



NHLA

# **NHLA & WHA Opportunities**

**August 13, 2026**

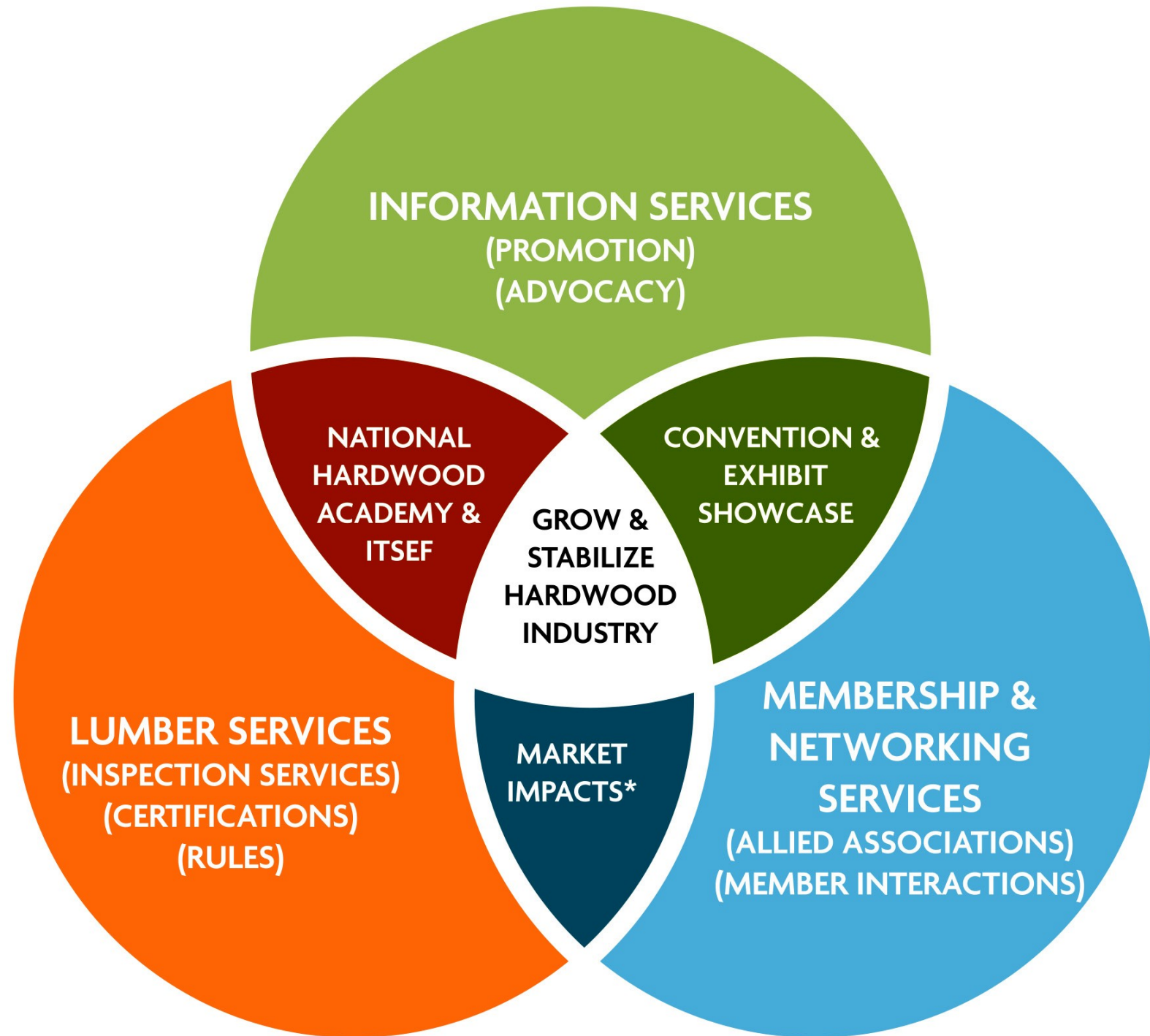
**Western Hardwood Association**

# National Hardwood Lumber Association



## Purpose of NHHLA

Grow and Stabilize  
the Hardwood  
Industry



# Information Services Objectives

- Elevate value perception through enhanced promotion of NHLA benefits from Lumber Services, Membership & Networking Services, National Hardwood Academy, Convention and Information Services to the hardwood industry.
- Support, participate, collaborate, advise, and provide leadership to the Real American Hardwood Coalition (RAHC) or other promotional efforts to promote the hardwood industry in North America.
- Support, participate, collaborate, advise, and provide leadership to the American Hardwood Export Council (AHEC) or other promotional efforts to promote hardwood lumber globally.
- Support, participate, collaborate, advise, and provide leadership to the Hardwood Federation (HF) efforts to advocate for the hardwood industry to legislatures and regulators.
- Be the voice for all hardwood industry matters.
- Provide strength and structure to the hardwood industries expanding global community.



# Membership & Networking Services Objectives

- Become the industry hub for associations, universities, government agencies and other interested party collaborations.
- Develop valuable opportunities for member interaction and participation in NHLA activities.
- Develop a sales plan to grow membership.
- Look for opportunities to collaborate & consolidate common efforts with allied associations.
- Responsible for membership value development and communication.
- Responsible for membership dues structure.

# Market Impacts Objectives

- To be the main portal for hardwood industry information.
- Look for research, trends, issues, technological advancements, and other product information to engage in and guide for the benefit of the hardwood lumber industry
- Disseminate relevant information to the industry in a timely manner.
- Encourage community feedback on information shared.

# Convention Objectives

- Engage & provide value for all member categories through education, speakers, location, and networking.
- Premier annual convention and exhibit showcase for the global gathering of the hardwood community.
- Provide timely and relevant educational presentations based on member feedback.
- Ensure convention and exhibit showcase is fiscally responsible and valuable for all attendees.

# Lumber Services Objectives

- Provide lumber inspection and training for the hardwood industry.
- Provide quality control, yield recovery services, and training as deemed necessary by membership.
- Expand the value of kiln dried and facility grade certification programs for the hardwood industry.
- Grow the utilization of services by the membership.

# National Hardwood Academy & ITSEF Objectives

- Train qualified and industry leading hardwood lumber inspectors.
- Continually educate industry personnel in other areas as needs arise.
- Expand education opportunities to satisfy the needs of technological advancements.
- Continue to grow ITSEF support for students.
- Increase enrollment in the ITS.



# Open Discussion

## Questions About

- **NHLA Objectives for Regional Meetings and Plant Tours**
- **Western Voice is important and needs to be maintained**

## NHLA Ask

- **Joint WHA NHLA Meeting next year.**
- Winter Regional Work Meetings – Late January/February/March
  - Location: Convenient hotel in major city.
  - Length: 1.5 days
- Meetings: Lumber Services & Rules discussion, General Issue (Information Services), Plant Tour
  - Registration fee: \$190
  - Receptions: before dinner
  - Meals: Lunch and dinner on first day, breakfast with box lunch for tours second day
- 1. WHA Region (Potential Locations)
  - Year 1 California/Nevada/Utah (2027)
  - Year 2 Washington/Oregon/BC (2028)
  - Year 3 Hawaii (2029)



# NHLA Convention



**September 16-18, Cleveland,  
Ohio**

Join us and enjoy:

- Exhibit showcase with 130+ booths
- Networking events and receptions
- Speakers and sessions
- The industry all in one place!

