



IHLA Hard News

Volume 16, Number 1

April 2011

Convention Buzz Portends Better Times Ahead



Pictured above are: Milt Cole, Cole Hardwoods and George Barrett, Hardwood Review

While the overall economy has enjoyed seven consecutive quarters of economic growth, a still-stagnant housing market has kept the hardwood sector from returning to prosperous times.

However, for the 797 people who attended the 113th IHLA convention in February, there was an unmistakable buzz in the air, and a sense that the industry was moving in the right direction. Attendance was up 14.5 percent, exhibit booth

sales were up over 10 percent, and sponsorships remained strong.

Part of the buzz at the convention was generated by the meeting where details of an industry-wide check-off program were revealed for the first time anywhere. Over 300 people overfilled a meeting room to hear about the program, and learned that it could become a reality by 2012. The blue-ribbon panel that was working on the initiative had already secured funding for the initial phase, and the proposal had been submitted to the USDA to begin its way through the approval process. Once approved, those companies who would be funding the program based on sales would vote on its adoption via a referendum. At the time of the convention, those companies would include sawmills, concentration yards, unfinished flooring manufacturers,

and hardwood plywood manufacturers.

If the referendum passes and the check-off is in place, it is expected to raise between 10 and 15 million dollars annually for hardwood research and promotion, in a program that would resemble "Got Milk?" or "Pork: the Other White Meat" types of campaigns. From there, the program would have to be re-approved every 3-7 years by the participants.

Other convention highlights included an Export 101 seminar hosted by **Mike Seidl** of the Indiana State Department of Agriculture and the Indiana University Business Research Center; a program on community education and promotion; and a session on alternative financing options for small businesses.

Also creating excitement was a change that gave every attendee a free ticket for the grand prize giveaway, and an exhibit hall scavenger hunt bingo contest that awarded a finalist ticket to one lucky winner. In the end, **Greg Koontz** of Foley Hardwoods ended up winning the grand prize.

Keynote speaker and lumber dealer **David Carter** absolutely held a captivated audience in total silence for nearly 90 minutes as he used powerful photo slides to recount his heroic ascent and death-defying descent of Mt. Everest, which was the subject of a PBS documentary.

This issue contains a few photos from the convention, but please visit our photo gallery for more.

Don't miss the **19th Annual Southern Indiana Golf Tournament in Jasper, Ind. on May 13th.**
See page eight for more details.

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President's Message

Changing Times for IHLA in 2011



Jeff Manges
IHLA President

I loved the theme to this year's convention. Survivor. Everyone in this industry is a survivor. To have endured what our industry has in the last three years we have to be. I'd love to say that it was over, but I can't. At least not looking at things realistically. So we have to make do the best we can. And one thing we can control is how WE look at things. If enough people out there think positive, then good things will happen. It won't be quick, but once that positive ball starts rolling, I think it will roll for a while.

2011 will have its challenges in our industry, no doubt. But I truly believe we are through the toughest times. We are in a good position to be able to take advantage of opportunities that should come our way. Now it is our job to do so. The economy is coming back, albeit slowly. And we as an industry will come back too.

I am excited about the direction of the IHLA for 2011. We have a strong board, and very strong committee leaders that will make a difference.

The Commerce Committee, led once again by **Rich Solano**, will have its plate full. Among the objectives for the Commerce Committee:

1. Improving the public perception of wood products by creating a handout for the state fair and other venues, which differentiates real wood from substitutes; promotes greenness of wood and emphasizes the health and environmental benefits of wood.
2. Participate once again in a Habitat for Humanity house that features Indiana hardwoods.

I was fortunate enough last year to join fellow IHLA volunteers in working on a habitat house at the State Fair. It was my first experience doing so, and it was truly an enjoyable and rewarding experience.

3. Drive consumers to indianawoodsgood.com website. This is a great web-

site and if you haven't visited the site yet you need to do so.

Lenny Farlee of the HTIRC will be heading our Education Committee. Among the projects that committee will be undertaking are:

1. Promoting hardwoods to architects and engineers.
2. Improving public perception of hardwoods.
3. Including industry job postings on the IHLA website.
4. Participate in University recruiting events or job fairs.

The Forestry Council, led by **Shaun Cook** will be:

1. Developing business education courses for loggers.
2. Make policy makers aware of our industry's desire to see forest management on the state's new wetland areas.
3. Initiate discussion on state management of the Hoosier National Forest.
4. Continually address public perception issues.

Once again **Matthew Smith** will chair the Legislative Committee. The Legislative Committee, more than probably any other committee, sometimes has to act quickly on issues when they arise. I am confident Matthew and his committee members will once again answer the bell when called upon. In the meantime, the committee will:

1. Work to grow IHLA-PAC contributions.
2. Work with the Forestry Council to carry the forest management on state lands message to policy makers.
3. Continue being proactive on legislative issues.

Doug Keele of Wood-Mizer will lead the membership committee. Wood-Mizer has generously sponsored our membership recruiting contest for the last several years, and we are pleased that Doug has stepped up to lead this committee during his first year on the board.

With the trying times in our industry, membership recruitment and retention is key to our organization's success. I am confident

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Arbor Day

Don't Let The Arbor Day Opportunity Slip Away

By John Rowe, President

Cargo Services, Inc.

IHLA Board Member



The Board of Directors of IHLA has initiated a long-term effort to educate Indiana students on the positive economic and environmental impacts of Indiana's forests and its hardwood industry. We believe that an organized and effective effort to promote the industry to our students will help develop a much better understanding from the general public of the positive and important role that our industry plays. This awareness will then hopefully foster a positive outlook on our industry, and perhaps inspire a new generation of citizens who might someday pursue a wide variety of careers in forestry, wood manufacturing or any of its ancillary industries, such as the freight and transportation sector that I represent.

Our initiative, in concept, is broad-based, and we want it to extend from this role in elementary schools to career counseling in high school and trade schools, and finally to industry-based curriculum deliverable state-wide through our colleges and universities.

We want to begin by reaching elementary students about the environmental benefits of trees, and the importance of wood products to our everyday lives. From there, we will seek to create awareness in the high schools and vocational schools about the wide variety of careers available, then assist in developing college curriculum to prepare students for those careers.

With this in mind, we are asking every IHLA member to contact their local elementary schools and provide an Arbor Day "Indiana Wood Is Good" presentation to a 3rd, 4th, or 5th grade class. It's a very easy thing to accomplish. Teachers are always interested and excited to have local companies from the community presenting positive messages about their industries and the kids really enjoy learning about trees and the environment. IHLA will provide resources and programs for the presentation, and best of all, it teaches kids about trees from our perspective, not someone else's.

Arbor Day is right around the corner (April 29), so we must act fast. Please let us know if your company is interested in participating, and who from your company is coordinating the effort. We'll get right back with you, send the presentation kit, and help you in any way with the coordination. The program will be very simple to present, not to mention very rewarding.

In the long term, we'll ask for an "IHLA education coordinator" within your company, to whom we can communicate about ongoing public education efforts with local schools in your area. The easy thing to do will be to pass on this oppor-

IHLA Purchases New Home



In March, IHLA relocated to its new home, a recently purchased building in Indianapolis, that brings our membership a solid investment and an end to paying big-city rent.

President Jeff Manges was very instrumental in locating and securing the new location, and calls the building purchase a "strategic and significant event in IHLA's history."

Manges added, "It's a home away from home for our members, who should feel free to stop in and visit while in Indianapolis, and to use the facility to hold meetings, conduct business while in town, or simply check email or send faxes."



Tom Derleth of Indiana Hardwood Specialists and Mark Williamson of Salem Hardwoods hard at work

Several members have stopped in to visit or to help with the move. Most notably, **Tom Derleth of Indiana Hardwood Specialists** and **Mark Williamson of Salem Hardwoods** donated several hours delivering and installing a beautiful maple hardwood floor in the lobby of the new office.

The staff also spent several weekend and evening hours with yard clean up, mulching, and exterior painting.

The building was purchased outright, with no debt, from existing reserves of the association that have been built up over the last decade or so, and represents a reinvestment of those funds into a tangible asset that is expected to increase in value.

113th IHLA Convention



"Survivor: IHLA" - February 9-10, 2011



USDA Leads the Way on Green Buildings, Use of Wood Products

Dear Friends:

It is honor to serve as your representative to the Hardwood Federation and the Hardwood Federation PAC. I have made two trips to Washington since September of 2010 and I can personally testify to the strategic and effective work of Deb Hawkinson and her team. However there is no greater testimony than success and the USDA News Release that follows is clearly an example of our accomplishments in Washington. Please keep this in mind when you are asked to support the Hardwood Federation and the Hardwood Federation PAC.

Also, In early May the Education committee is hosting a webinar featuring Deb Hawkinson as she brings us up to date on the Hardwood Federation's Legislative Priorities for 2011. I hope you will sign up to hear for your self the value of this work.

Jim Steen

News Release from USDA

WASHINGTON, March 30, 2011 -- Agriculture Secretary Tom Vilsack announced today USDA's strategy to promote the use of wood as a green building material. At an event this evening to launch the International Year of the Forest, Secretary Vilsack will lay out a three-part plan addressing the Forest Service's and USDA's current green building practices.

"Wood has a vital role to play in meeting the growing demand for green building materials. Forest Service studies show that wood compares favorably to competing materials," said Vilsack. "In keeping with the Obama Administration's America's Great Outdoors conservation agenda, USDA has made a strong commitment to conserving and restoring our forests to protect watersheds, recreation, and rural jobs."

The strategy includes the following parts:

1. The U.S. Forest Service will preferentially select wood in new building construction while maintaining its commitment to certified green building standards. USDA will also make a commitment to using wood and other agricultural products as it fulfills President Obama's executive order on Federal Leadership in Environmental, Energy, and Economic Performance.
2. The Secretary has asked the U.S. Forest Service to examine ways to increase its already strong commitment to green building by reporting to him on ways to enhance the research and development being done around green building materials.
3. The U.S. Forest Service will actively look for opportunities to demonstrate the innovative use of wood as a green building material for all new structures of 10,000 square feet or more using recognized green building standards such as

LEED, Green Globes or the National Green Building Standard.


In carrying out this initiative, Forest Service Chief Tom Tidwell issued a directive to all units this week calling for increased use of locally milled timber in all new agency buildings and facilities. Secretary Vilsack also directed the heads of all other USDA agencies to incorporate the Forest Service policy of using domestic sustainable wood products as the preferred green building material for all USDA facilities and buildings.

"Our country has the resources, the work force and the innovative spirit to reintroduce wood products into all aspects of the next generation of buildings," Tidwell said. "As we move forward with restoring America's forests, we are getting smarter and more efficient in how we use wood products as both an energy and green building source, which will help maintain rural jobs."

A recent Forest Service lifecycle analysis found that harvesting, transporting, manufacturing and using wood in lumber and panel products in building yields fewer air emissions – including greenhouse gases – than resource extraction, manufacturing and using other commonly-used building materials. In fact, wood-based wall systems can require significantly less total energy for manufacturing than thermally comparable houses using other common material systems.

Research arms of the U.S. Forest Service are also experimenting with new and innovative ways to use smaller diameter timber and leftover branches and limbs for wood products, which includes nanotechnology advancements and the use of laminate technologies.

Finally, the Forest Service is also encouraging the use of current renewable energy advances, such as wood-to-energy power systems, low-impact environmental site designs, green purchasing and operation and maintenance practices. USDA is highlighting its green building policy in the Strategic Sustainability Performance Plan, the Department's blueprint for implementing President Obama's sustainability executive order (E.O. 13514). USDA will complete an update to that plan this June.



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News Release from ISDA
Representatives from the Indiana State Department of Agriculture (ISDA) attended the second annual DelhiWood Trade Show on February 17th – 20th in New Delhi, India to expand the

hardwood opportunities in this emerging market. Over 300 exhibitors attended the DelhiWood trade event making it one of the must-attend events in the Asia-Pacific. Working in cooperation with the American Hardwood Export Council (AHEC) the leading international trade association for the hardwood industry and the Hardwood States Export Group representing hardwood manufacturers from 13 states, ISDA took part in the American Hardwood Pavilion.

India imported \$4.8 million dollars worth of lumber, logs, veneer and flooring in 2010 a 65% increase over the previous year. AHEC is convinced this increased demand will accelerate in 2011.

The American Hardwood Pavilion focused on raising awareness along with educating visiting import buyers, architects, furniture manufactures, designers and construction companies at DelhiWood 2011. Logs from the U.S. have long been in demand from India importers; however lumber saw a significant increase in 2010. The volume of lumber shipped was approximately 865,000 board feet consisting of walnut, hickory, ash, white oak and hard maple. In 2010 lumber imports increased by 112% compared to 2009 while logs grew by 107%.

While at the DelhiWood Trade Show participants met wood importers, interior designers, construction companies and furniture manufactures. More than 25 qualified leads were made from countries that included Vietnam, Korea, Bangladesh and the United Arab Emirates.

Even though India has experienced the global economic down turn it continues to have a high interest in American Hardwoods from many different user sectors within India. In response to this demand AHEC continues to hold educational seminars throughout India for interior designers, architects, furniture manufactures. These additional in-depth workshops support an overall better understanding of the characteristics, technical prosperities and advantages of American temperate hardwoods.

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19th Annual Southern Indiana Golf Tournament

The 19th Annual Southern Indiana Golf Tournament will be held on **May 13th**, at **Sultan's Run** in **Jasper, Ind.** You do not want to miss the chance to play on this beautiful course and catch up with fellow IHLA members. Hotel rooms are available at the Hampton Inn until **April 28th**. To download a registration form and sponsorship information please click [here](#).

IHLA Member Recovering from Accident

IHLA wishes **Lee Eckart** of the David R. Webb Company a speedy return to the woods, as he is now back home recovering from serious injuries suffered in a logging accident.

Lee was felling trees at Camp Atterbury, and the crown of the tree he was cutting exploded mid-fall. A limb about the size of an adult forearm flew roughly 70 ft. and hit him square in the face. The force of the limb broke every bone in his face and severely shattered the sinuses and bones surrounding the eyes.

It is not clear whether or not the initial force knocked him out, but at some point he attempted to radio the range patrol for help. He could not speak into the radio, but clicked it three times before they sent a crew out. He was lifelined to the Neuro ICU at Methodist hospital in Indianapolis. He had an inner cranial pressure of 20, which required full attention before any work could be done on the rest of his injuries.

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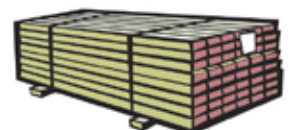
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President's Message

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that the membership committee will come up with some successful strategies that will benefit the organization for years to come.

But possibly the most exciting area of 2011 comes to us courtesy of **John Rowe** of Cargo Services. John has been on our board the last couple of years. John would like to be put in a long-term position to get our industry's message out to kids and teachers about the importance of our industry to our state, and help promote careers in our industry. We will call this position the Careers in Hardwood Coordinator. I believe this concept is of critical importance to our industry. During our strategic planning meeting, promoting our industry was one of the most common ideas discussed. And about two weeks later John came through with this offer. I feel it's an incredible opportunity for IHLA, and we all thank John for his dedication to the IHLA.

And in other exciting news, as of March 14th, the new home of IHLA is at 1849 Broad Ripple Avenue, Indianapolis. I feel that by purchasing our own office space it will allow the IHLA to continue to grow and serve its members in the best

possible manner. The big move is just the first in what I am sure will be many exciting ventures for the IHLA in 2011.

Also a big thank you goes out to our IHLA staff. Ray, Denise, and Ashley do a fantastic job of running our organization, and we are fortunate to have them. For those of you that attended the convention, that was made possible due to the work of our outstanding staff.

Thank you for the opportunity to lead the IHLA this year. I am excited about the opportunities we have before us, and with the team we have in place, great things can be accomplished.

2011 - 2012 Member Directory

IHLA is currently hard at work on this year's member directory. There are still advertising opportunities so please contact Ashley Tandy at ashleyt@ihla.org if you would like to place an ad. Look for the new directories in your mailbox in June.

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