

The Yardstick



A Publication of The Hardwood Distributor's Association

November 18, 2010

Letter From the President - Convention News & Happy Thanksgiving

As the Holiday fast approaches, this year has flown by and it hardly feels like a month has almost passed since the 77th HDA Board and General Meeting in Vancouver. Twenty-three HDA members were present for the general meeting. I would like to thank all that attended and like most members discussed after the general meeting, turn out for the upcoming meeting in 2011 in Nashville should be well attended. I would like to thank George Barrett, Publisher and CEO of Hardwood Publishing, Inc. and Mark Barford, Executive Director of the National Hardwood Lumber Association for taking time to speak to the members and you can tell both of them have a passion for the hardwood industry. Also, Terry and Gary Miller of Hardwood Magazine for taking pictures of the general meeting attendees in Vancouver. I hope everyone has a great Holiday and good luck for the remainder of the year.

Sincerely,

Eric Burchett, HDA President
Direct Dial: 704.875.1014 • eburchett@hardwoodweb.com

Congratulations Are In Order

Joe Long of J.E. Higgins Lumber Company in Livermore, CA is now the 1st Vice President of the National Hardwood Lumber Association. We wish Joe all the best in his new position.

Officers

Eric Burchett, President
AHC Huntersville
Office: 704-875-6587 • Fax: 704-875-6657 • eburchett@hardwoodweb.com

Dan Caldwell, 1st VP
Atlanta Hardwood
Office: 404-792-2290 • Fax: 404-792-2294 • dcaldwell@hardwoodweb.com

Craig Forester, Sec/Tres.
Rex Lumber Company
Office: 978-263-0055 • Fax: 978-263-9806 • craig@rexlumber.com





Unified Hardwood Promotion

The Board of Directors voted to donate \$10,000.00 to the Unified Hardwood Promotion at the meeting in Vancouver. Several of the Board members contributed money to the UHP thru the HDA. We are asking if any members would like to donate to the UHP, please make checks out to the Hardwood Distributors Association designated for the UHP and then HDA will make the donation to the UHP. It is tax deductible.

Purpose

The UHP was formed to gather the resources to develop a unified American Hardwood brand and message. This unified message will be made available to all associations, companies and interested parties across all segments of the American Hardwood industry. The effort is the result of a need that was identified by outside marketing consultants that were commissioned to conduct an independent evaluation of the current industry-wide hardwood promotion programs.

Funding

This portion of the project is funded by supporting associations and the companies of the core team members. The goal was to raise the funds necessary to hire a top-level marketing firm to develop a hardwood brand identity and messaging tag line, as well as, internal marketing tools (@ \$300,000). The funding has been secured.

Process

This project is research-based and is being managed by Gibbs & Soell out of New York City. G&S is partnering with Harris Interactive. Grace Terpstra of Terpstra Associates is assisting us with the project. Initial research is done on a qualitative (ie: focus groups) and quantitative (ie: interviews) basis to help develop the brand and message. Once the branding and messaging is developed, validated and finalized, a plan will be developed outlining the launch recommendations targeting various building professionals and consumers and a longer term strategy for a broad media campaign.

G&S is currently in the brand development state, just having completed the qualitative research phase.

Next Steps

The next significant step will involve testing the initial brand concepts with members of the UHP Team, which represents most segments of the American Hardwood industry (lumber, plywood, cabinets, flooring, millwork, etc.). This portion of the project will be completed by 12/31/10. We are currently discussing the best way to bring these products to market (branding, messaging) and executing the plan that G&S develops. Our intent is to fill the promotion void between 12/31/10 and the point at which long-term sustainable promotion funding becomes available. A group has been formed to examine the long-term funding options.

Wrap Up

I hope that this helps you understand UHP and what the group has been up to.



Proposed Bylaws Changes

I need to get member votes either for or against the proposed bylaw changes addressed below. You may vote by email or fax, but each member has only one quote. **Please state member company and the person voting when emailing or faxing the vote back.**

The HDA Board voted to bring these changes to the general membership and keep in mind we are having trouble getting members to accept positions for Board of Directors and Officers. We are currently down to fifty-one members and not all attend the HDA Meetings. If you have any questions on any of these proposed changes you may contact any board member or the officers.

Please email to eburchett@hardwoodweb.com or fax to (704) 875-6657.

Proposed Bylaw Changes

- 1. Fiscal year to be changed from June 1st thru May 31st to September 30th thru October 1st to coincide with the meetings of HDA.

Yes _____ No _____

- 2. The Board of Directors to be reduced to 9 board members instead of 13. Six members of the Board of Directors shall then constitute a Quorum instead of 9. All the duties of the Board of Directors shall remain the same as defined in Article IV of the Bylaws.

Yes _____ No _____

- 3. Elimination of 2nd Vice President and appoint a Membership Chairperson. Current duties of the 2nd Vice president as defined in the Officers Duty Manual (These duties would fall to appointed Membership Chairperson overseen by current President of HDA.)

- A. Develop a membership kit to follow up on leads submitted by members during the years.
- B. See that applicants are processed to the screening committee within a reasonable time for approval.
- C. Follow up on recent and former members who have been resigned to determine if they may want to be reinstated.

The Yardstick publication would fall under the duties of the President of HDA.

Yes _____ No _____

HDA Officers

President - Eric Burchett, Huntersville Hardwoods, eburchett@hardwoodweb.com
1st Vice President - Dan Caldwell, Atlanta Hardwood, dcaldwell@hardwoodweb.com
Secretary/Treasurer- Craig Forester, Rex Lumber, craigf@rexlumber.com