



## MFPA RECORDS VICTORIES DURING SPECIAL SESSION

The 2022 Missouri legislative session was a series of “ups and downs” like we have never experienced before. The session ended in May with an agriculture bill passed by both the House and Senate that was sent to Governor Parson but destined to be vetoed. Governor Parson received an agriculture bill that included many important tax credit provisions for farmers, ranchers, and the wood industry that had a two year life span and the Governor wanted no less than six. “The Governor and his staff made it known to elected officials that he wanted tax credits that lasted for six years and if he received a bill on his desk that had anything less it would be vetoed, and he certainly kept his word”, said Executive Director Brian Brookshire. From the time that Governor Parson vetoed the original agriculture bill, he had a plan to bring back the general assembly in a special session to specifically address agriculture tax credits and hopefully receive a bill that had a six-year sunset.

On September 14 the special session began in Jefferson City to consider two specific bills, one to consider agriculture tax credits with a six year life span and one to reduce the overall tax rate for all Missourians. At that point, MFPA had little confidence that we would be able to include any other legislative priorities during the special session. The original agriculture bill sent to the Governor included changes to log truck hauling that would have been very beneficial to the industry, and we were disappointed that it was eliminated in the special session language.

The special session lasted for portions of three weeks, concluding on October 4 in Jefferson City. “MFPA is very fortunate to have Shannon Cooper and Nancy Giddens working for our industry. Their knowledge of the legislative process, their contacts, and their work ethic is second to none in the Capital. They were critically instrumental in lobbying the general assembly on our behalf, and we not only got the Wood Energy Tax Credit (WETC) renewed for six years, but we also got the log truck provisions passed as well!” said Brookshire.

The Missouri Department of Natural Resources is responsible for administering the WETC and we will be working with them to structure the specific components of the program and how it will be rolled out to the industry. The appropriation for the WETC in the 2023 budget will be \$3 million. As soon as the DNR has the details of the program available, they will be distributed to the membership.

The changes to the log truck statutes are as follows:

- 1) The 25 cubic yard measurement provision will be eliminated, and all log truck configurations will be subject to axle weight restrictions that are in current statute.
- 2) The local log truck tag is expanded to 150-mile radius.
- 3) The overweight penalty will be calculated based on weight over current statute limitations, NOT 80,000 pounds, effectively reducing each ticket by approximately \$2500.

MFPA still has work to do for our members that haul forest products on farm tags. We will work during the 2023 session to include forest products in the farm tag statutes.

The special session legislation was signed by Governor Parson on October 5, 2022 and it will become law on January 3, 2023.

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## WELCOME NEW MFPA MEMBERS

**Company:** Belfour Spirits

**Contact:** Jake Lazorko

**Phone:** (972) 740-1752

**Email:** Jlazorko@belfourspirits.com

**County:** Dallas, Texas

**Company:** Curt Gegg

**Contact:** Curt Gegg

**Phone:** (573) 535-4123

**Email:** cgegg427@hotmail.com

**County:** Sainte Genevieve

## Upcoming Calendar of Events

**Board of Directors**

*December 5th, Jefferson City, MO*

**2023 Winter Meeting**

*January 10 - 11th*

*Jefferson City, MO*

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# CERTIFICATION & EDUCATION



Mark McCarthy



I get asked a lot about Continuing Education credits. A couple of times per week, I hear everything from; do we really have to do it? Why should I have to get more education? Can't we make it 1 credit for every couple of years? Let's start with the easy stuff. Yes...you have to do it. It's required as a part of your PTH certification. More education makes you better prepared for any possible changes in the industry. Let's face it...there are a lot of them. And, again, it's a requirement of your PTH certification. Consider yourself lucky...there are states that require more than 1 credit. Arkansas requires 6 hours. Alabama requires 5 hours. We only require 1. MFPA offers a variety of ways to obtain CE credits. On our website, under the Education tab, you can click on Training Schedule. Once there, you will see that there are some online opportunities. Offline, you can still receive CE credits by attending a program, training or event related to the industry. Example of this can include safety training, a Missouri Logging Council Area Meeting, an MFPA meeting, or a Trade Show. Additionally, there are many approved CE opportunities available from partner organizations such as MDC, DNR, MODOT, OSHA, or in woods workshops. If you have questions to whether or not an event will count towards your CE credit, please call in advance. CE credits cannot be carried over to

the following year or "banked" if more than one is earned in a calendar year. If CE credit is not completed, your name will be removed from the Certified PTH Logger list, effective January 1, until your certification has been renewed. Don't hesitate, the end of the year is right around the corner, and you need to maintain your PTH certification.

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## PTH 2022 Classes

### WEST PLAINS

Cutting 1 & 2	Cutting 3 & 4	Forest Management
Oct 20-21	Nov 28-29	Nov 2

### CAMDENTON

Cutting 1 & 2	Cutting 3 & 4	Forest Management
Dec 8-9	Dec 28-29	Dec 13



# RAHC Launches Social Media Strategy

The National Hardwood Lumber Association held their annual convention in Cleveland, Ohio, on September 21 -23, 2023. The keynote presentation on Friday morning was the official launch of the Real American Hardwood's™ social media strategy to support the new consumer focused website. The session also served as a call for industry to support this very important initiative.

CANVAS United, the marketing and public relations firm the RAHC has engaged to create the consumer site and media strategy, presented a comprehensive plan to educate consumers about the beauty and value of American hardwood products through social, earned and paid media. The first step is to initiate a coordinated social media campaign using various channels (Instagram, Facebook, Twitter, Pinterest) that feature our products in timeless applications, as well as positioned in ways that respond to up-to-the moment cultural happenings. This effort is currently underway and will be followed in 2023, pending available funding, by paid and earned media campaigns. The ultimate goal is to launch larger scale media campaigns ...think HGTV or Magnolia Network partnerships. But again, this depends on our ability to raise the necessary financial resources to support the plans.

The question industry leaders have consistently asked from the start of the RAHC is "How much will this all cost?" The current strategy can be completed with a 5-year commitment of \$2 million per year. It sounds like a lot of money, and it is. But it is certainly attainable. We need every association and every company with an interest in a healthy, vibrant, profitable U.S. hardwood industry put up just a little. For example, if 500 companies committed to \$4,000 the RAHC would hit its goal. Of course, not every company can afford \$4,000 per year...the RAHC recognizes this and has recommended funding levels, from \$600 to \$6,000, based on company size. Of course, these are only recommendations, and companies may decide to go lower, or higher!!

However much an individual company can afford will be put towards benefitting the entire industry. It is critical that we band together, with a united voice, and act now. Because, if not now, when? As one company representative recently commented to the RAHC Board, "I don't want to be sitting around talking about what we should have done to promote ourselves in 10 years. I want to be talking about what we DID do!"

Financial support is essential, but your company can engage in other ways as well. Display the Real American Hardwood logo on your products. Include it on invoices and business cards. Send us photos of you're the logo on your products. Follow our social media channels. Be a part of the Real American Hardwood Coalition!

CANVAS United kicked off their presentation with a video that captured the feeling the RAHC wants to inspire in everyone that has a hand in making Real American Hardwood products and share with every consumer considering a hardwood product. Take a look here. We hope it makes you as proud to be a part of the industry as it made those of us serving on the RAHC board.

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# FOREST PRODUCTS WEEK

## OCTOBER 16-22, 2022

It's time to recognize the many products that come from our forests, the people who work in and manage our forests, the businesses that make the products, and how each of these components contribute to our lives.

On September 13, 1960, the United States Congress issued a joint proclamation designating the week beginning on the third Sunday in October as National Forest Products Week. President Dwight D. Eisenhower signed the proclamation on September 15, 1960. Since then, each sitting president has proclaimed the week. America's forests are a source of pride, and they provide crucial products and materials for our citizens and communities. As we celebrate Forest Products Week, we recognize the importance of our forests to our economy and way of life, and we reaffirm our commitment to protecting them through wise stewardship and sensible land management.

We believe active forest management, utilizing sound forestry principles, is the key to addressing forest health now and ensuring a healthy and sustainable forest for the future. That is why we take the time each year to celebrate and recognize the contribution of Missouri forests and forest products.



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# 2023 MFPA Winter Meeting & Legislative Breakfast

## January 10 & 11



Please join us January 10-11 for our 2023 Annual Winter Meeting at the Jefferson City Courtyard Marriott! Several committees plan to meet on Tuesday including Forest Health, Governmental & Public Affairs, PAC, Education and Technical Services, and MLC.

Tuesday evening MFPA will host a reception and dinner at Courtyard Marriott Jefferson City. Wednesday morning Missouri Forest Products Political Action Committee will host the Annual Legislative Breakfast at the Capital Building. Missouri State Legislators are invited to meet the leadership and members of the Missouri Forest Products Association over breakfast. This is an opportunity for MFPA members to talk with our elected officials and reinforce the importance of the forest products industry to the state of Missouri. Please plan to attend the MFPA Winter Meeting and Legislative Breakfast and help us promote the importance of our legislative agenda for 2023.

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## MFPA Hosts FFA Forestry Contest at 2023 Winter Meeting

Missouri Forest Products Association is collaborating with MO FFA to sponsor the Fall Public Speaking Competition. This is the first time for our association to be a part of the competition. It is a great opportunity for MFPA to reach out to young leaders across the state and allow them to present a speech on a topic that pertains to our industry. The students will be competing at the Area and District Level with one student from each of the six FFA Districts advancing to the State Competition. The State Competition will be part of the MFPA Winter Meeting. The students will present their speeches on January 10<sup>th</sup> to a group of judges. The students and their advisors will be joining us for lunch where they will be introduced and the winners announced. The 1<sup>st</sup> place winner will present their speech at the evening dinner. We are looking for sponsors to cover meals for the students, advisors, and parents. We will also be reaching out to people for judges at the District and State level. Thanks in advance for supporting this event and encouraging young learners that are advocating for agriculture.

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## REGISTER:

Call the MFPA office and let us know the total attending the Winter Meeting and Legislative Breakfast, 573-632-3252. Payment can be made over the phone or request an invoice.

REGISTRATION FEE: \$100.00 PER PERSON

## LODGING:

Hotel reservations are made directly with the Courtyard Jefferson City by calling Marriott reservations at (800) 321-2211 or (573) 761-1400 and ask for the special rate of \$131+tax for MFPA.

**Please reserve your room by  
DECEMBER 12<sup>TH</sup> to receive MFPA rate.**



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