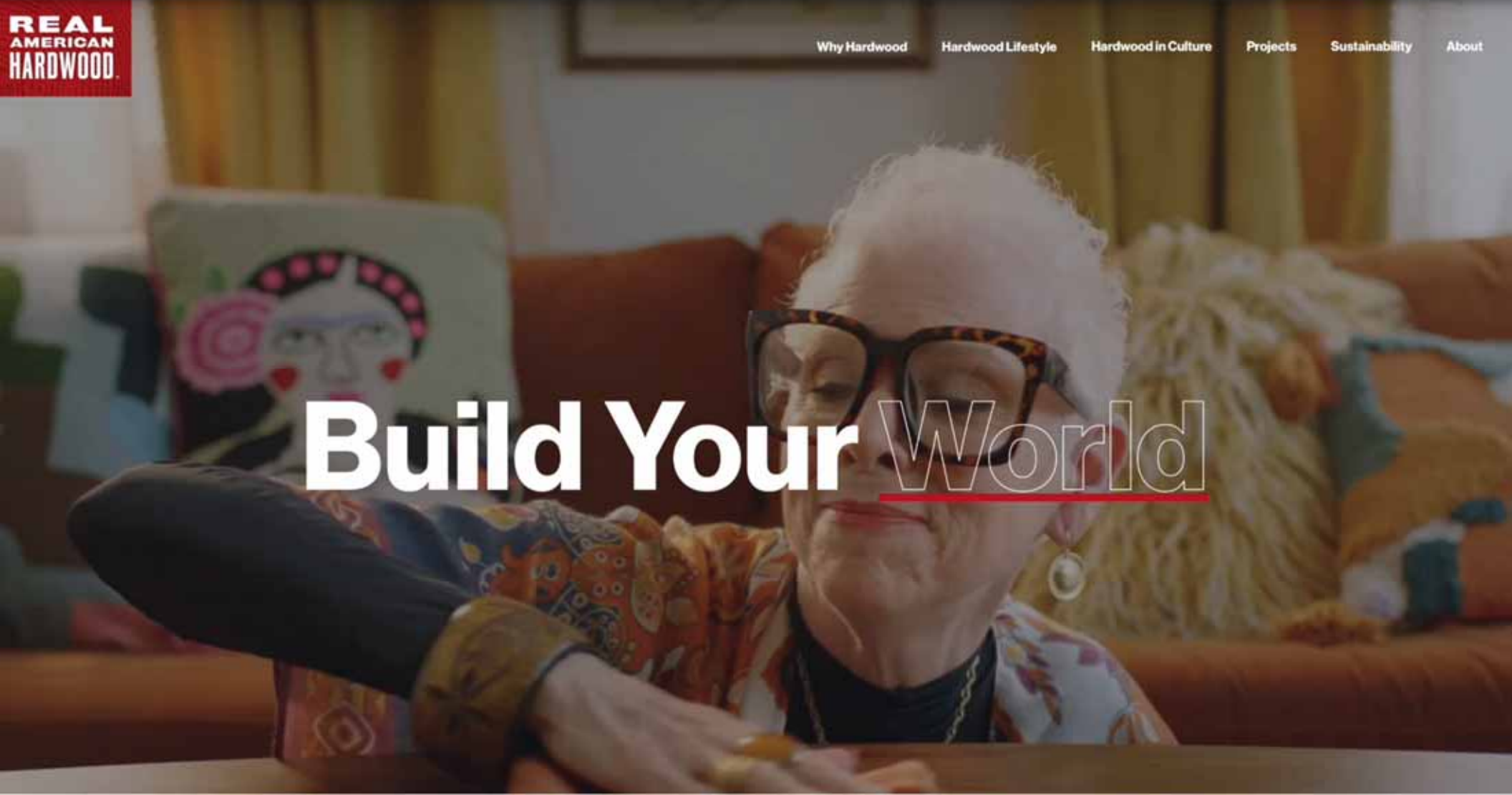




Build Your World



National Hardwood Lumber Association




Dallin Brooks
Executive Director

Dallin@NHLA.com

Cell: 360-823-3898

The National Hardwood Lumber Association



1898

April 8, 1898
NHLA is established in Chicago, Illinois. Offices are located in the McGinnis building, 335 South Michigan Avenue.

1901
NHLA Inspection Bureau is created.

1906
Two firms join NHLA as Canada's first members.

1909
First Annual Convention of NHLA held at the Newmarket Club in St. Louis, Missouri.

1914-1918
World War I—NHLA establishes a War Service Bureau to oversee the procurement of the necessary large quantities of hardwood lumber. The NHLA Inspection Staff is at the disposal of the United States government and its allies.

1916
Membership hits 1,000.

1934
Great Depression—membership fell to 458 and inspection volume fell to 34 million board feet.

1939-1941
World War II—NHLA is awarded a Certificate of Appreciation presented by the United States Navy for its assistance in developing specifications to govern the materials used in housing camps, housing and fleet construction.

1941
Period of Rebuilding—NHLA Inspection Staff increases from twenty-eight men in December of 1941 to eighty-eight men on 1-24 in 1945.

1948
Niskey Brothers Lumber Company generously offers ground for a building on 2107 Tumbler Street in Memphis, Tennessee. A one-story building is erected, specifically designed for the teaching of hardwood lumber grading. It includes a large classroom, lumber storage and facilities for practice grading.

1948
An NHLA Lumber Grading Rules School was "temporarily" created in order to measure the response. By 1968 classes were held in a downtown Memphis classroom. At the time, Memphis was known as the "Hardwood Capital of the World."

1949
NHLA moves headquarters to Memphis, Tennessee. The ten acres of property in a rural area just east of Memphis houses the Inspector Training School and the NHLA office.

1963
Attendees at the 60th NHLA Annual Convention held in Chicago, Illinois.

1963
Sustaining Member Category is added to the NHLA Bylaws, welcoming those firms that provide goods and services to the industry.

1969
7th NHLA Annual Convention, when President Ronald Bringe presented a wooden elephant to past NHLA President L.D. Edinger.

1973
NHLA Board of Managers holds the first bi-annual year meeting (outside the parameters of the Annual Convention).

1979
NHLA celebrates its 50th Anniversary with the Annual Convention being held in Cincinnati, Ohio.

1985
NHLA approves a building addition to accommodate more staff.

1985
NHLA authorizes and provides initial funding for the Hardwood Forest Foundation (HFF) as a public, not-for-profit, 501(c)(3).

1989
The Hardwood Export Trade Council (HETC) is reorganized and renamed the "American Hardwood Export Council" (AHEC).

1994
The Inspection Certification Program is initiated.

1995
In February, the new addition to NHLA headquarters is occupied and later dedicated in April.

1999
NHLA officially opened its first overseas office in Shanghai, China. Bob Sabatino, previous director of the Inspector Training School and previous NHLA Chief Inspector, oversees the Shanghai office.

2000
NHLA completes its first three-day Advanced Lumber Grading Course held May 7-9 at the Shanghai Fellen Wood Products Wholesale Market in Shanghai, China.

2009
NHLA officially celebrated its 100th Anniversary.

2010
The flagship publication of the NHLA, "Hardwood Matters," was renewed with a Silver Award in Association TRENDY 2009 Awards Contest. It was one of more than 425 entries in the association's publication contest.

2010
NHLA announces the establishment of a new membership category designed to increase Association participation by hardwood companies from around the world. The new "Partner" membership recognizes individual firms or corporations engaged in the manufacture, custom kiln drying, wholesaling, or distribution of hardwood lumber, veneer, plywood, and related products that are not headquartered in North America.

2013
NHLA offers to Inspector Training School Progressive "online" Program.

2013
NHLA Mills Drying Certification Program is accepted by APHIS.

2013
On July 15 the first bilingual Inspector Training School class was held. The International Bilingual Program was taught by veteran instructor Bob Mosher with the use of Chinese language interpreters.

2016
NHLA hired its first female Executive Director.

2019
The first NHLA webinar takes place as a result of the COVID-19 pandemic.

2024
NHLA gets a lawsuit.

2024
NHLA offers to Inspector Training School Progressive "online" Program.

2024
NHLA Mills Drying Certification Program is accepted by APHIS.

2024
The NHLA Annual Convention & Exhibit Showcase held in Cleveland, Ohio celebrates 125 years!

2008
On August 31, 2008, NHLA turns over a new leaf. During the International Wood Fair in Atlanta, NHLA President, Jim Howard and NHLA Executive Director, Mark Barford shared with members of the industry, members of the media and the public the new brand and refocused message. The message is simple and clear—Strong Roots. Global Reach.

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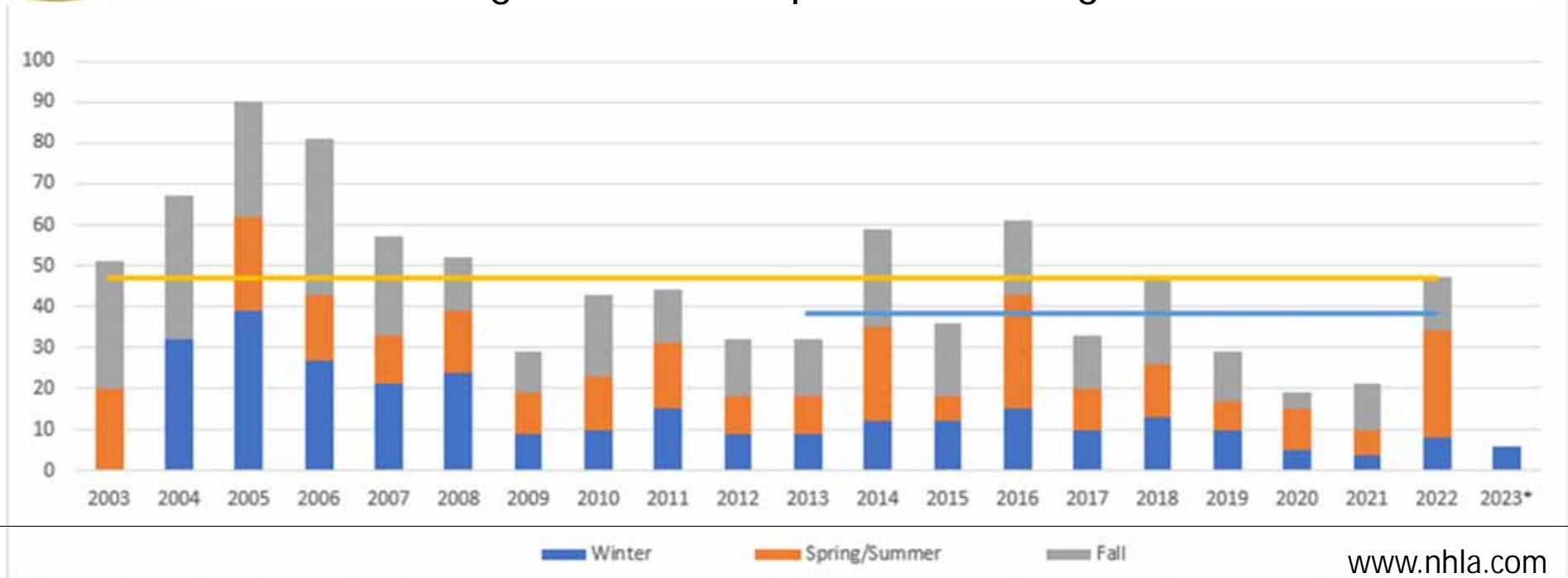


NHHLA Headquarters in Memphis, Tennessee

www.nhla.com



20 Year Average of NHLA Inspector Training School Attendance





Who We Are – Why We Are



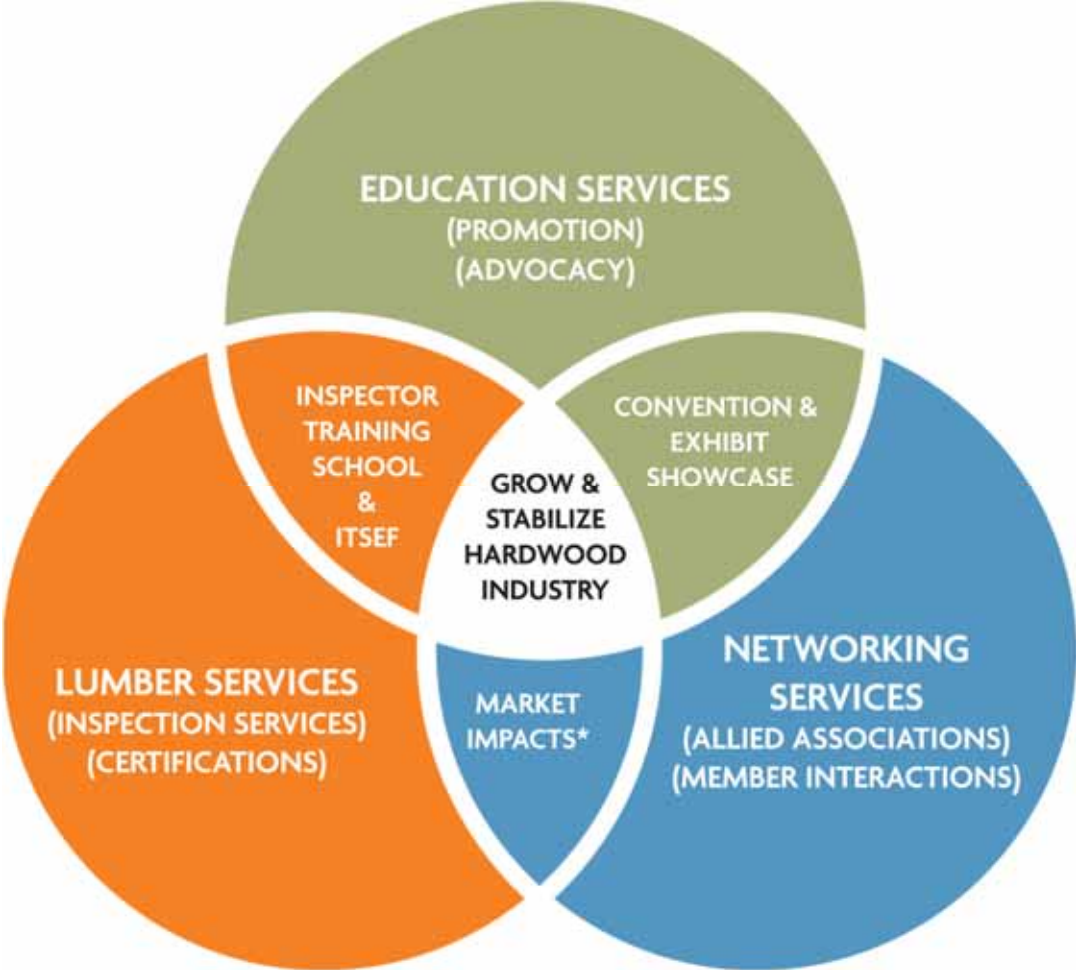
Hardwood Lumber Grading Rules

www.nhla.com



Grow and Stabilize
the Hardwood
Industry

NHLA Foundation

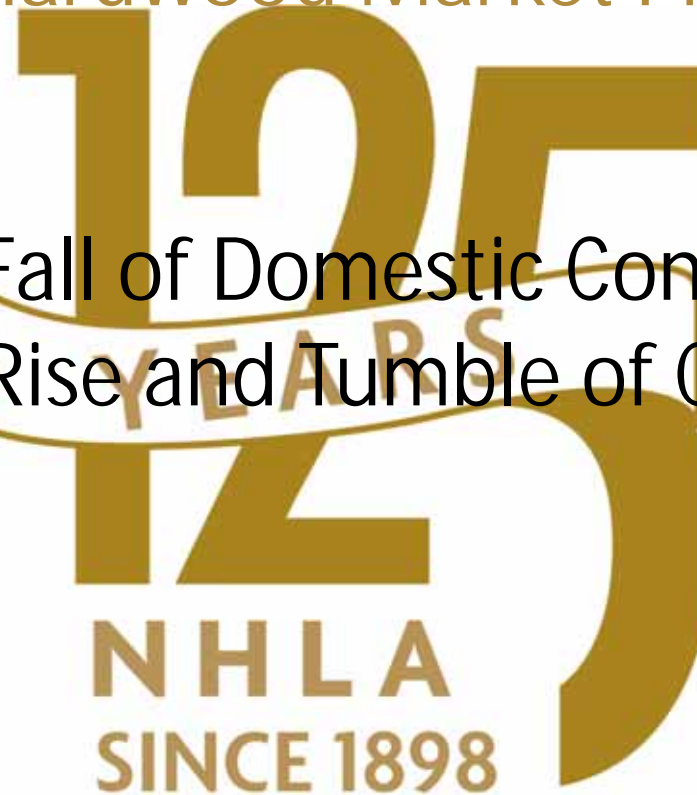




US Hardwood Market Pre & Post COVID

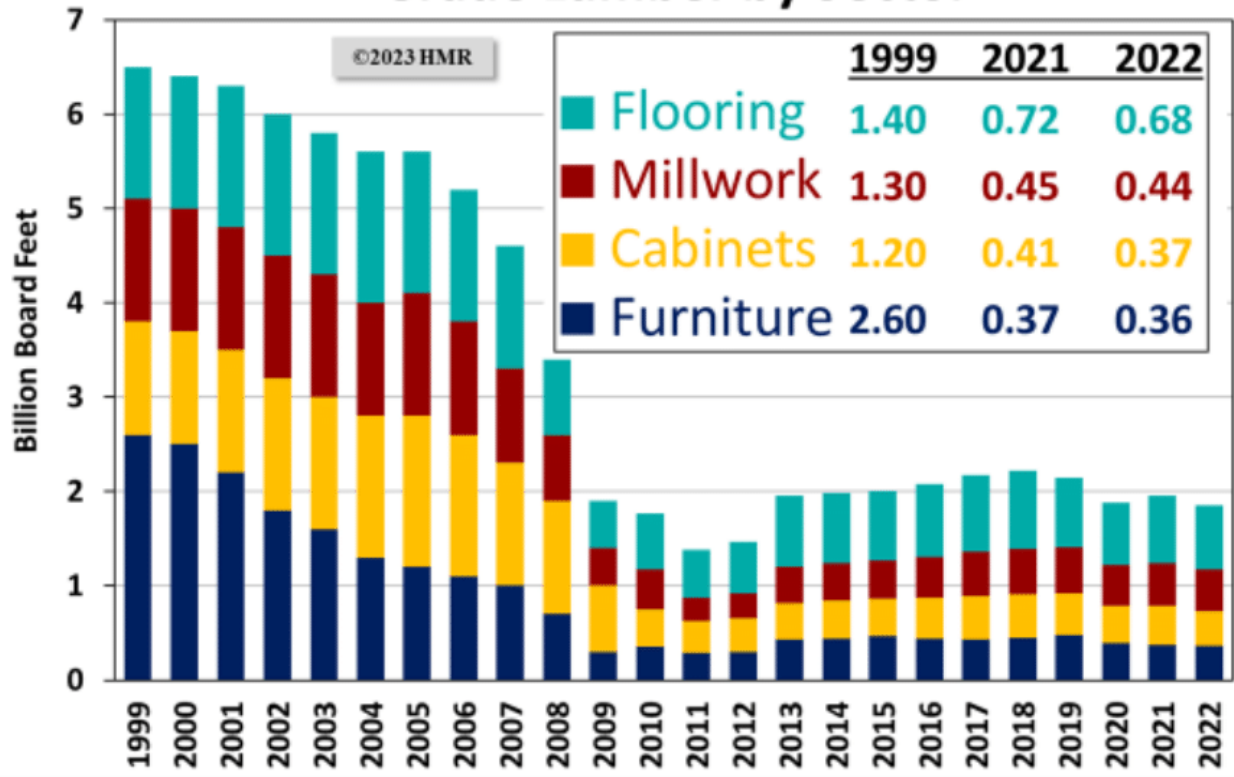
- The Fall of Domestic Consumption
- The Rise and Tumble of China

Clear Need for
Promotion of
Hardwoods

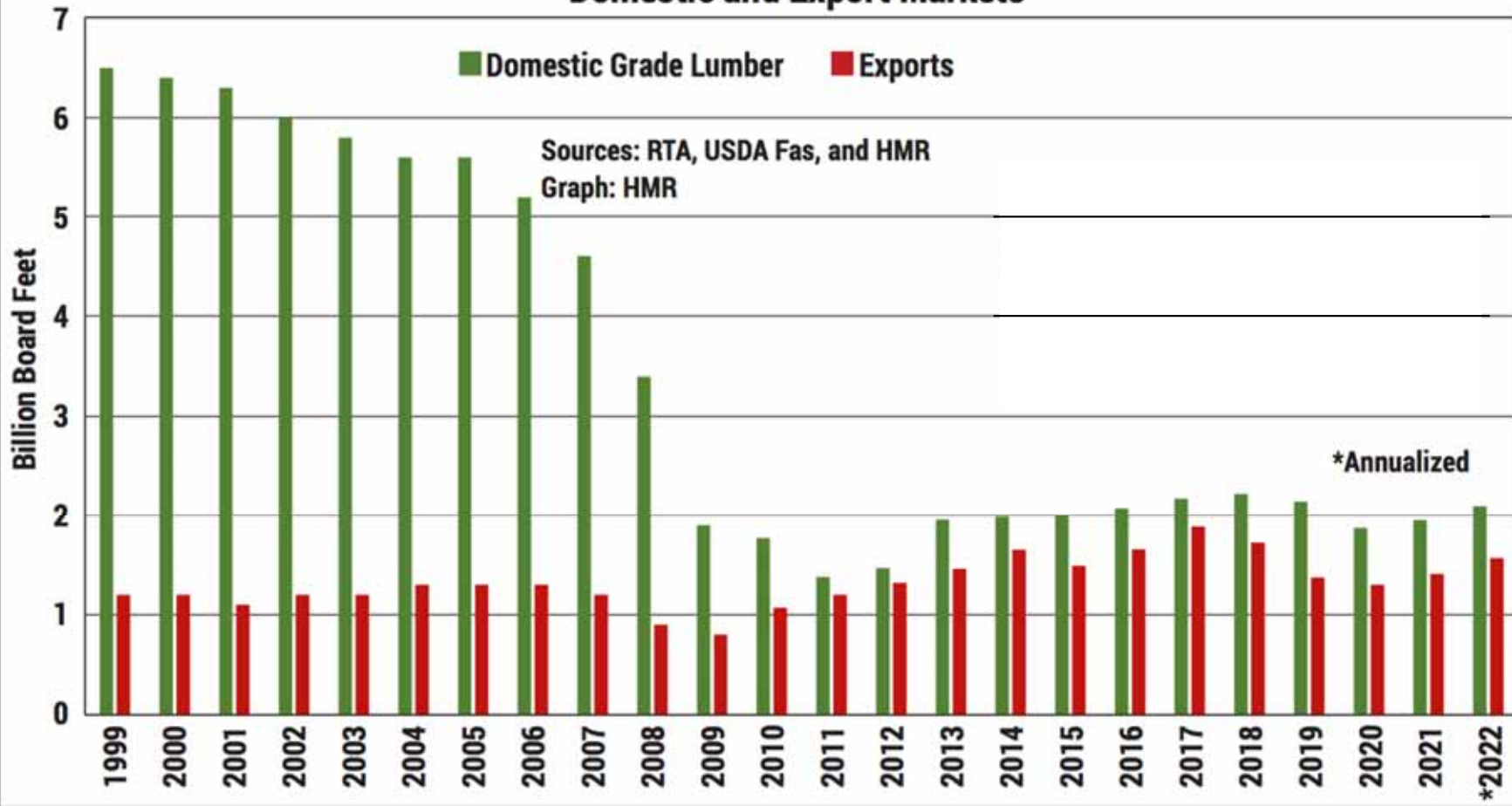









US Consumption of Hardwood Grade Lumber by Sector



Eastern US Grade Hardwood Lumber Consumption by Domestic and Export Markets





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 @RealAmericanHwd
#RealAmericanHardwood

RealAmericanHardwood.com | RealAmericanHardwood.com/industry

30 Associations contribute to the Coalition

Appalachian Hardwood Manufacturer's Inc (AHMI)

Allegheny Hardwood Utilization Group (AHUG)

American Walnut Manufacturer's Association

Appalachian Lumberman's Club

Decorative Hardwoods Assn. (DHA)

Empire State Forest Products Association (ESFPA)

Great Lakes Kiln Drying

Hardwood Distributors Association (HDA)

Hardwood Manufacturer's Association (HMA)

Indiana Hardwood Lumberman's Association (IHLA)

Keystone Wood Products Association (KWPA)

Kentucky Forest Industry Association (KFIA)

Lake States Lumber Association (LSLA)

Missouri Forest Products Assoc

North Carolina Forestry Association

National Hardwood Lumber Association (NHLA)

North American Forest Foundation (NAFF)

Northern Tier Hardwood Association (NTHA)

National Wood Flooring Association (NWFA)

Ohio Forestry Association (OFA)

Penn York Lumbermen's Club

Pennsylvania Forest Products Association (PFPA)

Southern Cypress Manufacturer's Association (SCMA)

Southwest Hardwood Manufacturer's Club (SHMC)

Timber Forest Foundation

Wood Components Manufacturer's Association (WCMA)

West Virginia Forestry Association (WVFA)

Western Hardwood Association



ABOUT THE RAHC

OUR MISSION

With widespread support, the Real American Hardwood Coalition (RAHC) unites the collective efforts and resources of the industry to advance American hardwood as the Naturally Authentic choice.

OUR VISION

Connecting the world to the benefits, beauty, and enduring value of American hardwoods for a sustainable future.

realamericanhardwood.org

The logo features the text "REAL AMERICAN HARDWOOD" in a bold, white, sans-serif font, stacked in three lines. The text is centered within a red square that has a wood grain texture. A small trademark symbol (TM) is located at the bottom right of the word "HARDWOOD".

**REAL
AMERICAN
HARDWOOD™**

realamericanhardwood.com

How we've grown in 2023

- 126 Companies
- 26 Associations
- 4,350+ Followers
- 1 Coalition

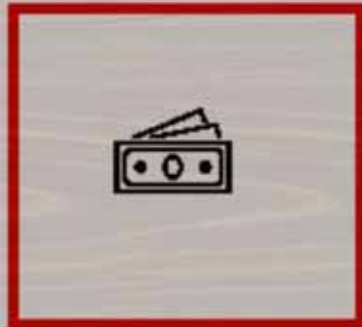


RealAmericanHardwood.com | RealAmericanHardwood.com/industry





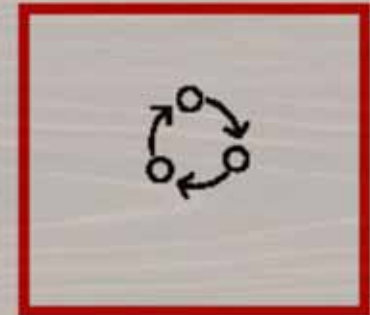
Maximize Promotion



Increase Funding



Unify Industry



Enhance Operational
Excellence

RAHC 2023-2025 Strategic Plan Objectives

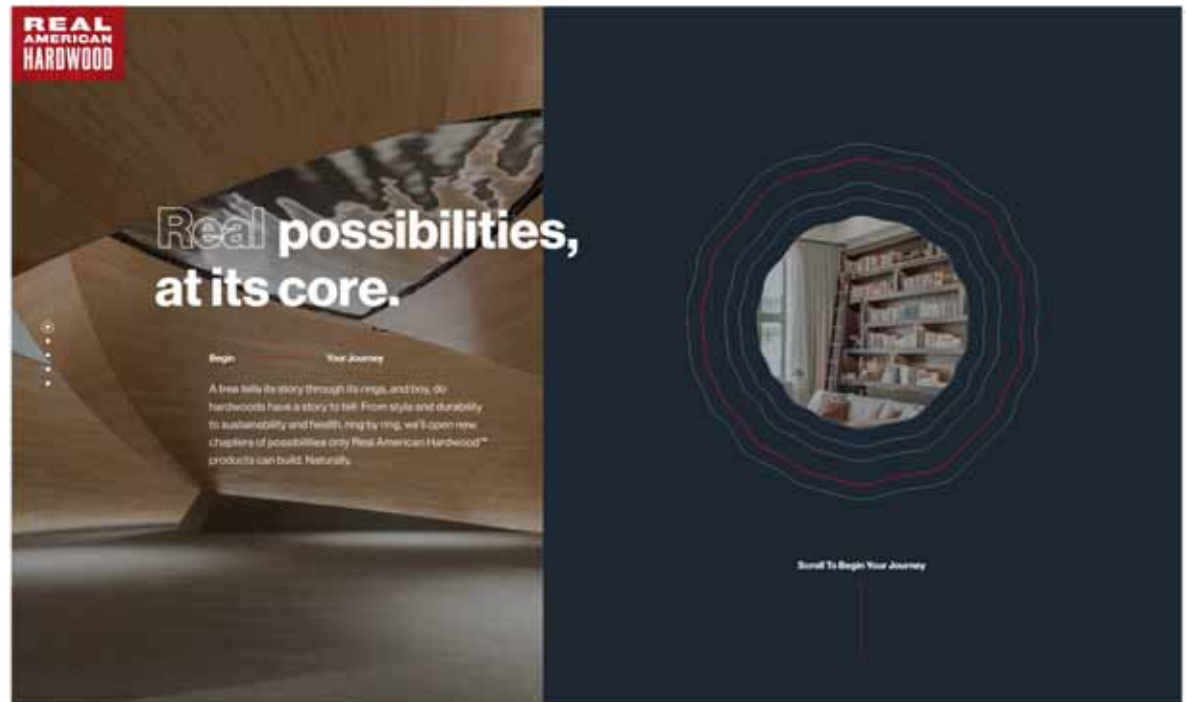
The Real American Hardwood Coalition (RAHC) unites the collective efforts and resources of the industry to advance American hardwoods as the Naturally Authentic™ choice.



RealAmericanHardwood.com

Launched in 2022
to promote to consumers

- Why Choose Hardwood?
- Hardwood Lifestyle
- Hardwood in Culture
- Projects
- Sustainability



The background of the image is a close-up, slightly blurred view of the American flag. The red and white stripes are prominent on the left side, while the blue field with white stars is visible on the right. The flag appears to be waving in the wind.

2023

Stage 1 | Social Campaign (Implemented)

Regular content across social media platforms

Instagram, Facebook, Twitter, YouTube, & Pinterest

13–15 original, branded posts/month across platforms

9–11 supplemental posts/month across platforms

Launched Social Media Campaign

- Why Choose Hardwood?
- Hardwood Lifestyle
- Hardwood in Culture
- Projects
- Sustainability

@RealAmericanHardwood | #RealAmericanHardwood



Stage 1 | Social Campaign Highlights

Produce Educational Content



122,000+ Views
80,000+ People Reached
1,000+ Website clicks
526% Increase in Web Traffic

@RealAmericanHardwood | #RealAmericanHardwood



Stage 2 | Build Your World Campaign (implemented)

Partnership with Magnolia Network & Discovery+ | July 29–Jan 29

- Network TV campaign delivering 43 million household impressions
- Discovery+ streaming with targeted ad units
- Tagged tune-ins with billboards
- Programming sponsorship in Q4 + promotional tags
- Taggable “Meet the Makers” short stories & promotional tags
- Interactive BrightLine video ad unit across connected devices



Amplified Reach on Web Platforms

- 31 million ad impressions across social, search, and video platforms
- 92,000 clicks through to RealAmericanHardwood.com
- 42,000 social engagements









Stage 3 | Media Relations, Influencers, & Projects

Identify Magazine and Traditional PR Opportunities

- Work with print and digital magazine editors to raise awareness of Real American hardwood products through articles and interviews

Collaborate with Social Media Talent

- Work with content creators on their projects and engage their audiences, while showcasing our products and best practices

Partner with Demonstration Homes, Art Installations, & Cultural Events

- Explore sponsoring projects such as the Southern Living Idea House or HGTV Dream Home, exhibiting at the Design Pavilion in New York or the Stagecoach Festival in California, working on design competitions



2024 | Architects, Designers, & Builders

Develop/Rebrand Continuing Education Units

- Provide architects and designers with CEUs to learn about hardwood's attributes and benefits for the built world, while fulfilling their ongoing learning requirements.

Exhibit and/or present at Design/Build Industry Tradeshows

- AIA Conference on Architecture 2024
- Greenbuild 2024

Coordinate opportunities with Universities

- Student Design Competitions
- Solar Decathlon

Develop Project Case Studies

- Identify and write about new commercial buildings and residential projects featuring Real American Hardwood applications. Promote on social media; pitch to magazine editors as feature stories.



5-Year Fundraising Goal

- Annual goal of \$3 million (associations & companies)
- Several companies committed to 3–7 year contributions
- Help **BUILD** your future!

Real American Hardwood Coalition Contribution Form

Company: _____	Association Affiliation(s): _____	
Address: _____	_____	
Website: _____		
Primary Contact: _____	Industry Sector:	
Title: _____	<input type="checkbox"/> Logging/Forestry	<input type="checkbox"/> Hardwood Veneer Manufacturer
Email: _____	<input type="checkbox"/> Forestland Owner	<input type="checkbox"/> Industry Supplier
Phone: _____	<input type="checkbox"/> Primary Producer	<input type="checkbox"/> Trade Media
	<input type="checkbox"/> Distribution Yard	<input type="checkbox"/> Association
	<input type="checkbox"/> Secondary Manufacturer	<input type="checkbox"/> Individual

RealAmericanHardwood.org | RealAmericanHardwood.com

**REAL
AMERICAN
HARDWOOD**

Business Type	Contribution Range	Suggested Contribution
Hardwood Industry Association	\$1,000–\$50,000	Based on annual budget and matching member fund efforts
Primary Producer/Distribution Yard	\$600–\$6,000	Based on annual production
Secondary Manufacturer	\$1,000–\$3,000	Based on annual sales
Hardwood Veneer Manufacturer	\$3,000–\$5,000	Based on annual sales
Logging/Forestry/Forestland Owner	\$250–\$3,000	Based on class/acres
Trade Media/Industry Supplier/Individual	\$500–\$5,000	Voluntary



Why Invest Dollars for 2023?

Canvas Game Plan

- Content Integration & Partnerships – \$1,000,000
- Social Media & Digital Campaign – \$500,000
- Media Relations, Influencers, & Events – \$500,000
- Promotion in Motion and Business to Business – \$1,000,000



What Lies Ahead for RAHC?

Continue to:

- **Maximize Promotion**
 - Increase promotion to consumer, design, and construction audience
- **Increase Funding**
 - Execute multi-faceted fundraising plan
- **Unify Industry**
 - Expand stakeholder engagement
- **Enhance Operational Excellence**
 - Build capacity to improve efficacy



**REAL
AMERICAN
HARDWOOD**

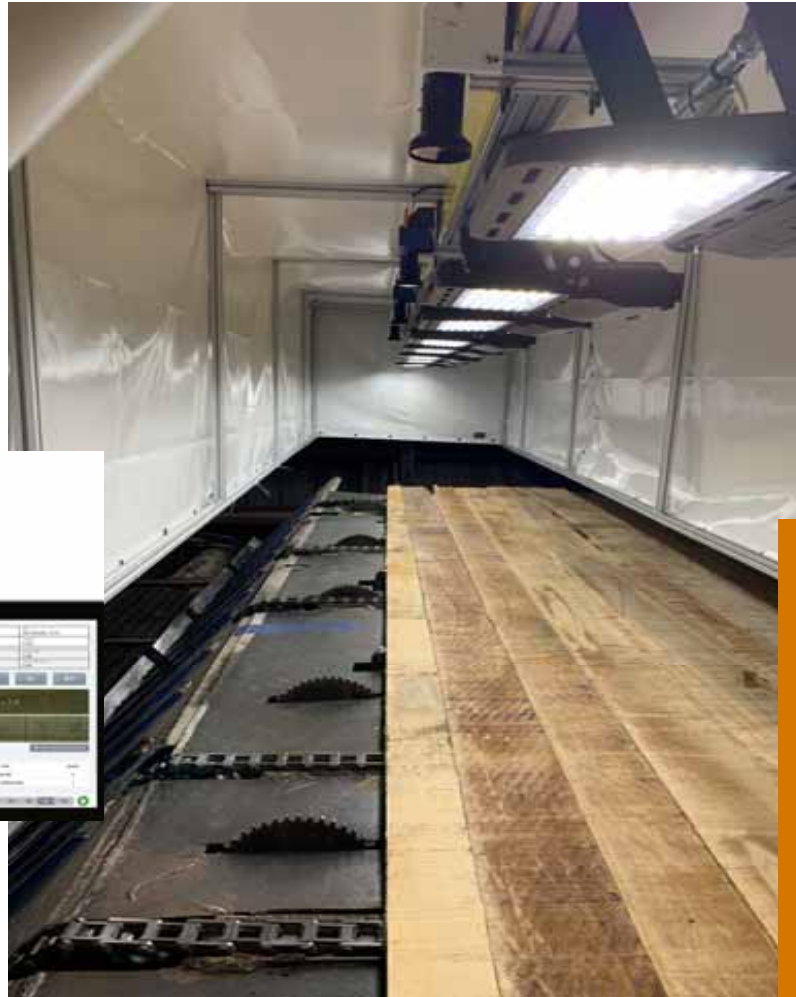


Hardwood Industry Innovations

- Increase in Automation
- Product Diversification



Clear Need for
Environmental
Declarations on
Hardwood Products



The new DMSi Neural Grader uses industrial cameras and artificial intelligence to identify defects and assign grades."



The decking of the breezeway at NHLA is made with thermal-modified red oak.

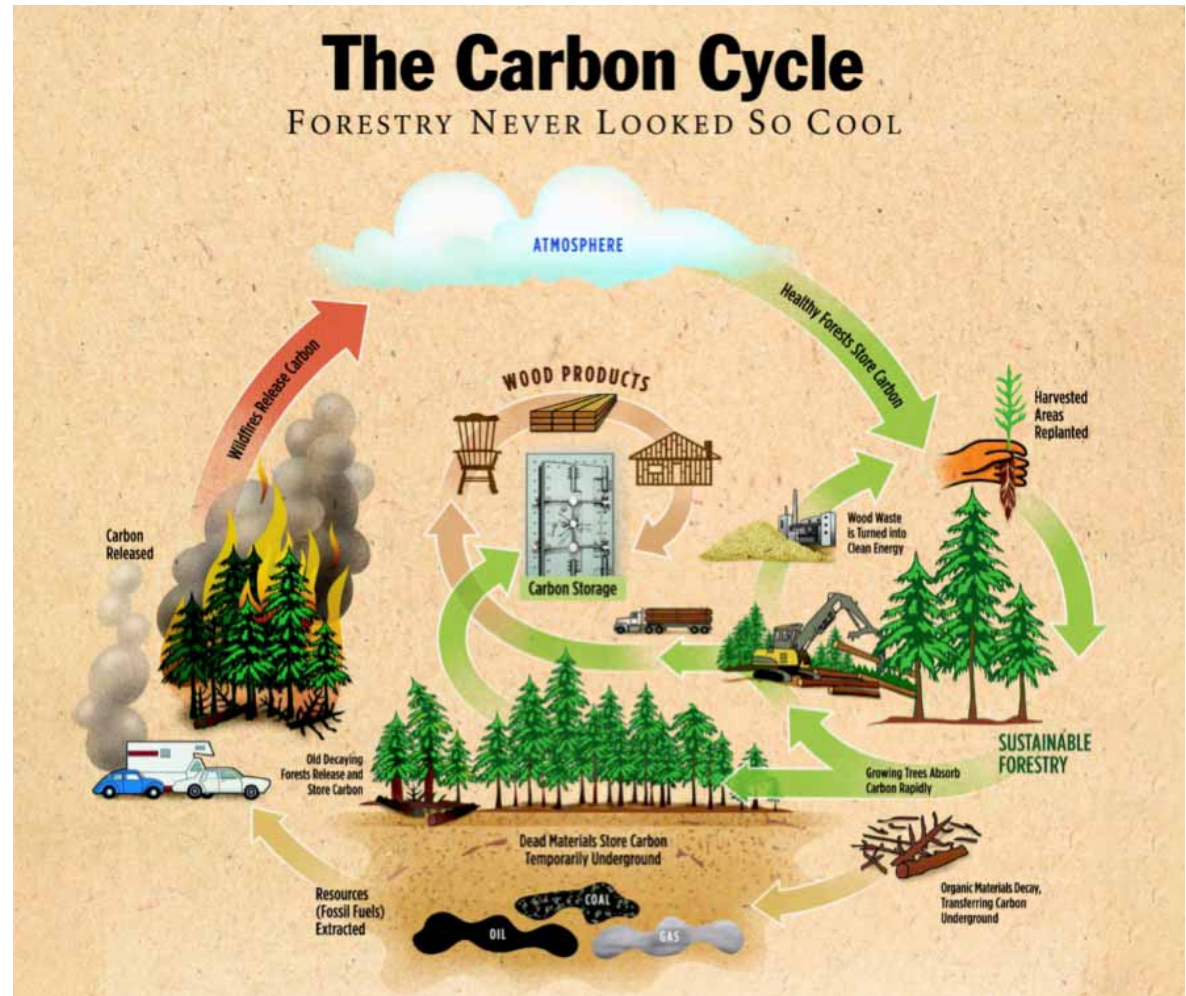


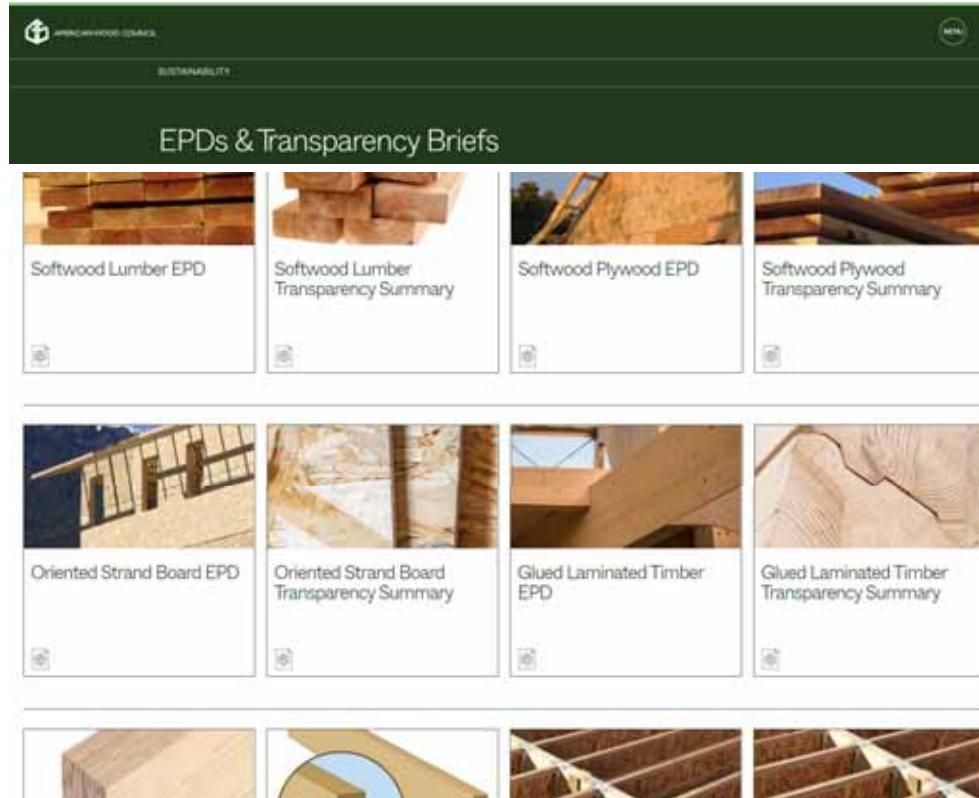


Hardwood Cross Laminated Timber (HCLT) is an engineered wood product created when timber planks are laid perpendicular to one another and glued together to form stiff, strong, and stable panels. HCLT is stronger than steel and concrete but holds a beautiful wood aesthetic.



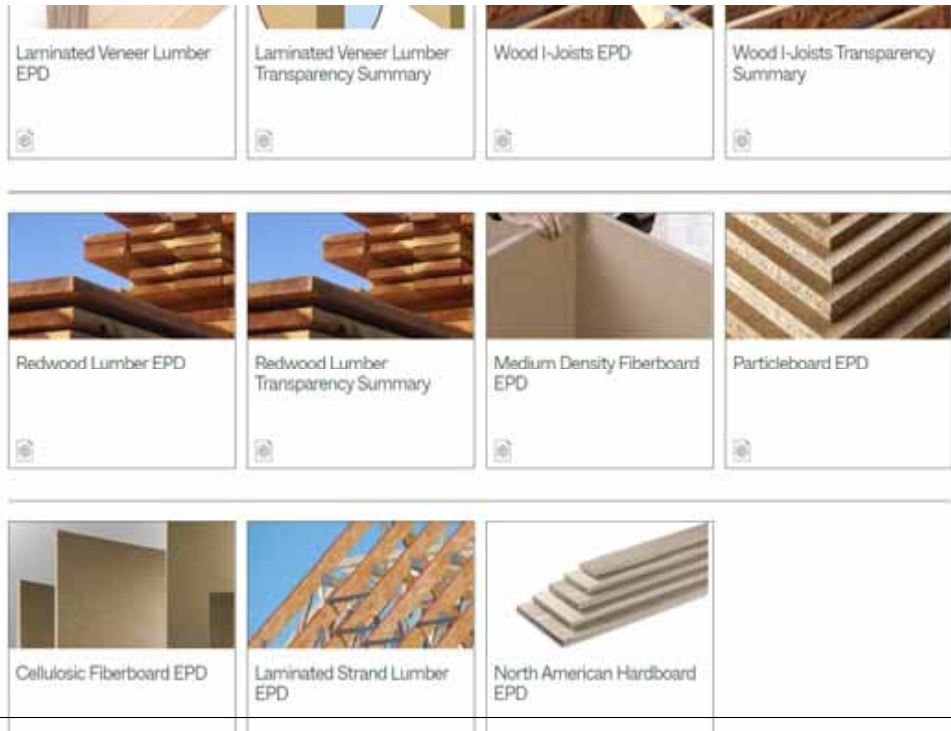
Trees are natural renewable resources. As trees grow, they store carbon dioxide from the atmosphere in their trunks, branches, stems, leaves, and roots. The carbon dioxide remains stored in the end product made of wood.





Softwood is Ready

- PCR
 - EPD
 - LCA



Hardwood is ...

- Product Category Rule (PCR)
- Environmental Product Declaration (EPD)
- Life Cycle Assessment (LCA)



NHLA Received USFS Grant

\$500,000 to Promote Hardwood Lumber to Designers



Grow and Stabilize the Hardwood Industry

- Online Content For Designers and Architects
- Focus Groups
- Showcase Hardwood at Events
- Communication Within Industry

NHLA Sawmill Benefits

The Rules
Quality Control
Yield Recovery Services
KD Certifications



SAVE *The* **DATE**

October 4-6, 2023 | The Proof is Here! | Omni Hotel Louisville, Kentucky



Thank You



Hardwood Lumber Industry
Needs NHLA to Advance
Innovation and Automation



NHLA Looking for
Partnerships to Collaborate
With



Help RAHC to Promote
Hardwoods

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