



NEWS & UPDATE

January 2021

The Real American Hardwood Coalition Get Real with Us!

Real American Hardwood is a material that has meaning. That has history. That is uniquely beautiful, warm and one of a kind; as though touched by nature's fingerprint. It's the most beautiful building product out there, the one that other imitation products strive to be. It pulls everything together just by being itself. It's simple in its ingredients and it's strong and durable at its core. It's a powerful display of the wonder of nature. Hardwood is pure – grown with purpose and naturally renewing. Hardwood is authentic, without even having to try. It's just built that way, naturally.

The American hardwood industry has a powerful story to tell. From the beauty, desirability and lifetime value of the products to the history of the industry, the small family business focus, the sustainability of our raw material, and the environmental and health benefits of using hardwood.

The Time is Now

To secure our industry's future, we must unite toward a common goal. The Real American Hardwood Coalition was launched in 2019 as an industry association-led effort to meet the imperative goals of increasing markets and sales of Real American Hardwood, celebrating the sustainability of hardwood goods, generating new products and improving overall industry stability. The campaign focuses on driving consumer demand, knowing that as consumers increasingly select Real American Hardwood products our entire industry supply chain will benefit.

What Consumers Want

From extensive consumer research we have learned much about what consumers, including homeowners, renovators, builders, designers, and architects, want when they select building products. Appearance, durability and value are the most important factors to potential hardwood consumers. Sustainability and natural are additional important factors that tip the decision toward hardwoods at the final stage of the process. Unfortunately, consumers don't always know the benefits of choosing hardwood. The great news is hardwood ticks all these boxes and consumers are open to learning.

Our research also showed that there are three keys to winning consumers over to hardwood. Our promotion campaign must connect with consumers early their decision-making, when they are thinking and dreaming about the possibilities. Our products' look and feel must connect with their emotions and carry through to the final moment when they make their selection. Hardwood must be everywhere – in stores, online, in print, on social media, on television – to keep our products front and center from the idea stage to final payment.

How We Make the Sale

With industry association and company support, the RAHC will execute a comprehensive marketing campaign to drive consumers to choose Real American Hardwood products. We will start by launching a \$500,000 campaign that includes:

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- Help Expedite Forest Management by Streamlining Species Protections

WELCOME NEW MFPA MEMBERS

Company: Mike Brown Construction

Contact: Mike Brown

Phone: (636) 2971593

Email: mikebrowns81@gmail.com

County: Lincoln

MFPA ON LINE TIMBER SALES

Don't forget about the MFPA on line Timber Sale webpage. Visit the MFPA website at www.moforest.org and click on "On Line Timber Sales" to view or post timber sales.

REMINDER

**ONE CE IS REQUIRED ANNUALLY
TO RETAIN THE PTH CERTIFICATE**

We know it takes the right tools to run a successful business.

We understand the impact the forest products industry has on Missouri, but especially rural Missouri. Our passion for rural Missouri drives us but our experience and knowledge sets us apart from other lenders.



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The Real American Hardwood Coalition, continued from page 1...

Paid Social Media: When consumers start gathering ideas and inspiration, we'll show them how Real American Hardwood products can meet their needs regardless of their style and budget using Instagram, Facebook, and other social media outreach. In time, we'll be able to send them directly from social channels to industry member sites or retailers to buy.

Paid Search: When consumers search the internet for remodeling ideas, furniture and building materials, we'll make sure Real American Hardwood information sites and products appear at the top of the search list and consumers can quickly reach our industry member websites.

Media Relations: Consumers use both online and print media to gather ideas, inspiration, and information for their projects. We'll place stories that help them see how Real American Hardwoods meets their décor, their lifestyle and budget.

RealAmericanHardwood.com: We'll create a digital hub that acts as a destination for paid search and social campaigns to provide consumers more ways to consider Real American Hardwood including selection and care. This site will also include a section for industry partners to access campaign assets such as logos, advertisements and promotional concepts.

In-Store Promotion: Long before they purchase, consumers use retailers (large and small) for information gathering. We'll make available signage for in-store use to help consumers find Real American Hardwood products and compare their benefits versus competitors.

Obviously, with greater funding, we can expand the program's impact. We intend to build on success in the first year, growing interest, excitement, engagement and yes, funding. With additional funding in the \$750,000-\$1.2 M range we can grow our effort by expanding social and search, adding content to RealAmericanHardwood.com, creating in-store displays, and developing partnerships with social media influencers.

Together We All Grow

The RAHC is made up of more than 25 national, regional and state associations representing all hardwood producing states – together, we're a strong, unbeatable team! The Real American Hardwood campaign maximizes impact when every member of the industry participates – from lumber mills, to manufacturers, to associations. We will need everyone to be a part of the effort!

Use the Real American Hardwood Logo.

- Include the RAH logo on advertising, packaging, point of sale materials and even invoices and business cards to support your brand.
- Build connection to the campaign online – link your company website and social media platforms to RealAmericanHardwood.com and follow the campaign's social channels
- Use Real American Hardwood content to strengthen your company's website and social media

Support Funding Efforts

The RAHC is seeking the financial support for the national campaign from regional and national industry trade groups and associations, hardwood and hardwood plywood producers, distributors, manufacturers, and suppliers. Support for the Real American Hardwood promotion campaign is voluntary, and we encourage all members of the industry to participate at any level they are able. Suggested annual contributions range from \$600-6,000. You can learn more about the RAHC at RealAmericanHardwood.com or contact us as hardwoodpromotion@gmail.com. We are excited about the future and are excited to have you join us!

MFPA's board of directors has voted to support the RAHC financially both in 2020 and 2021.

CERTIFICATION & EDUCATION



Mark McCarthy



I don't want to be one of the masses that say to you.... Happy New Year....so, instead, welcome to 2021. A year of hope, goals, and opportunities. Right up front, I can't do much about the weather. Another thing...I can't really do much about tariffs, trade wars, or markets.... but, you know who can? You. BY being an active part of MFPA, you can stay informed, and involved. Don't wait for change to happen. Be a part of the future. As for the things I CAN do something about...I will. It is my goal for the year to provide quality education programs covering the state. Programs like our PTH training, Advanced Cutting, BMP training and more. I want to provide opportunities for you. Opportunities to learn, and experience ways to be safer in the woods and in the yards, ways to improve your business, and ways to make the industry stronger in Missouri. Finally, I hope for more time in the woods for you, less bad weather, more fantastic jobs, better timber and mostly...I hope you have a great year. Let us know if there is anything we can do to help.

During the ed of 2020, we offered some Continuing Education programs for free. I wish I could continue that year-round, but we can't. Because of some of your technical concerns, we are phasing out DVDs. There are still online programs available, and we will be adding more soon...so keep watching the website. If online doesn't work for you, give us a call...and we can try to work something out. If you would like to sign up for PTH classes, or work on your continuing education credit, let me know at mark@moforest.org. Or, call the office; (573) 634-3252

Again, welcome to 2021...it's going to be a great year.

2021 Scheduled PTH Core Curriculum Sessions

(note classes are not all in chronological order)

Location	Level 1 & 2	Level 3 & 4	Forest Management
Farmington	February 8-9	March 1-2	February 18
Hannibal	February 11-12	March 4-5	February 25
Cape Girardeau	March 8-9	March 29-30	March 23
West Plains	March 11-12	April 5-6	March 23
Columbia	August 30-31	September 13-14	September 8
Doniphan	October 18-19	November 4-5	October 28
Springfield	November 8-9	November 29-30	November 22

Register Soon and Reserve Your Spot!

<https://moforest.org/education/schedule.php>

It's Time To Renew!

Membership renewal forms were mailed in December and many of you have already renewed for 2021. We sincerely appreciate your commitment to MFPA.

Missouri's forest industries and supporting companies contribute over \$9 billion annually to the state's economy. MFPA is the voice of this industry and we effectively inform policy makers, state and federal officials, and the general public on the importance of our industry economically and environmentally in Missouri. MFPA is governed by an elected Board of Directors that come from all sectors of the industry. Members voluntarily serve on committees that consider issues that may be brought forward to the Board for further action. MFPA's Board of Directors provides direction to the Executive Director and helps set an annual course of business for the Association. It's time to renew your membership to continue receiving all the benefits of MFPA!

In your envelope you will find your membership dues invoice and the current contact information we have listed for your company. When returning your membership form please notify us of any changes to your phone numbers, email address, mailing address or any products and services you offer.

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America's national forests need our help. Our public lands are burning at an alarming rate and need forest management to reduce the risks of devastating wildfire, insect infestations, and disease.

In 2020 alone, over 4.9 million acres burned on U.S. Forest Service-protected lands. That's nearly the size of Delaware and Connecticut, combined.

To protect our communities, wildlife habitat, recreation, clean air and water, the federal government must allow its professional land managers to do their jobs.

Help is on the way. The U.S. Fish and Wildlife Service has proposed a new rule (go to website for an explanation of the rule: <https://beta.regulations.gov/document/FWS-HQ-ES-2020-0102-0001>) that will limit frivolous lawsuits that seek to block projects designed to reduce the risks to our forests. But our members must make their voice heard and support this important reform.

Please take a minute to register an official comment in support of this proposed rule. **Please comment by February 11**. You can submit an official comment by clicking on this link:

<https://healthyforests.org/action-center/?vvsrcc=%2fcampaigns%2f79237%2frespond>

Please consider sharing this email with your association members, employees, and others who are supportive of active forest management.

What does this new rule do? It provides relief from harmful anti-forestry lawsuits that have blocked efforts to thin overstocked forests and reduce fuels that are contributing to these devastating fires.

This solution is bipartisan. It reflects efforts by both Democratic and Republican administrations and members of the U.S. Congress to resolve lawsuits over duplicative interagency consultation procedures that have prevented work from being done on public lands.

Let's allow our land managers to do their jobs and take action for healthier forests. Please join us in supporting this solution from the U.S. Fish and Wildlife Service by registering an official comment. Your help will make a difference.

Once again, you can file official comments in support of the rule at this link:

<https://healthyforests.org/action-center/?vvsrcc=%2fcampaigns%2f79237%2frespond>

****Please log in and support the proposed rule change****

Comments will be accepted until February 11



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