



Prop A - minimum wage, paid sick and domestic violence leave - progress on two fronts

March 12, 2025 - There have been two developments in the last 24 hours in the united business community fight against implementation of the minimum wage hike, requirement to provide paid sick leave and paid domestic violence leave, and the myriad controls and prohibitions against employers seeking to reasonably control the use of sick leave.

Associated Industries of Missouri and many other business representative organizations combined forces to attack Prop A on two fronts.

First, the groups filed a lawsuit against the measure immediately upon certification of the vote results.

Our main arguments:

- The ballot summary that voters saw contained more than one subject in violation of the Missouri Constitution;
- Even if the Court agrees with supporters of Prop A that minimum wage and sick leave and domestic violence leave were related subjects and they fell under a single subject of "compensation," that subject was not clearly stated in the ballot summary as required by the Missouri Constitution; and,
- The fiscal note accompanying the proposal was insufficient as it failed to reflect some impact reported by local governments.

Oral arguments before the Missouri Supreme Court were given this morning in the case of Raymond McCarty, et al. v. Missouri Secretary of State, et al., SC100876. You may read the briefs filed in the case at <https://www.courts.mo.gov/page.jsp?id=171834&year=2025&month=03&day=12&splitdocket=No>. An audio recording of the arguments will be posted.

At the same time, our coalition asked legislators to file legislation to overturn the paid sick leave/domestic violence leave and related provisions. The resulting bill, HCS#2 HBs 567, 546, 758 & 958 (sponsored by Rep. Sherri Gallick) advanced from the House Commerce Committee (chaired by Rep. David Casteel) and the House Rules- Administrative Committee (chaired by Rep. Brenda Shields) and was approved by the House of Representatives yesterday. The bill faces another vote of the Fiscal Review Committee and another vote in the House before moving to the Senate for further consideration.

"All of the business groups that have joined forces in fighting back against the offensive provisions of Proposition A are very pleased with the oral arguments presented this morning and look forward to a decision from the Missouri Supreme Court very soon," said McCarty. "We are united in standing up for the rights of employers to control the use of sick leave by their employees, allowing Missouri employers to decide whether they wish to offer that fringe benefit or not, and in announcing the economic hardship resulting from the increased costs to Missouri employers from the provisions of Proposition A. We thank the legislators that are also taking action to protect Missouri employers, including leadership of the House and the lead sponsor, Rep. Sherri Gallick, for all their hard work on this effort."

We will keep you posted of our progress in this effort.

By Ray McCarty, president/CEO, Associated Industries of Missouri

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Company: Briar Creek Wood Products LLC

Contact: Wes Kennon

Phone: (573) 996-8648

Email: swampmouse1@windstream.net

Company: Rolling Acres Logging

Contact: Joni Petersheim

Phone: (660) 373-1399

Protect employers from the harmful consequences of Prop A

We need your help to protect Missouri business owners from the harmful effects of Proposition A.

Please use the Missouri Chamber Legislative Action Center to ask your legislators to support HB 567. Go to <https://mochamber.com/issues-advocacy/policy-action-center/?vvsrsrc=%2fCampaigns%2f121921%2fRespond>.

Proposition A has already raised the minimum wage in Missouri and, beginning in May, it will require employers to provide paid sick leave to employees. This new mandate will increase the cost of doing business and increase liability for our state's employers.

HB 567, sponsored by Rep. Sherri Gallick (R-Belton), provides clarity for Missouri's business owners.

Please contact your legislators today and tell them about the impact of Proposition A on your business and ask them to help pass HB 567! This bill is critical to ensuring our business climate is not adversely impacted by Proposition A's implementation.

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Missouri Campaign Fights for Real Wood Over Lookalikes

by Sydney Jones, Chemistry PR & Multimedia, published in Hardwood Floors Magazine

The domestic wood industry faces challenges on all sides. From fake-wood lookalike sales skyrocketing to rampant misinformation about forest management, it feels difficult to break even in an industry older than the United States.

However, Missouri has found a foothold. In July 2023, the Missouri State Legislature created a new “Missouri Hardwood Forest Product Promotion Fund.” The Missouri Forest Products Association (MFPA) used those funds to raise awareness of real wood. MFPA hired St. Louis-based Chemistry PR & Multimedia to help. Together, we launched the ChooseWood campaign.

In 2023, MFPA hacked away at persistent myths, like:

- Real wood is hard to maintain. (Not true! You can re-finish/ re-stain real wood, while you can only replace damaged fake-wood lookalikes.)
- Real wood isn't worth the cost. (What?! Ask any Realtor about ROI on wood floors, and you'll find this myth goes up in sawdust.)
- The lumber industry destroys forests. (Just the opposite! Timber is a crop that needs thoughtful harvesting like any other. Proper harvesting sustains forests for the long term.)
- How did the ChooseWood campaign combat these misconceptions, and how can you do the same? MFPA started with research, from empirical data to real conversations with industry members. We developed campaign foundations: audiences, messages, media lists, a website, social media initiatives, and a statewide billboard campaign.

We crafted educational and promotional videos featuring industry members and took advantage of Missouri's sports fandoms by producing videos with University of Missouri Tigers football player Connor Tollison and Voice of the Kansas City Chiefs Mitch Holthus. We ran radio ads during Chiefs and Tigers games.

To reach less-accessible audiences, MFPA used outside-the-box thinking. We offered programs in Missouri schools, like: “The Truth About Trees” curriculum kit; “The Marvelous Magical Tree Show” performances; and giant Jenga kits made from Missouri wood species. We helped launch a children's book, Little Tree in a Big Forest, at The Magic House in St. Louis. We'll reach big kids, too. In 2025, our real-life superhero, Jack Lumber, Forest Responder, will make personal appearances.

To correct the environmental record, MFPA sponsored a carbon report from the University of Missouri School of Natural Resources, confirming real wood captures carbon better than any other building material. We feared even environmental reporters might not read a long report, so we turned the key findings into an innovative board game, GREENHOUSE GUESSES: What's Your Carbon IQ?.

MFPA launched a Digital Asset Management (DAM) system, an online archive of license-free photos and videos anyone in the industry can use for promotional purposes.

To date, MFPA's efforts have reached more than 166 million people and counting. In 2025, we are targeting more key audiences with sway on consumer choices: architects, designers, and distributors. Our goal is to reach consumers directly and educate those who build their homes, install their floors, and choose their furniture.

To tailor that messaging, we're using what we already know. Real wood is healthier, more durable, and more beautiful than fake wood alternatives.

Forest management and the wood flooring industry need each other: the wood industry needs healthy forests to exist, and healthy forests need folks to manage them.

We also are adjusting messaging for new audiences. Wood lasts longer. This makes it a better long-term investment for home buyers, delivering higher Joy Scores and ROI.

Wood also has neuroaesthetics, which means it calms our brains. Individuals who are neurodivergent – those with ADHD, anxiety, etc. – find real wood especially soothing. Cutting-edge designers have begun to embrace this fact.

Thinning forests makes good sense and good business. Managed forests grow healthier, absorb more carbon, and yield more wood products that make our lives better.

ChooseWood has seen great success so far, and we aren't finished. Neither are you.

You know the industry and its challenges. You know what it means to countless people across the United States. Use your passion for the industry to advocate for it: connect with other industry members, share stories on social media, and implement your own campaigns. Don't know where to start? Read this article again or reach out to us.

When ChooseWood benefits, real wood benefits.

CERTIFICATION & EDUCATION



WHY ARE OUR LOGGERS BEING SERIOUSLY INJURED OR DYING IN THE WOODS???!?

During the next several MFPA Safety Articles we are going to look at and try to make some sense of the above question. This will take at least six articles in the MFPA Newsletter. I intend to address the six questions listed in the next paragraph in general as they relate to serious accidents. I also want to discuss those same six questions as they relate to a specific serious accident. Since these articles and questions deal with Loggers, I would ask that MFPA Members and anyone that receives a newsletter to copy and share these articles with all the surrounding Loggers that you know. I hope that this is information the sawyers, especially, need and can use.

Each fatal or serious accident has its own set of particulars as to Who? What? When? Where? Why? and How? The actual cause, or at least one of the main reasons each accident happened, is likely to be associated with one of these six questions, or a combination of any or all these six questions. Nearly every serious accident that happens originates from human error. Unfortunately, the remaining few percentages of accidents may not even be predictable, as they may not be visible until the tree is on the way down. In other words, we as the sawyers, very likely had a hand in hurting ourselves because of the decisions we made or with the actions that we took. We all get tired, and we all make small mistakes. But these same small mistakes that all sawyers make occasionally, add up when considering these above six questions that might apply to that situation. Mistakes can flat out kill you as a sawyer!

Most experienced sawyers have firsthand experience with sawing mistakes and what they can lead to. So let us figure out the things that You, as the sawyer, can do and watching out for, which will improve your odds of not being hurt or killed. Remember, you are the person in charge of keeping yourself safe. You must always be aware of the dangers in your surroundings. This is called "Situational Awareness" and being more aware is one of the most important ways to keep yourself safe. Moving forward, we will start by looking at some details that apply to one of the six questions mentioned above. We will examine the questions one at a time, therefore, I am sorry, but this will take quite a bit of time but should be more absorbable because of the amount of time this will take. So be watching for them.

~Joe Glenn, PTH Trainer

2025 PTH Class Schedule

<u>Location</u>	<u>Level 1 & 2</u>	<u>Level 3 & 4</u>	<u>Forest Management</u>
Kirkville	September 8-9	September 29-30	September 16
Camdenton	October 7-8	October 20-21	October 14
Bolivar	October 22-23	November 10-11	November 5

MFPA Advertising Opportunities

MFPA Membership Directory Advertising

MFPA is starting to assemble the 2025-2026 Membership Directory. Each MFPA member receives a new Membership Directory every year. The directory contains detailed company contact information for all current members and the types of products they produce or services they provide. The directory is used by member companies as a valuable information resource when trying to locate equipment, services, and raw material to support your business.

The MFPA Membership Directory is also a useful tool to advertise your company and the products or services you provide. We believe that advertisements within the directory are responded to by member companies. There are many options for advertising in the directory to suit your needs.

Advertising Rates:

Ad size	Rate
Business Card - black & white	\$300
¼ Page - black & white	\$535
½ Page - black & white	\$910
Full Page - black & white	\$1445
Full Page - color	\$1600
Tabbed Full Page - black & white	\$1800
Tabbed Full Page - color	\$2000
Tabbed ½ Page - black & white	\$1200
Tabbed ½ Page - color	\$1380
Tabbed ¼ Page - black & white	\$800
Tabbed ¼ Page - color	\$950



MFPA Members receive 15% off rate price.

Please contact the MFPA office at 573-634-3252 or laura@moforest.org for more information on directory advertising or to reserve a spot for your advertisement.

MFPA Newsletter

COLOR		
Size	1 issue	6 or more
Full Page	\$439	\$350
Half Page	\$219	\$175
1/4 Page	\$115	\$90
Business Card	\$59	\$45
BLACK & WHITE		
Size	1 issue	6 or more
Full Page	\$345	\$275
Half Page	\$175	\$140
1/4 Page	\$95	\$75
Business Card	\$45	\$35

Sizes:	
Full Page	7 ½" x 10"
Half Page	7 ½" x 5"
1/4 Page	3 ¾" x 5"

Reserve a spot to advertise in the monthly Newsletter. All MFPA members receive the Newsletter and can expose your company's services and products to all MFPA

Online Advertising

Ad Rate	
Three months	\$450
One year	\$1440

MFPA can place a website banner advertisement on the MFPA website at www.moforest.org. Web ads provide a link to your company's website. The MFPA website is used by members as well as by a variety of non-members which can provide exposure of your company to a wide array of potential customers.

Available on MFPA and Missouri Logging Council homes pages.

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It's Time To Renew!

Membership renewal forms have been mailed and 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 along with the "Little Tree in the Big Forest" childrens book MFPA has had published. When returning your membership dues, please notify us of any changes to your contact information or any products and services you offer. Notify the MFPA office of any contact information changes throughout the year!

Contact information includes:

- Company name
- Main contact
- Physical address
- Postal address
- Main phone number
- Cell phone number
- Toll free number
- Email address
- Website

Help us keep our member information current! Send us your employee names, email addresses, and phone numbers too. Keep your employees current with industry news coming from MFPA. We can do that with up-to-date emails and cell numbers!

Please return your dues and information promptly as we have started assembling the 2025-2026 Membership Directory...