



Build Your World

Presentation by
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Dallin@NHHLA.com

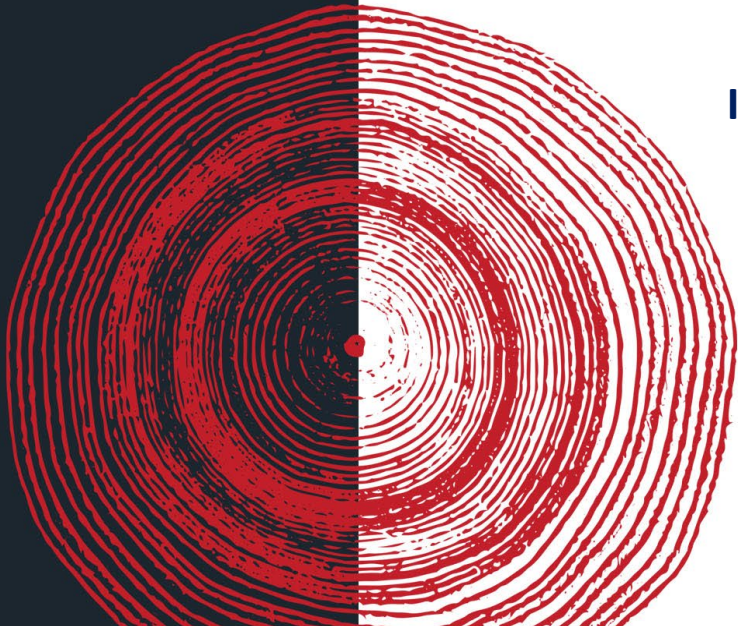
WA Hardwood
Commission
June 6, 2024

The image features a vibrant red background with a vertical wood grain texture. On the left side, there is a circular cross-section of a tree trunk, showing concentric growth rings. The text 'REAL AMERICAN HARDWOOD' is prominently displayed in the center in a bold, white, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the word 'HARDWOOD'.

**REAL
AMERICAN
HARDWOOD**®

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 Association (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 Association
North Carolina Forestry Association**



30 Associations Contribute to the Coalition

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)

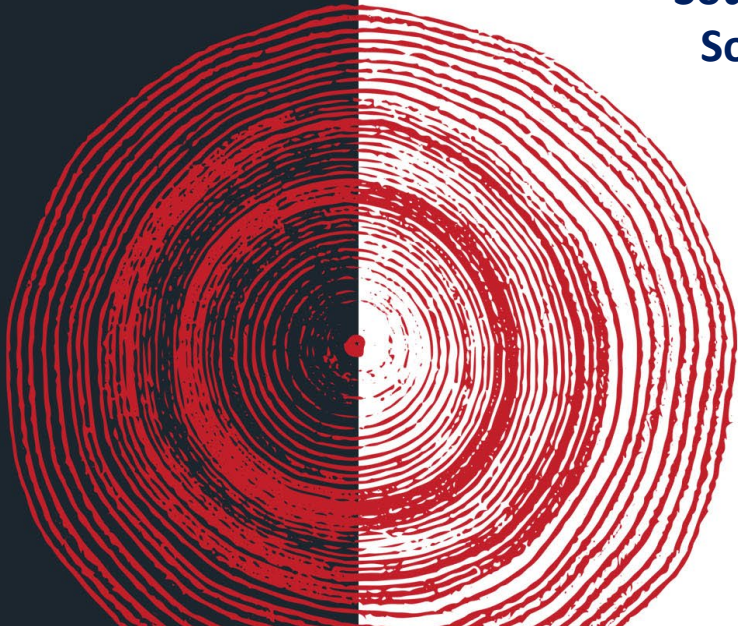
Southwest Hardwood Manufacturer's Club (SHMC)

Timber Forest Foundation

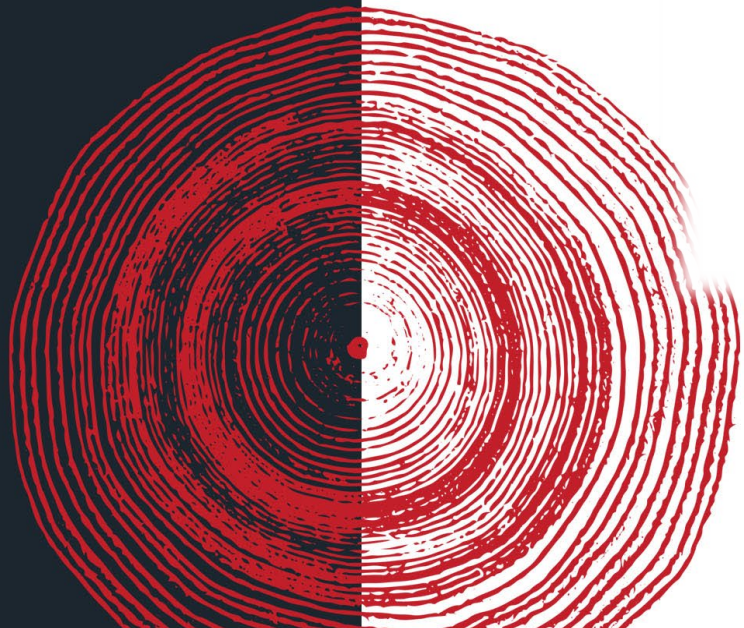
**Wood Components Manufacturer's Association
(WCMA)**

West Virginia Forestry Association (WVFA)

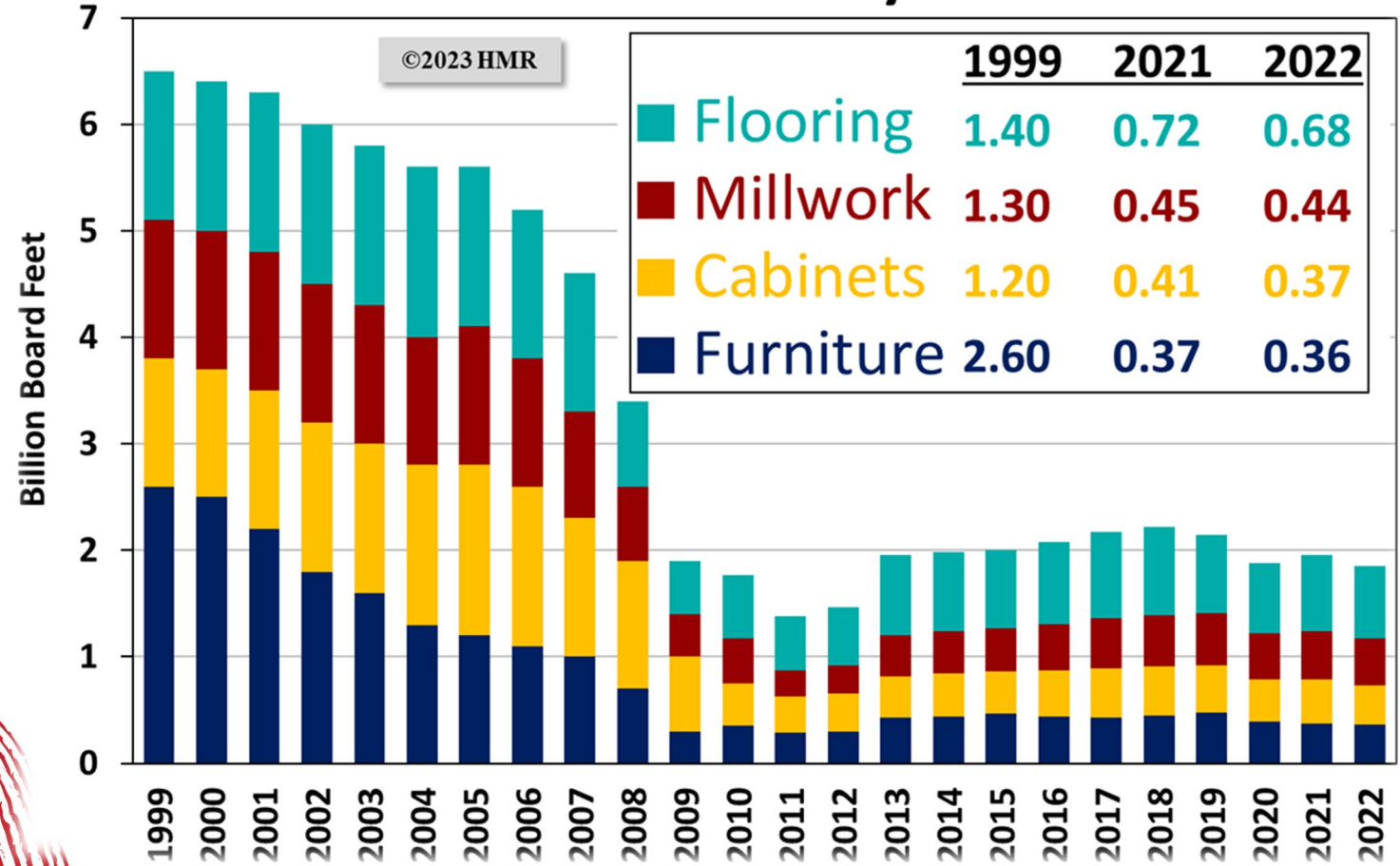
Western Hardwood Association



Hardwood Industry Recap



US Consumption of Hardwood Grade Lumber by Sector



Graph Courtesy of HMR a part of Fastmarkets.



**Stage 1 |
Social
Campaign**

**Instagram
Facebook
Twitter X**

551 posts

**4,177 Followers
969 Followers
463 Follower**

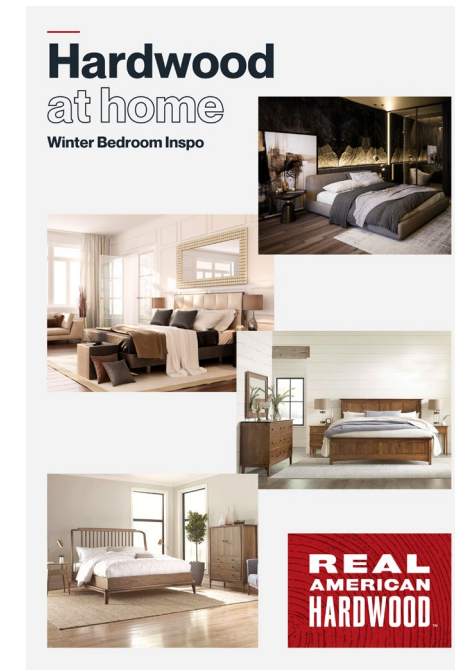
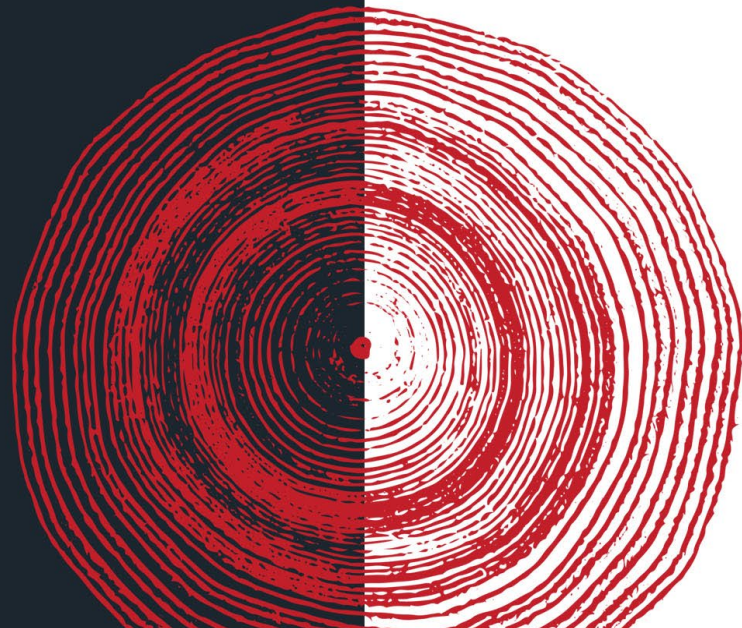
593 Likes

**Website
RealAmericanHardwood.com**

Build Your Dream



Stage 1 | Social Campaign Highlights



**Stage 2 |
Consumer
Promotion**

**Build Your
World
Campaign**

6 Months

**49 Million
Impressions**

**20 Million
Ad Views**

**½ Million
Clicks**

Still Going on

Build Your Dream

A close-up photograph of a person's hand resting on a light-colored wooden staircase railing. The railing is made of thick, horizontal wooden planks. The background is softly blurred, showing a modern interior with a white railing and a green plant. The overall lighting is warm and natural.

Stage 2 | TV Exposure

6 Months of Ads
14,000,000 Adults
age 25-54

Branded Open at
Premiere
of Restoration
Road

Extra Promotion
During
Making Modern &
Fixer Upper

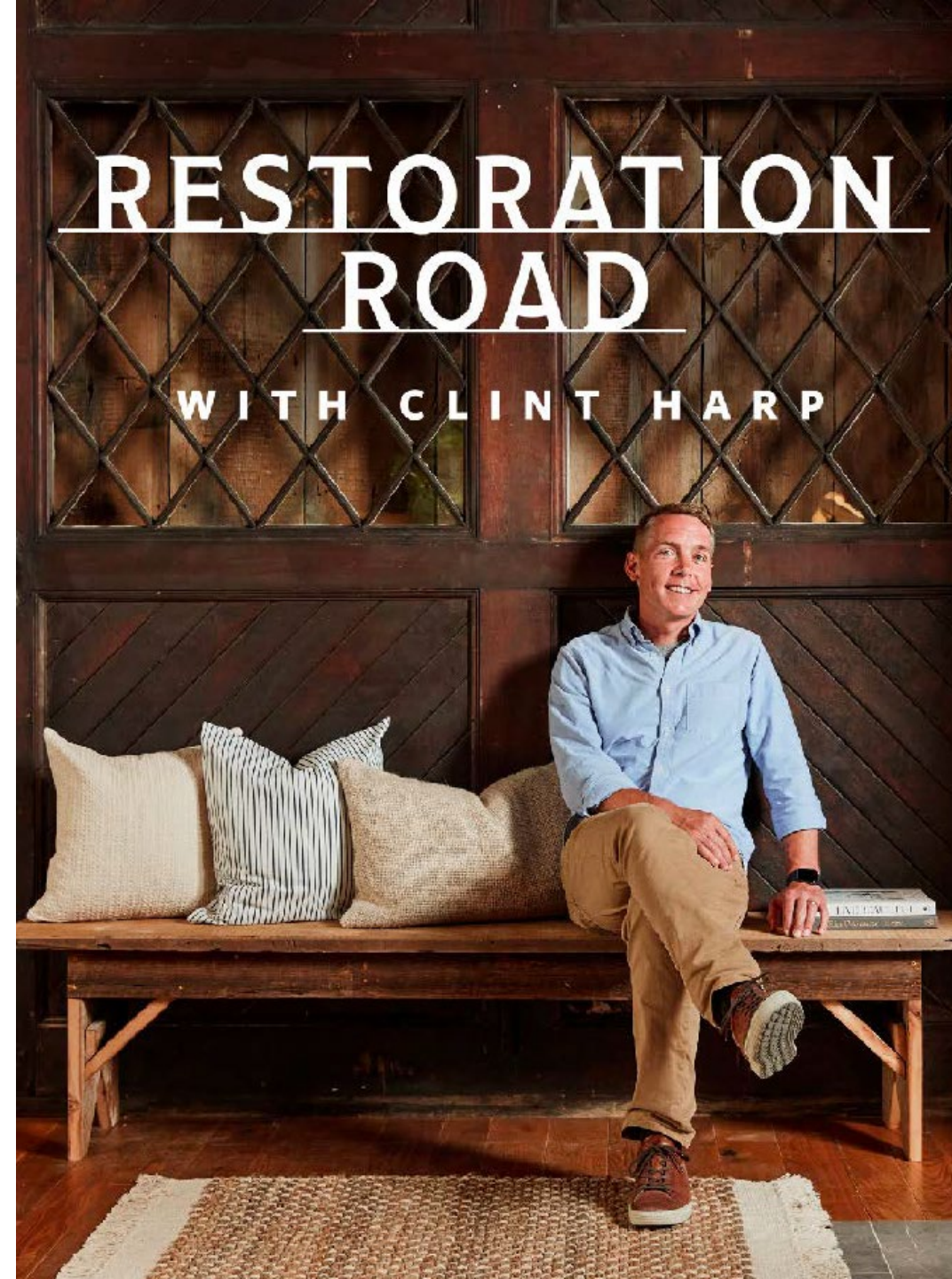


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Fixer Upper



Stage 2 | Online Video

Views =
5,400,000



Total Campaign Metrics

3,970,141 Impressions

3,645 Link Clicks

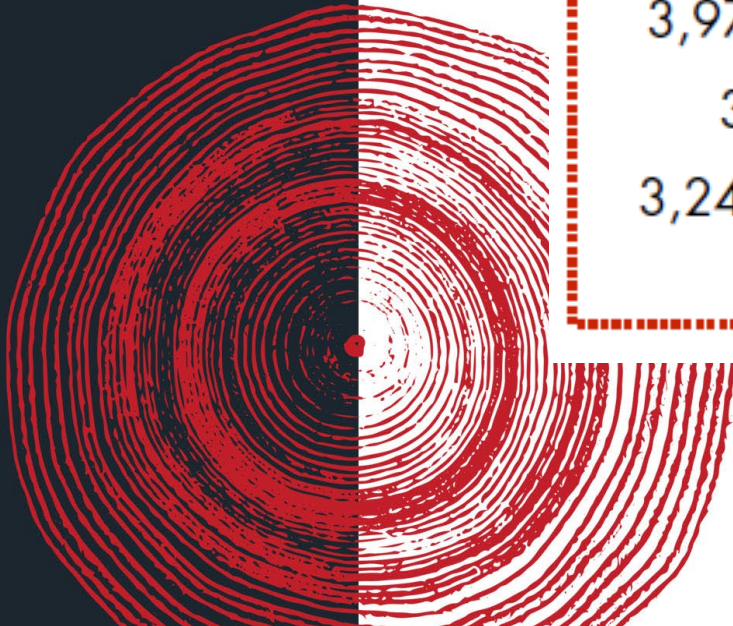
3,248,000 Video Views

Total Campaign Metrics

22,308,245 Impressions

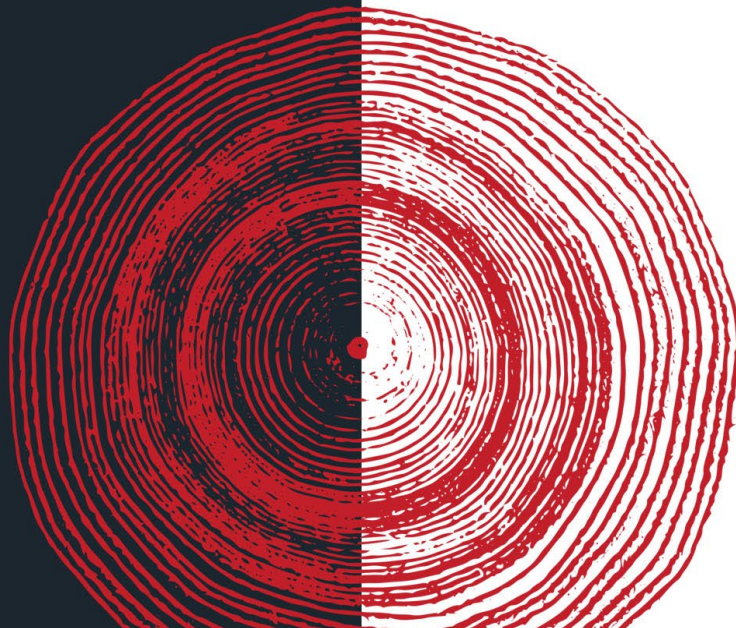
197,830 Link Clicks

2,128,840 Video Views



Stage 2 |
Online
Clicks to our
website =
416,000

RealAmericanHardwood.
com



Google
SEARCH

Campaign Total Metrics

314,215 Impressions

24,141 Link Clicks

7.68% Click Through Rate

Google
DISPLAY

Campaign Total Metrics

8,629,060 Impressions

189,769 Link Clicks

2.20% Click Through Rate

Stage 3 |
Media
Relations,
Influencers

Hardwood For
Your Health

122,000 Views

Shredding the
Slopes

29,600 Views

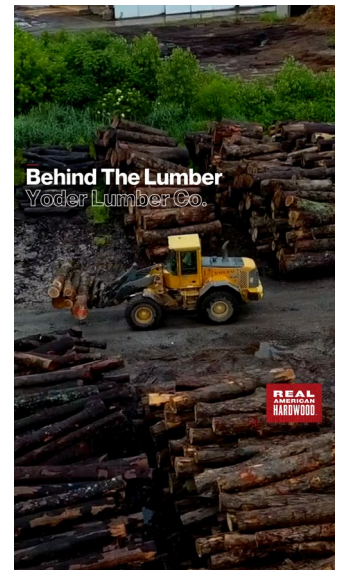
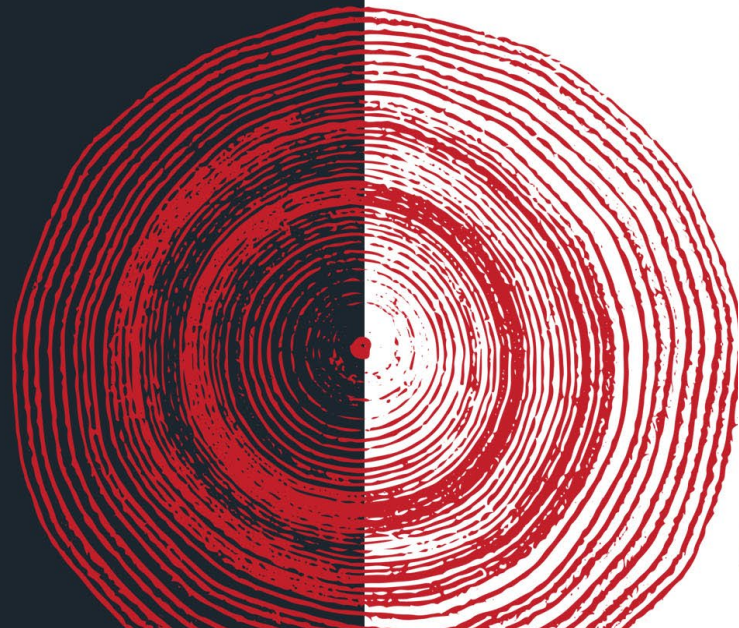
Behind the
Lumber

10,100 Views

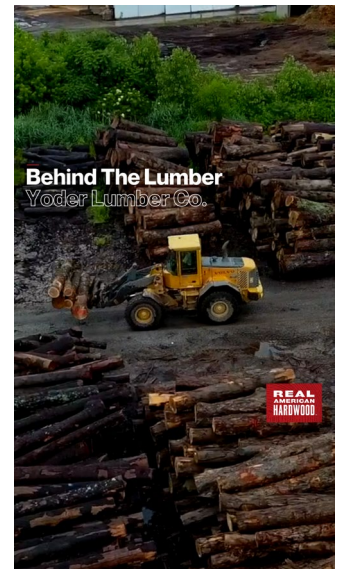
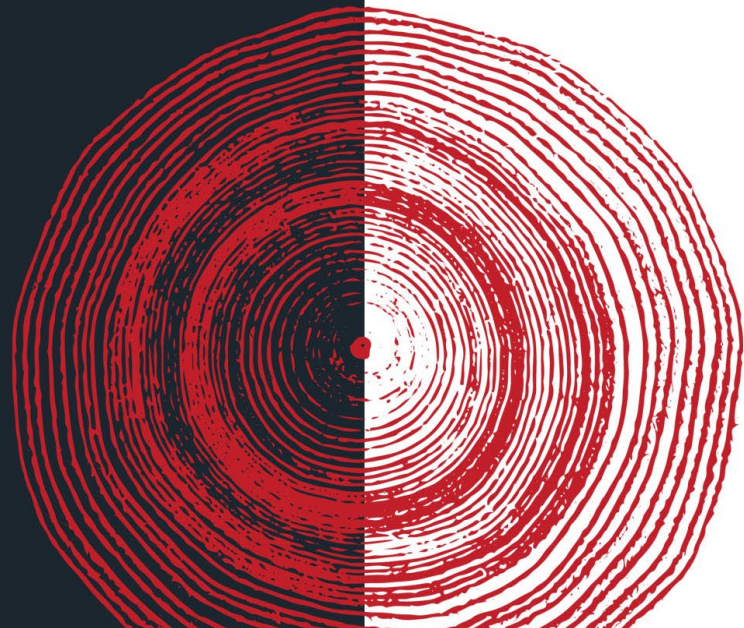
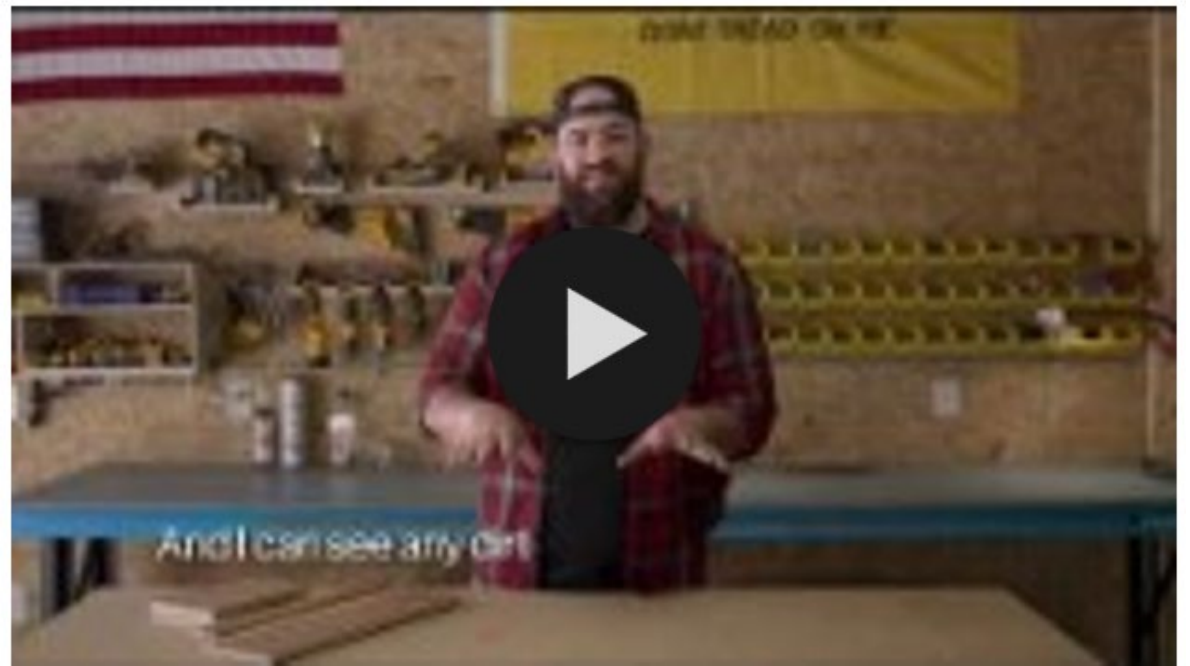


Build Your Masterpiece

Stage 3 | Media Relations, Influencers & Projects



Stage 3 | Media Relations, Influencers & Projects



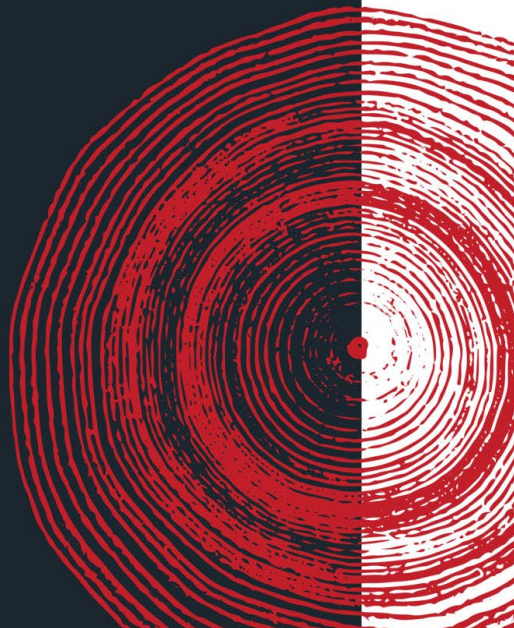
Stage 4 Designers & Architects	NHLA Grant	Website RealAmericanHardwood.pro	North American Species Guide	Tradeshows	Display Boards	Technical Assistance
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Build Your Future

Stage 4 | Designers & Architects Website

RealAmericanHardwood.
com



— Why Hardwood?

Value Beyond Beauty

— Hardwood Sustainability

Hardwood is ~~Carbon Neutral~~ Negative

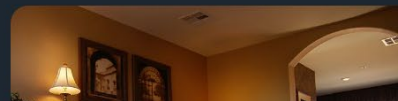
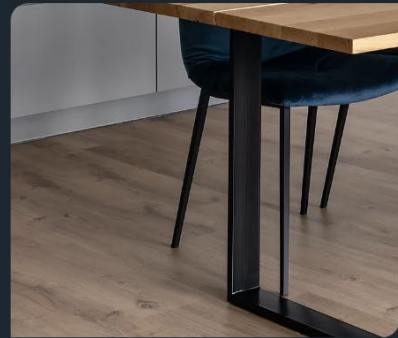
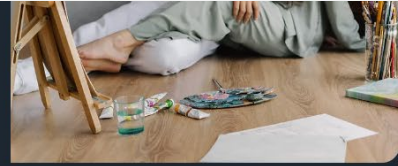
Carbon emissions from burning fossil fuels intensify global warming, endangering the environment. However, hardwood offers a natural remedy by acting as a 'carbon bank.' Through photosynthesis, trees absorb CO2 and store it within their biomass. When trees, including aging, dying, and diseased ones, are harvested responsibly for hardwood products, this carbon remains locked in, mitigating emissions. Additionally, converting these trees into hardwood products prevents the carbon they would emit back into the atmosphere. Choosing wood over plastic or metal reduces emissions, perpetuates the carbon storage cycle, and fosters sustainability.



— Real American Hardwood®

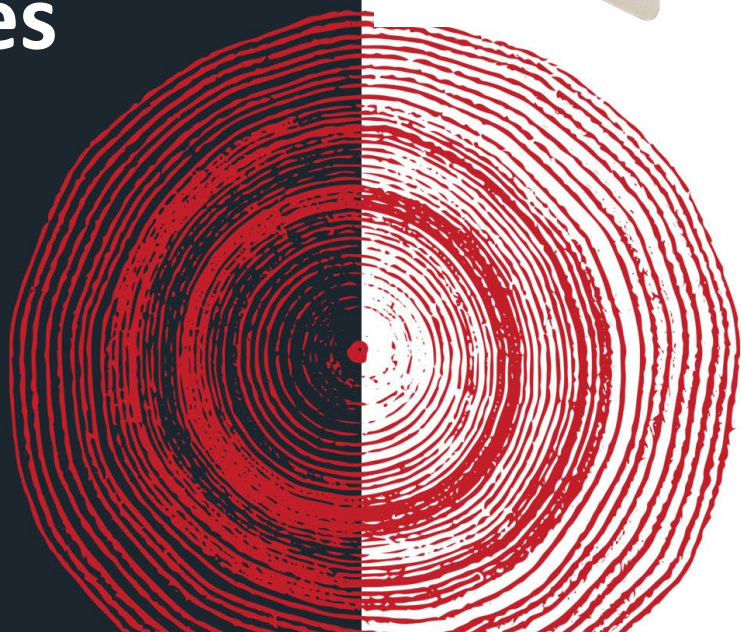
Materials Matter

Put one foot forward and step into the narrative of Real American Hardwood®, where sustainability and beautiful design converge. In a world where every footprint counts, we can tread lightly with hardwood—a material that enriches our spaces and leaves a legacy of environmental stewardship.



Stage 4 | Designers & Architects

North American Species Guide

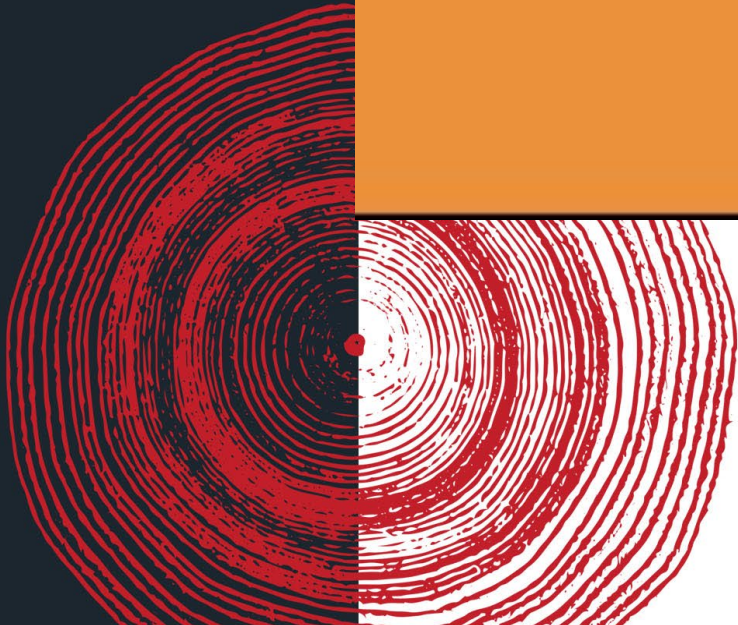


**Stage 4 |
Designers &
Architects**

Video Series

Embracing Biophilic Design

Through the Use of American Hardwoods



Stage 5 |

Allied
Association
&
Partnerships

Association
Meetings

Hotsaw
Watkins Glen
NASCAR
Race



Build Your Freedom

Hotsaw Championship Watkins Glen NASCAR Race Sponsored by RAH

WEEKEND SPECIAL EVENT



UNITED STATES HOTSAW CHAMPIONSHIP

SEPT 13-15, 2024

Watkins Glen presents the first United States Open Hotsaw Championship officially sanctioned by the American Lumberjack Racing Association on September 13th-15th. The 16 best Hotsaw Racers from all over the US will compete in a bracket style racing format. The competitors will compete with custom modified chainsaws ranging 50-65hp, developed from single-cylinder snowmobile and motorcycle engines with the only restriction of a pull start.

Friday, 13th of September:

- Provisional positions predetermined
- Open Qualifying for remaining unseeded positions will be determined

Saturday, 14th of September:

- Time trials to determine positions 1-16
- 1st round (Round of 16)

Sunday, 15th of September:

- 2nd round (Round of 8)
- Last Chance qualifier for 5th finalist
- United States Hotsaw Championship Final (5 Competitors)



TICKETS? QUESTIONS?

Call 1-866-461-RACE

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Stage 5 |

Tradeshow
Exhibits

AIA

Greenbuild

HD Expo

DBNY

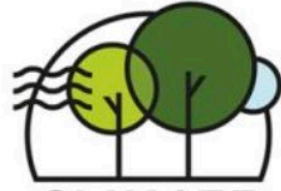
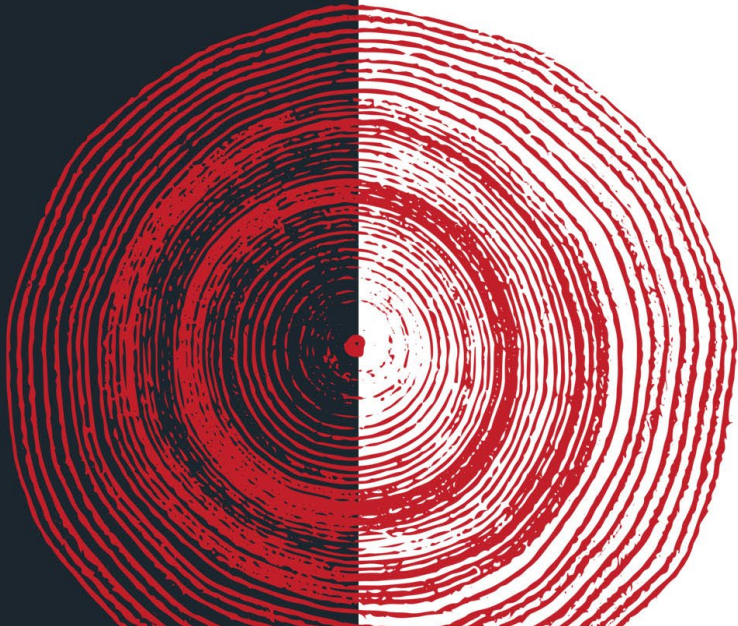
Mass Timber
Conference



Build Your Sanctuary

NeoCon

Climate
Positive
Pavilion



CLIMATE
POSITIVE
SOLUTIONS GALLERY

2024 Exhibitor

REAL
AMERICAN
HARDWOOD



NHLA

— Real American Hardwood

Coming
this June

June 10-12, 2024
THE MART, Chicago

NeoCon

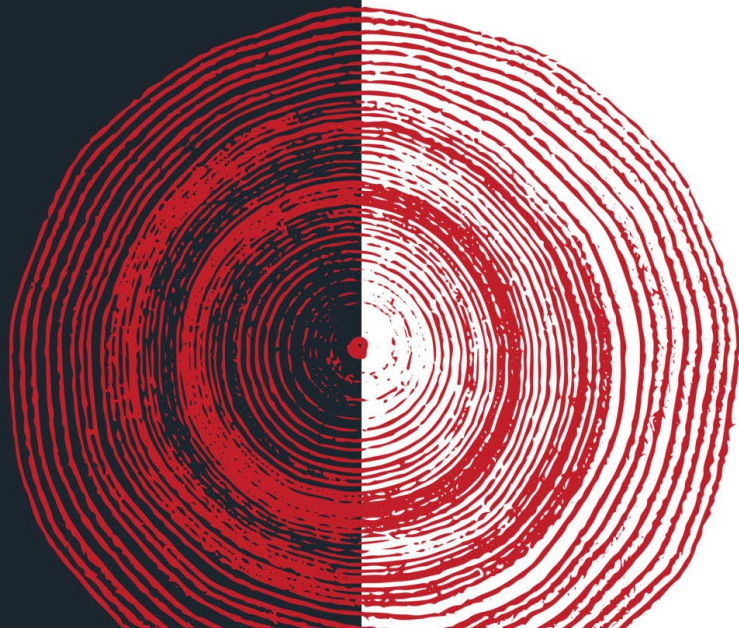
**National
Hardwood
Lumber
Association**

Update



NHLA

STRONG ROOTS. GLOBAL REACH.



National Hardwood Lumber Association (NHLA)

Represents
More than Just
the Rules Book



NHLA

RULES

FOR THE MEASUREMENT
& INSPECTION OF
HARDWOOD & CYPRESS

Plus NHLA Sales Code &
Inspection Regulations

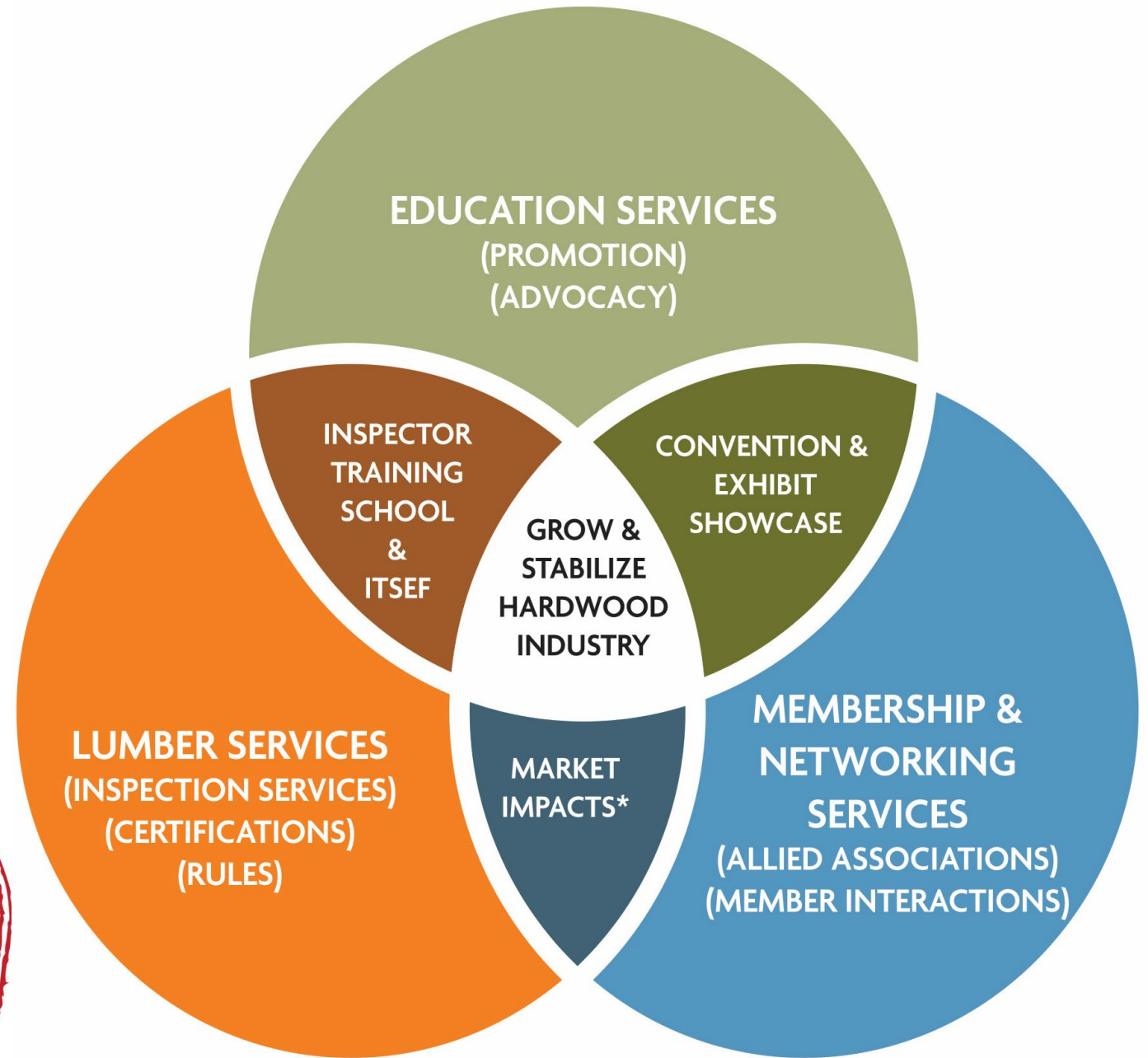
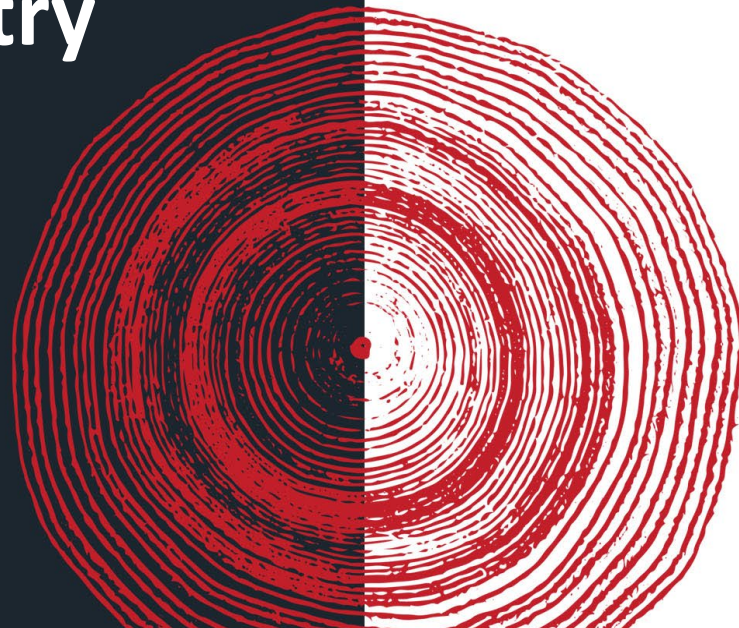
Effective January 1, 2023

STRONG ROOTS. GLOBAL REACH.



Purpose of NHLA

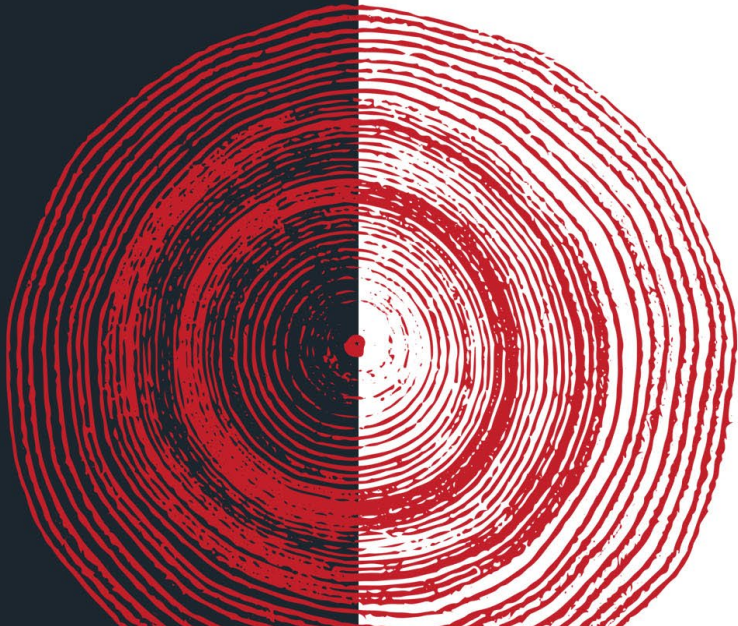
To Grow and Stabilize the Hardwood Industry



Research Needs for Hardwood Industry

Appearance Applications

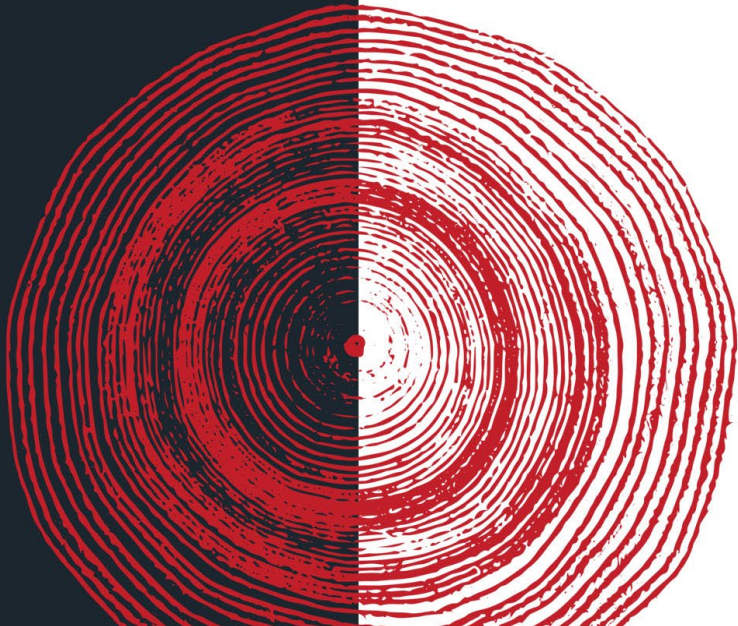
- Rustic Grades
- Urban Wood
- Thermal Modification
- Biophilic Design
- Designers & Architects



Research Needs for Hardwood Industry

Process Improvements

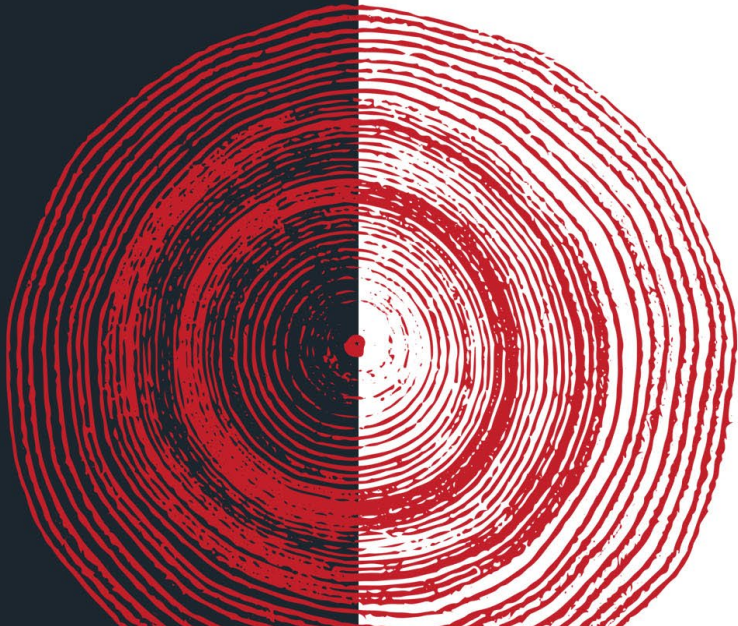
- Hardwood Log Grades
- Quality Control
- Yield Recovery
- Wood Utilization
- Drying
- Sap Stains
- Automation
- Pressure Treating



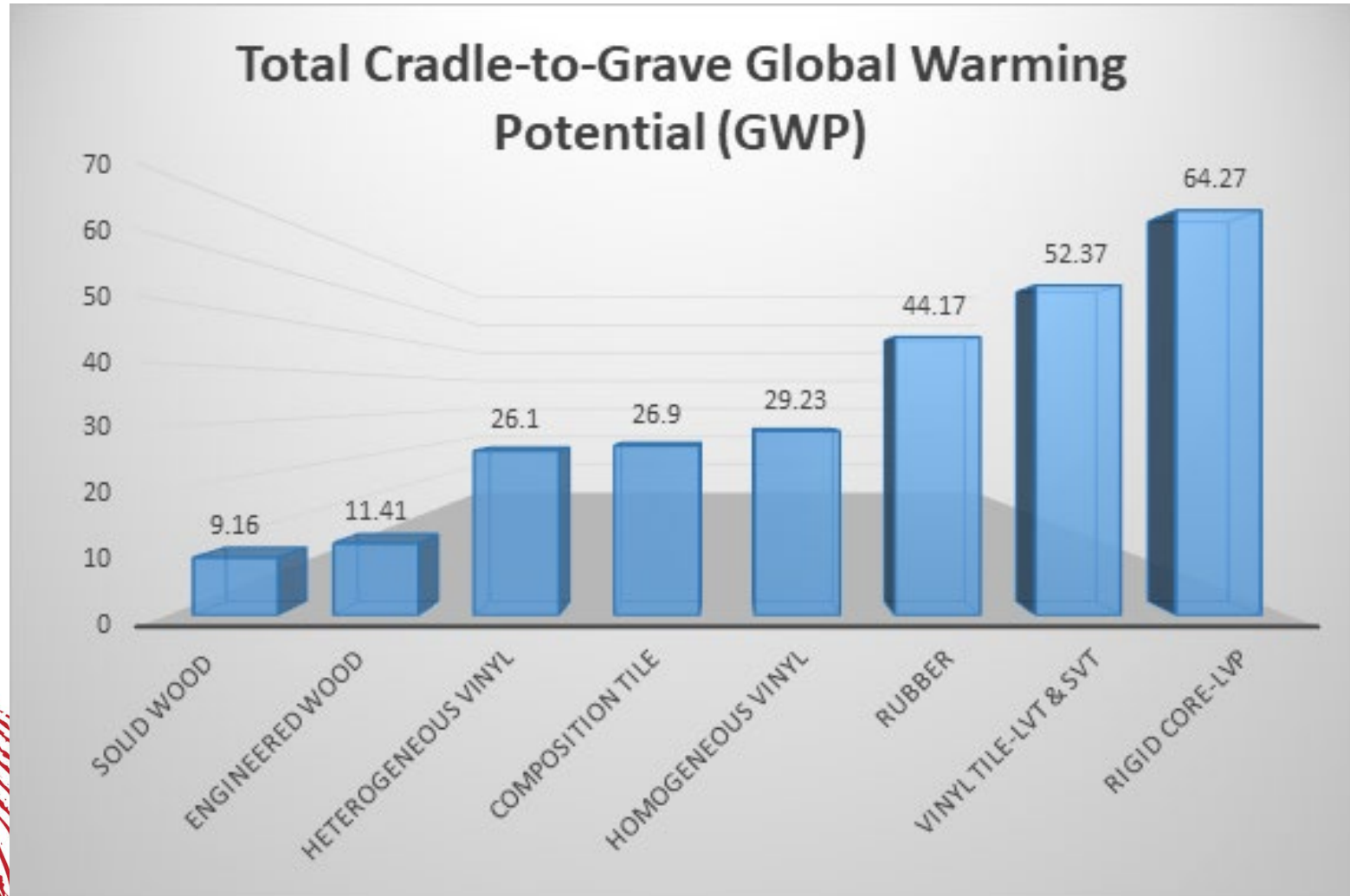
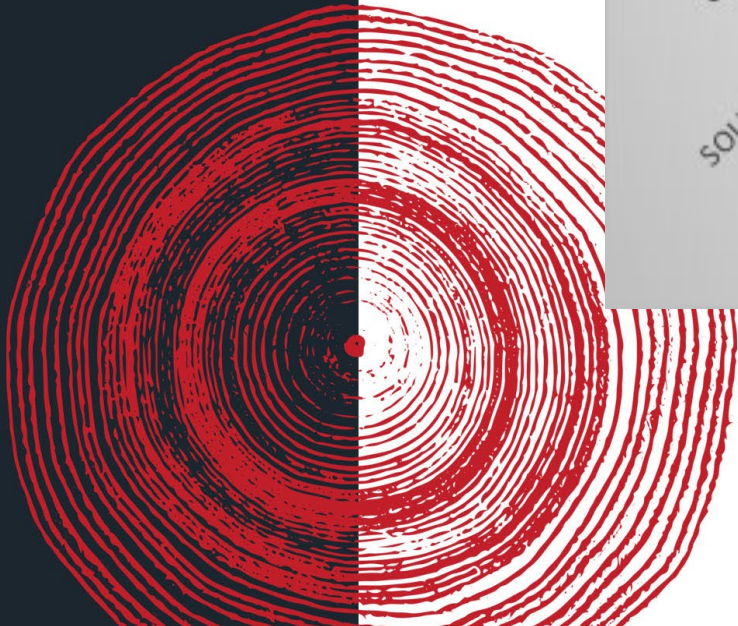
Research Needs for Hardwood Industry

Environmental Story

- Product Category Rules (PCR)
- Environmental Product Declarations (EPD)
- Life Cycle Assessments (LCA)
- Certifications
- Tracking and DNA
- EUDR Geolocation



Hardwood Industry Impact



Graph courtesy of NWFA, 2023

Promotion is key to Healthy Forests & Communities



Build Your World

Presentation by
Dallin Brooks
NHHLA
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WA Hardwood
Commission
June 6, 2024