agriculture and Interior Departments must consider adopting categorical exclusions established by other agencies to comply with the National Environmental Policy Act and reduce administrative approval times for timber production and forest management.

Within 280 days, Interior must consider establishing a new categorical exclusion for timber thinning and re-establish a categorical exclusion for timber salvage activities.

In addition, relevant agencies and other entities are instructed to coordinate rules and regulations to prevent delays in timber harvests and production.



Inspiring Your Social Content

by Sara Skwaryk

Communications and Administrative Coordinator, HMA

Something I've mentioned before as we aim to discuss the different social tactics available to your business, is how daunting social media can seem. Even if it's something you have come to do frequently, it can still feel time consuming and frustrating if you're not seeing the results you expect.

To inspire you to take those first steps in posting on social media for your business or if you're looking for new ideas, below are some suggestions to help you get your groove.

■ Behind the Scenes

Show your audience what goes on in your yard, explain how your equipment works, introduce your employees. Film some video clips and post them to your social pages to allow your followers the opportunity to experience a first-hand look at your operations and your people in action.

■ Show a Customer's Testimonial

Do you receive comments from customers on your outstanding product quality and service? Consider asking them to share a brief video testimonial to help build a positive reputation for your business.

■ Unpopular Opinions & Myths

Is there an unpopular opinion or myth you have noticed circulating in the industry relating to real wood products or wood-look alternatives? Pick a topic and offer your thoughts.

■ FAQs

Answer frequently asked questions relating to your business, industry, or the markets you serve. For example, what's green lumber and why is hardwood measured in board feet?



When considering these topics, always remember your target audience and create content that they'll find relatable.

Additionally, you can reuse these ideas for future content, but bring in new points or information. Plus, you can utilize these pieces across various social platforms to help you reach more people.

Finally, always make sure you are engaging with the audience you are targeting. Find the pages or companies you feel aligned or inspired by and like their posts, comment on their stories or photos to build relationships. Opening the door for communication allows social media to become a place for community building!

These content ideas were inspired by Binx Digital, consider reviewing their website at binxdigital.com for more creative topics.



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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