

## MESSAGE FROM THE PRESIDENT

### Chris Moore, Frank Miller Lumber Company



Mark Twain said “Plan for the future, because that’s where you’re going to spend the rest of your life.” As we embark upon 2010, we need a clear understanding of the issues facing our industry.

- Decreased domestic manufacturing
- Attrition and consolidation
- Inconsistent sales
- Green certification
- Identifying new growth opportunities
- Resource availability
- Access to credit

We also understand the need to make sure that our great association maintains its members, and we do that by remaining relevant, providing unique value and a return on your dues investment.

The leadership of IHLA in 2010 met back in early December to lay the groundwork that will ensure that we address each of these issues in a thoughtful and pro-active manner.

- Our Commerce Committee, chaired by Rich Solano, will continue to advance our branding program, and be active in pursuing new market opportunities. In 2010 we will work with ISDA to host a trade delegation from Turkey, and provide opportunities for IHLA members to explore other global markets. They will also continue to educate the public on the “greenness” of hardwoods, and promote Indiana hardwoods to architects, designers, and planners.
- Our Convention Committee, under Jeff Manges, will broaden its year-round commitment to the success of this important event, and always work toward their standard of continuous improvement. The bar gets higher every year!
- Mista Feist will lead the Education Committee into uncharted waters for IHLA, introducing webinars to IHLA. They will also develop new educational program aimed at elementary schools, delivered in a turnkey kit to make it simple. You will be asked for help in promoting its usage in your community, giving you a chance to help spread our message in these environmentally conscious times.
- IFIC, who now serves as our Forestry Committee, gives us about 100 new members, and a broad army of eyes and ears on the ground. They’ve already provided us with forest policy recommendations and input, and we will ask them for much more in 2010. Issues like wood biomass utilization, carbon credits, resource availability, and invasive species. Sam Bond will lead this group again, and we are proud and thrilled to be working so closely together. Our voice is so much stronger when our industry’s components deliver the message in unison.
- Matt Smith heads up our hugely-important Legislative Committee, and they are already engaged in issues with regards to management of our state forests, sales tax manufacturing exemptions, and green building. They will also be challenged to grow our IHLA-PAC, dialogue with the administration, and provide federal issues input to the Hardwood Federation.
- You can see that the Membership Committee is in safe hands, as the “Godfather” himself is minding the store. Successful integration of our logger members, recruiting and retaining members, and developing an incentive contest are ongoing duties, but in 2010 they will also be designing a package of “cut sheets” to quickly and effectively convey the many benefits of IHLA membership to prospects and non-members. The growth of the organization, especially in the secondary manufacturing sector, is a target we are seeking, and we become stronger as we become larger.

Long-time IHLA members agree – it means something to belong! There is a pride and prestige about membership that is hard to describe, but for me and for Frank Miller Lumber, it’s a sense of security and camaraderie. Our association has a great reputation, both among our peers in the industry and in the eyes of legislators and policy-makers. Our convention is an important event each year for so many, and is a great symbol of what I am describing about being an IHLA member. “A sense of industry pride with a hearty dose of optimism and equal parts camaraderie and networking.” Our partnerships with other organizations, such as Purdue, the DNR, ISDA, IFWOA, IFIC, NHLA, and so many others, shows that we care first and foremost about the common good – that what benefits the loggers, landowners, and consumers also benefits us as manufacturers.

As a young person coming up in IHLA, I stood in awe of the legendary leaders of our industry, so many right here in Indiana and often in the same room as me. So many are here today, still serving as mentors to those of us that will take advantage. On the other end of the spectrum, I look around the table at our Board of Directors meetings and I see our future – incredibly bright and energetic young men and women who are this industry’s – and this association’s future – and it gives me reason for optimism. Guys like Jeff Manges, Matt Smith, Shaun, Craig and Chip Cook, Rich Solano, Jon DeMotte, and so many more. IHLA is an organization that is constantly evolving, due to this strong recipe of experience and young energy. We are using the latest technology to communicate efficiently and effectively, being always aware of your growing time constraints. We also realize the importance of opportunities to network and the benefits relationship-building. We the IHLA are financially strong enough to weather difficult times without increasing your dues, and we thrive because of a depth of volunteerism like no other organization. It’s amazing how much can get accomplished when so many are working as a team!

In closing, I do not see myself getting elected as a leader of this organization. IHLA is truly a leader in this industry, and I am simply a proud and ready member who will keep the ball in the fairway. Thank you for trusting me with this opportunity, and let’s continue to keep IHLA “A Tradition Like no Other.”