



TRANSFORMATION

The Next Chapter of the Western Hardwood Industry

2026 WHA Annual Convention

August 11-13, 2026 • Chinook Winds Casino Resort • Lincoln City, OR

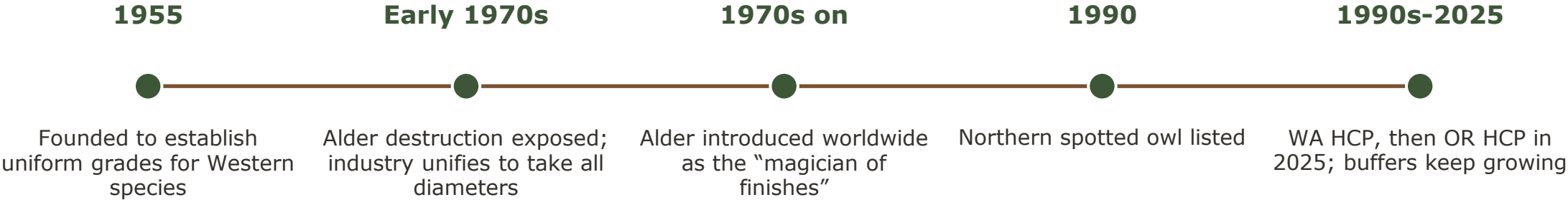


Built for Hard Times: WHA Since 1955

Seventy years of reinvention, on demand



Red alder · Alnus rubra



Every era demanded reinvention. Every time, this industry delivered.

Western Hardwood Production Today

Honest numbers first; the plan follows

5MM to 1MM tons

WA and OR annual production, mid-1990s to 2025

14 BBF to 4 BBF

Nationwide hardwood production over a similar period

90 to 95%

Of Western output now comes from a handful of mills

Primary species: red alder, PC maple, and Oregon white oak.



The Challenges, Named

Six problems no single company can solve alone



Tanoak · Notholithocarpus

1. Timber supply

Log availability and the long-term supply picture

2. Shrinking land base

Expanding buffers and habitat plans on state and private ground

3. Public perception

Hardwood harvesting and sustainable forestry are misunderstood

4. Workforce

Recruitment, training, and succession across the industry

5. Policy uncertainty

Olympia, Salem, and Washington, D.C. set the rules

6. Substitutes

Competition from alternative products and imports

Every one of these is an association-scale problem. That is the case for WHA in six lines.

Why the Future Is Bigger Than the Past

The market is asking for exactly what we make

Demand is moving our way

Sustainable, low-carbon, locally sourced materials are what buyers, architects, and consumers now ask for by name.

The carbon story favors us

Managed hardwood forests store carbon, and we have the facts to prove it.

Alder's reputation is built

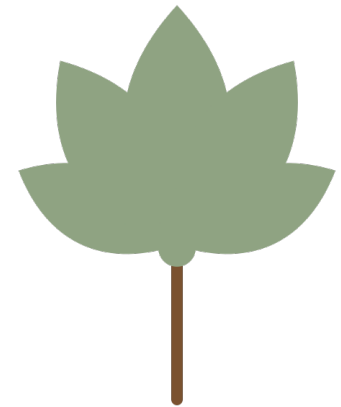
The “magician of finishes” is known worldwide. We do not start from zero.

The East is wide open

Eastern species sell into the West every day. Western species move East in smaller volumes. That gap is our single biggest upside.

Species in waiting

Madrone, tanoak, Western ash, and juniper are unpriced potential.



Bigleaf maple · Acer macrophyllum

Transformation: A Chapter Built for Growth

From regional stand-alone to the WHA Chapter of NHLA



THE CHAPTER KEEPS

Everything that requires local knowledge

- Member and prospect relationships
- Regional meeting content, speakers, and host mills
- State advocacy in Olympia and Salem
- The monthly digital magazine

NHLA BRINGS

Everything that requires scale

- Registration, billing, and administrative systems
- National promotion through Real American Hardwood
- Grading education, training, and certification
- Grant development and research capacity

Volunteers stop processing registrations and start building markets. Dallin takes you inside the partnership next.

The Growth Engine: Regional Meetings

Buyers and sellers in one room.

THE CADENCE

2 to 4 regional NHLA sales meetings per year, west of the Rockies, including the California market

IN THE ROOM

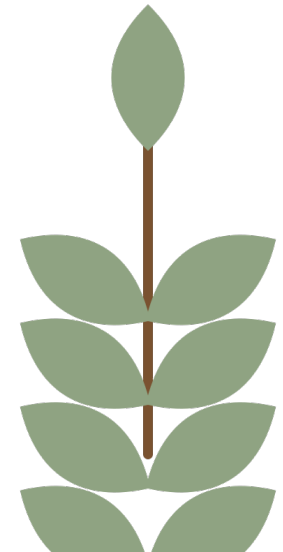
Current and potential users of alder, Pacific Coast maple, and other Western species

PLUS THE SPECIFIERS

Architects, designers, and cabinet, furniture, and millwork shops that write the orders

RUN PROFESSIONALLY

NHLA handles registration, promotion, and post-meeting follow-up



Oregon ash · Fraxinus latifolia

New business gets written in that room. Sales first; membership follows.

Markets to Reach

Four concrete programs, not four wishes



Oregon white oak · Quercus garryana

SELL EAST

Put Western species in front of Eastern buyers the way Eastern species won the West. Regional meetings carry this effort.

LESSER-KNOWN SPECIES

Build grades, data, and markets for Oregon white oak, madrone, tanoak, Western ash, and juniper.

OWN THE SPEC

Get alder and maple written into architectural specifications, not just quoted on request.

NEW PRODUCTS AND EXPORT

Grant-funded product development, carbon markets, and RAHC promotion adapted for Western species.

A Stronger Voice

Policy set the supply picture for 35 years; being in the room is not optional

In the capitals

Enhanced advocacy in Olympia and Salem, with coordination in Sacramento and Washington, D.C.

Forest health

Active proponent for forest health and wildfire funding. Healthy managed forests are our long-term log supply.

Allied strength

Collaboration with other Western forest products associations when objectives align.

Washington Hardwoods Commission

A working partnership that extends the industry's reach.

The facts, on record

Accurate information on carbon storage, carbon credits, and active forest management.



Pacific madrone · Arbutus menziesii

What Success Looks Like

Measured at this convention, every year

62 to 100

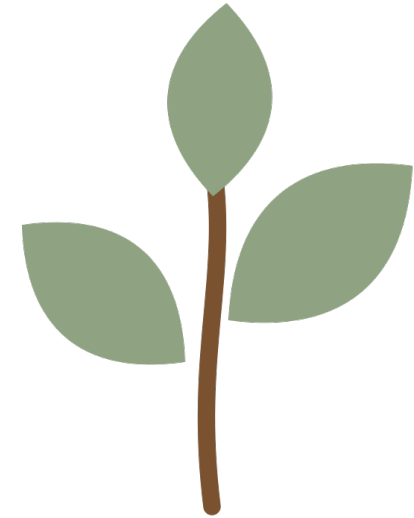
Member companies

2 to 4

Regional meetings per year

Non-members in the room

The leading indicator that growth is working



Why WHA, Why Now

WHA is not a nice-to-have.

It is the Western hardwood industry, organized.

- Seventy years of relationships no one could rebuild from scratch
- The only organization that will make the case for Western species, mills, and forests
- The ask: show up at the regional meetings, bring one prospect, sponsor, and join us in building the new chapter.



A Chapter of the National Hardwood Lumber Association