



**REAL  
AMERICAN  
HARDWOOD** <sup>TM</sup>

Dallin Brooks  
Dana Cole

RAHC Board Members

# 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

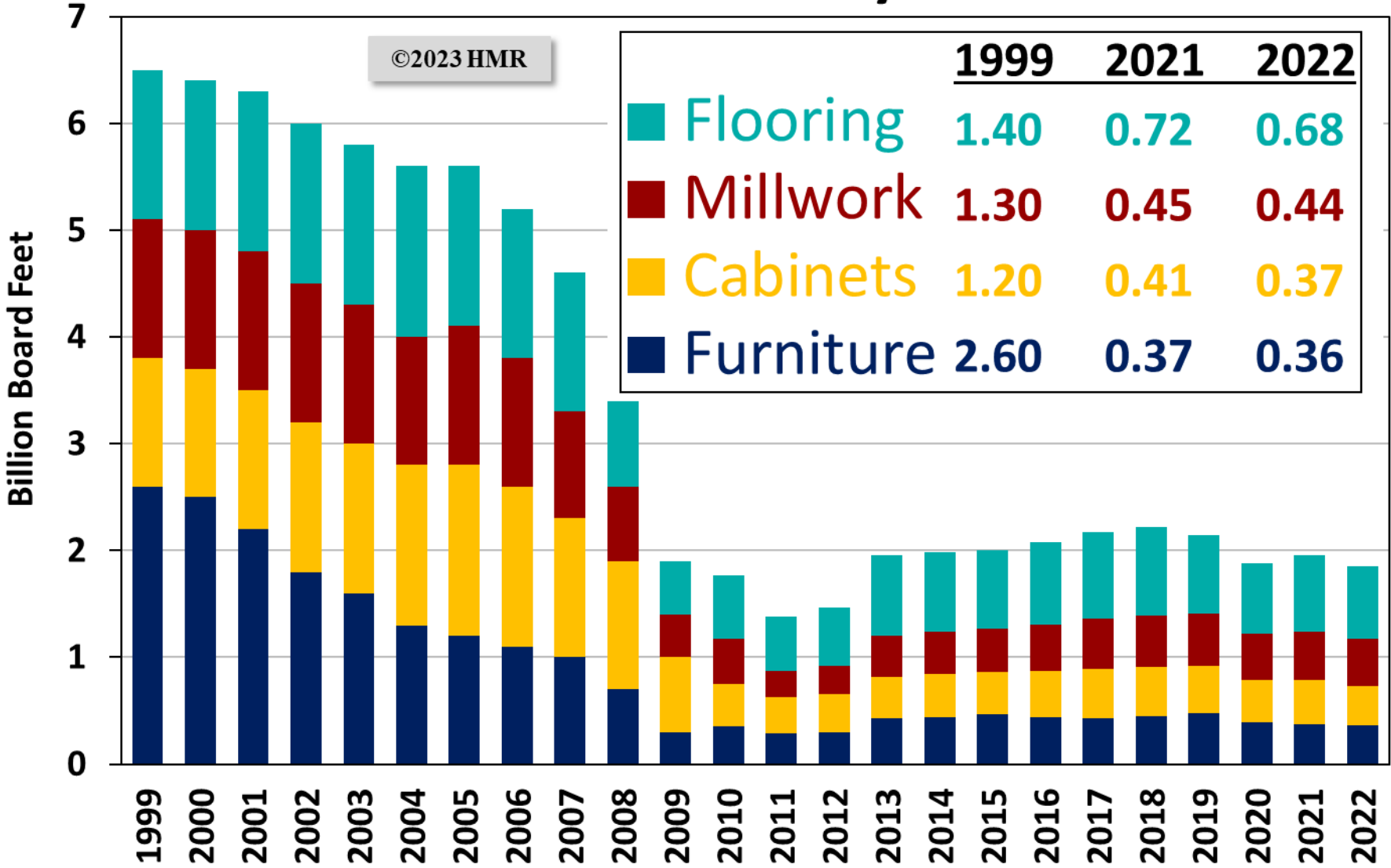
Connecting the world to the benefits, beauty, and enduring value of American hardwoods for a sustainable future.

[realamericanhardwood.org](http://realamericanhardwood.org)

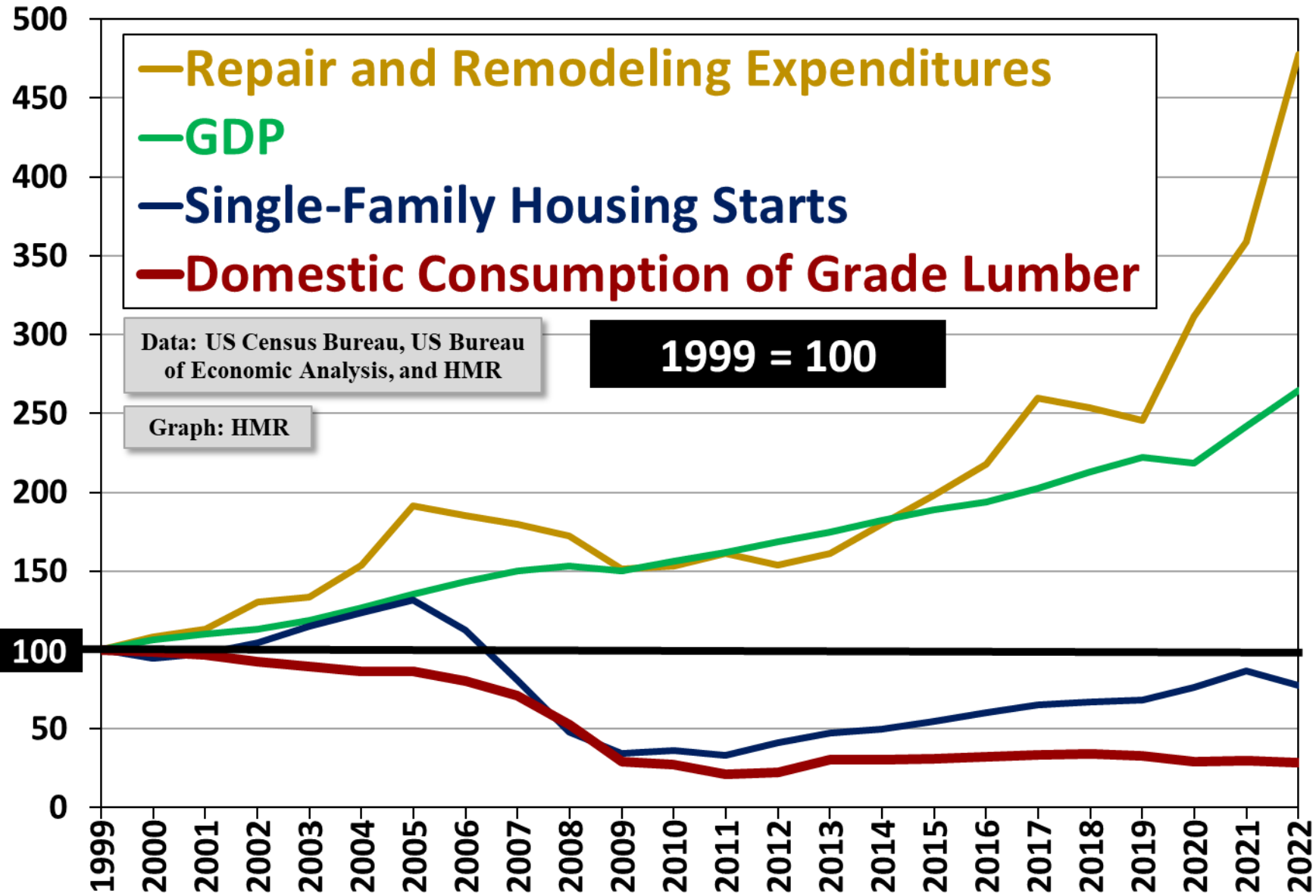


[realamericanhardwood.com](http://realamericanhardwood.com)

# US Consumption of Hardwood Grade Lumber by Sector



# Trends in Economy vs. Hardwood Usage



Data: US Census Bureau, US Bureau of Economic Analysis, and HMR

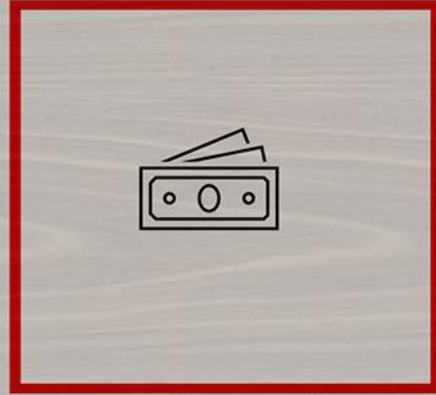
Graph: HMR

1999 = 100

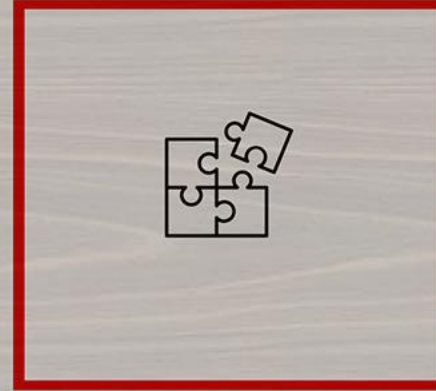




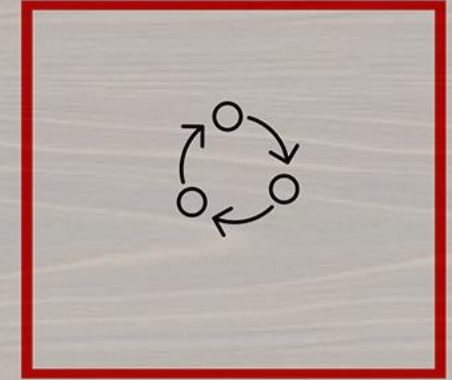
**Maximize Promotion**



**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.



# Maximize Promotion

- **Maximize Promotion**

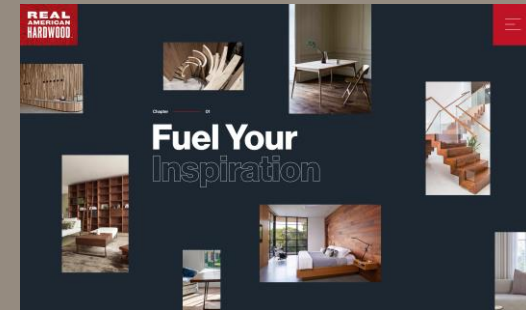
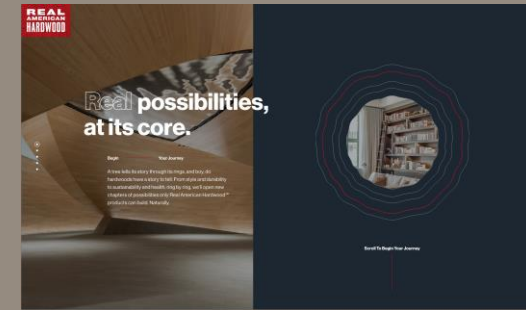
- Maximize the unified and focused promotion of real American hardwoods to garner recognition of their value versus alternatives and inform purchasing decisions.
- Increase promotion to consumer, design and construction audience.
- Achieve Industry recognition and increase the promotion of RAHC efforts.

**Desired Outcome: Full implementation of the CANVAS marketing plan, bringing to life brand recognition via a tagline, and measurable audience engagement through social, paid and earned media, on our way to becoming an influencer.**

# 2022 Recap

Launched promotion website at [RealAmericanHardwood.com](https://RealAmericanHardwood.com) to promote to consumers

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



# 2022 Recap

## Meeting with Chip and Joanna Gaines, and Magnolia Network executives

- Promoting hardwood and discussing partnership opportunities





# Stage 1 | Social Campaign (Implemented)

## Regular content across social media platforms

- Instagram, Facebook, Twitter, YouTube, & Pinterest
- Evaluate additional platforms: Tik Tok, etc.
- 13–15 original, branded posts/month across platforms
- 9–11 supplemental posts/month across platforms

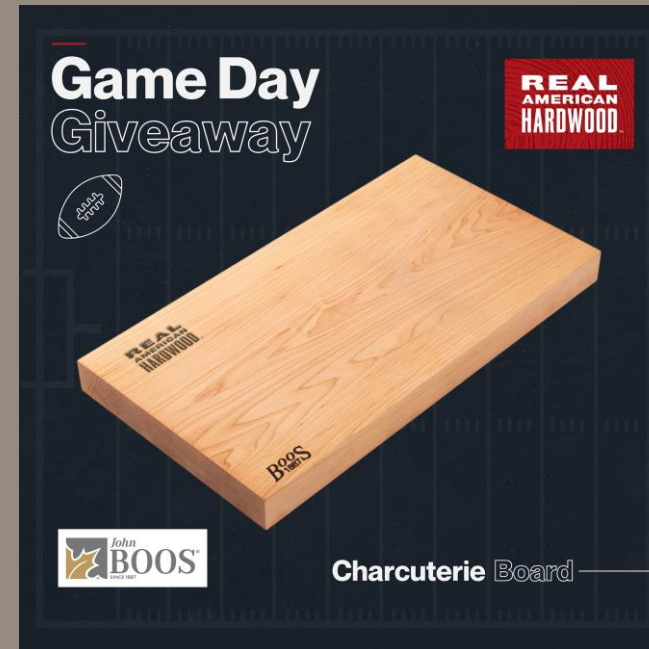
## Constant evaluation of social data & website traffic

- Provides baseline of performance
- Informs strategy adjustment for the following months



# Stage 1 | Social Campaign Highlights

## Creating Partnerships



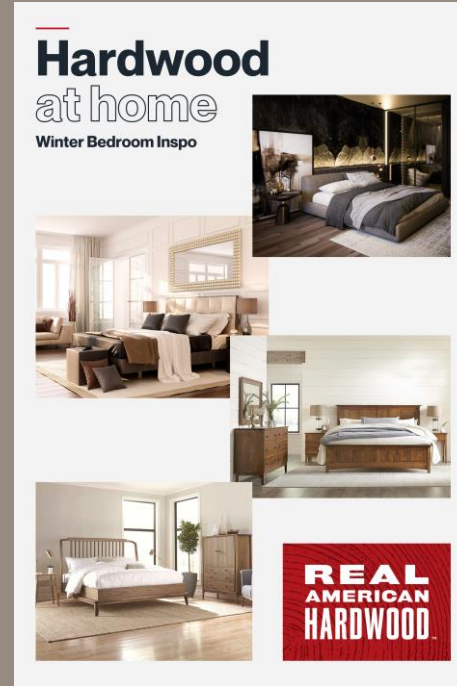
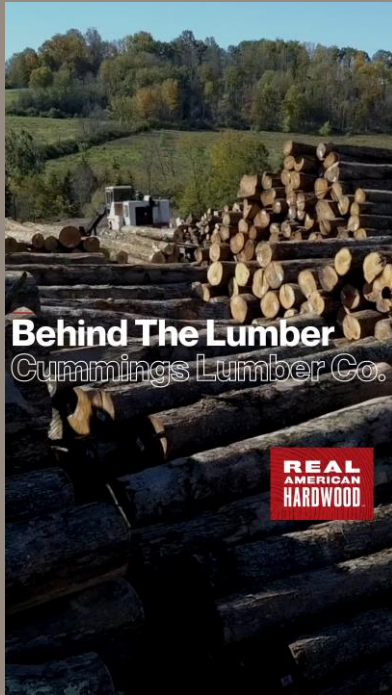
## Growing Our Audience

@RealAmericanHardwood | #RealAmericanHardwood



# Stage 1 | Social Campaign Highlights

## Show Real People in Our Industry



## Inspire and Educate Homeowners

@RealAmericanHardwood | #RealAmericanHardwood



# Stage 1 | Social Campaign Highlights

**Showcase Natural Wood**



**Highlight Design Trends**

**Relate Wood to Everyday Life**



@RealAmericanHardwood | #RealAmericanHardwood




# Stage 1 | Social Campaign Highlights

## Showcase Nature

**Real American Hardwood**  
November 18, 2022 · 🌐

Did you know that only hardwood trees have leaves? One of our favorite things about fall is getting to see all the leaves change colors! Are you loving all the vibrant #fallfoliage this year? Share a photo of your favorite foliage, and tag us for a chance to be featured!

#RealAmericanHardwood #fall #autumn #fallfoliage #leaves #fallleaves #autumnleaves #trees #treesinfall #fallcolors #fallvibes #nature



**Fall Colors**

**Getting to the roots**







As days become shorter during fall, leaves absorb less energy from sunlight.

And as temperatures drop, the chlorophyll in leaves breaks down, revealing vibrant colors due to carotenoids & anthocyanin pigments.


**Did you know only hardwood trees have leaves?**

Here are some of our colorful, fall favorites →

**REAL AMERICAN HARDWOOD**

					
Sweetgum	Oak	Aspen	Maple	Beech	Birch

**Real American Hardwood**  
Reels · Dec 1 · 🌐



**This Made That?**

Curious about the adaptability of hardwood?

Link in bio to read more.

**REAL AMERICAN HARDWOOD**

Did you know #RealAmericanHardwood is used to create myriad items that we use in our daily lives? From flooring to toothpaste, hardwood is all around ... See more

## Share Fun Wood Facts

@RealAmericanHardwood | #RealAmericanHardwood



National

# Hardwood

nationalhardwoodmag.com

Magazine

"Read By North America's Major Hardwood Purchasing Agents"

ESTABLISHED IN 1927

FEBRUARY 2023



Family owned since 1929



## GTL Lumber, Inc

1301 Adams Lane • Ironton, OH 45638 • 740-533-0800 Office

Sales: Erin Cox • 740.250.4227 • erin@gttlumber.com

REAL AMERICAN HARDWOOD



Manufacturing Quality KD  
Appalachian Hardwoods  
4/4 Thickness

Quarter Sawn  
White Oak

Plain Sawn  
White Oak, Red Oak & Poplar



# Stage 1 | Social Campaign Highlights

## Produce Educational Content



**40k Views in 1 Week**

# Stage 2 | Content Integrations & Partnerships (Now)

## Start outreach to home improvement networks

- How can RAHC be included in programming?
- What established and up-and-coming personalities align with our brand?

## Funding is essential

- Partnership fees
- Product donations
- TV spots





# Stage 3 | Media Relations, Influencers, & Projects

## Identify Magazine 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



# Increase Funding

- Increase Funding

- Expand multifaceted and sustainable fundraising outreach to secure the resources required to effectively deliver on the coalition's mission.
- Execute multi-faceted fundraising plan
- Expand engagement of the industrial segment of the industry

**Desired Outcome: Developed and executed a long-term plan, securing at least \$3M in committed annual giving from an expanded donor base, reaching across the supply chain and beyond our industry borders to maintain a robust marketing program and deliver on the coalition's mission.**

# 2022 Recap

- **2022 Revenue: \$529k**
- **Guitar Fundraisers – \$30,000+**
  - Cascade Hardwoods
  - Northwest Hardwoods
  - HMR
- **State Match Programs**
  - Continuing in 2023



**How we've grown in 2022**

- 130 Companies
- 30 Associations
- 12 Major Industry Meetings
- 1000+ New Followers
- **1 Coalition**

The infographic also features a map of the United States with red location markers in the Pacific Northwest, the Midwest, and the Southeast. Three circular inset photos show groups of people: one in a workshop, one outdoors in a wooded area, and one sitting on a log.

# AHMI Member Contributors

Abenaki Timber Corp.

Allegheny Wood Products

American Millwork, LLC

Bennett Logging, Inc.

Biolube

BPM Lumber

Brenneman Lumber Co.

Brush Run Lumber, Inc.

Caperton Furniture Works

Country View Woodworking Ltd.

Coastal Timberlands Company

Cummings Lumber CO., Inc.

East Anderson Hardwoods

East Ohio Lumber Co.

Grist, Inc.

Gutchess Lumber

Hardwood Market Report

Hardwood Review

Harold White Lumber, Inc.

Hochstetler Milling, Ltd.

Hochstetler Wood, Inc.

HW Chair, Ltd.

Keiver-Willard Lumber

Lewis Lumber Products

Middle Tennessee Lumber Co.

NWH

Pardee Resources Company

Peach State Lumber Products

Pennsylvania Hardwoods, Co.

Pennsylvania Lumbermen's Mutual

Insurance Company

Penn-Sylvan International, Inc.

Pierson Lumber Co., Inc.

Powell Valley Millwork

Ron Jones Hardwoods Sales, Inc.

Rorabaugh Lumber Company

Roy Anderson Lumber Co.

Sheoga Hardwood Flooring

Somerset Hardwood Products, Inc.

Stella-Jones Corporation

Tanner Lumber Company

Tioga Hardwoods, Inc.

TMX World Shipping Co., Inc.

The Turman Group

Walker Lumber Company, Inc.

Walnut Creek Lumber CO., LLC

Yoder Lumber Co.

# 5-Year Fundraising Goal

- Annual Goal of \$3 million (Associations & Companies)
- Several companies committed for 3–7-year contributions
- Help **Build** your future!

**Real American Hardwood Coalition Contribution Form** [Complete Online](#)

**Company:** \_\_\_\_\_ **Association Affiliation(s):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Industry Sector:**

<input type="checkbox"/> Logging/Forestry	<input type="checkbox"/> Hardwood Veneer Manufacturer
<input type="checkbox"/> Forestland Owner	<input type="checkbox"/> Industry Supplier
<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



<b>Business Type</b>	<b>Contribution Range</b>	<b>Suggested Contribution</b>
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

# RAHC Fundraising Log



## Build Your World

Overall	
Overall Target	15,000,000
Overall Total	2,068,500
Overall Percent	13.8%
Overall # of donor pledges	57
Average \$ of Company Pledge per Year	\$ 11,332

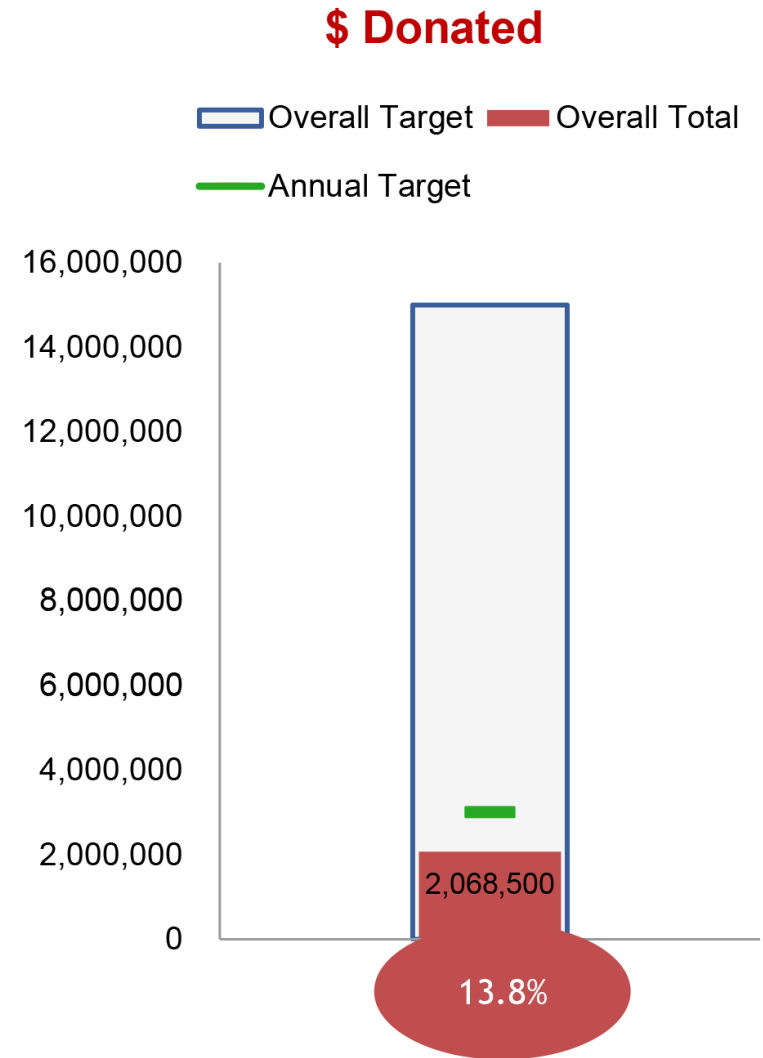
Annual 2023	
Annual Target	3,000,000
Total:	634,576
Annual Percent	21.2%

Annual 2024	
Annual Target	3,000,000
Total:	475,356
Annual Percent	15.8%

Annual 2025	
Annual Target	3,000,000
Total:	475,356
Annual Percent	15.8%

Annual 2026	
Annual Target	3,000,000
Total:	473,356
Annual Percent	15.8%

Annual 2027	
Annual Target	3,000,000
Total:	473,356
Annual Percent	15.8%



# Why Invest \$3 Million for 2023?

## Canvas Game Plan

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





# Operational Excellence

- **Enhance Operational Excellence**

- Enhance operations to maximize efficiencies and function, advancing the goals of RAHC.
- Create a clear and consistent organizational structure
- Build capacity to improve efficacy
- Identify programs, processes, products and services that do not contribute to operational priorities.

**Desired Outcome: The RAHC will have moved from a managing board to an advisory board, functioning with the committed resources to accomplish objectives as directed by the Board.**

# 28 Associations Participating in the RAHC

## **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

# Unify Industry

- **Unify Industry**

- Maintain and grow a coalition of hardwood stakeholders, optimizing their collective expertise and influence to unite around hardwood promotion.
- Expand existing coalition supporters and increase active participation
- Expand new stakeholder engagement
- Develop and implement consistent communications plan.

**Desired outcome: Secured a diverse coalition of allied associations and their directors, core company stakeholders and individuals from across the supply chain. Aggressively expanding active participation from every hardwood producing state.**

# Manifesto

Much like a fingerprint, no two pieces of hardwood are ever alike. Ever.

That's nature's way.

And guess what? Nature made us that way too.

Our idiosyncrasies are what people remember about us. Our unique expression is our fingerprint.

No matter how hard society tries to box us in, nature's always there to remind us that there's really only one you.

No one is you and that is your superpower.

So in the face of a world filled with lookalikes. Be unapologetically you.

Go ahead. Sing into your hairbrush while blasting Taylor Swift, paint your walls that lime green color your friends hate but you love. Build that tiny home, convert your foyer into a star wars shine. Be proud to be that cat lady. Put ketchup on your eggs, set your alarm clock to death metal. Be you.

When it's time to plus up your living space, just know there's a species of Real American Hardwood as unique as you to help **Build Your World.**

REAL  
LIVING THE REAL  
MUSICIAN

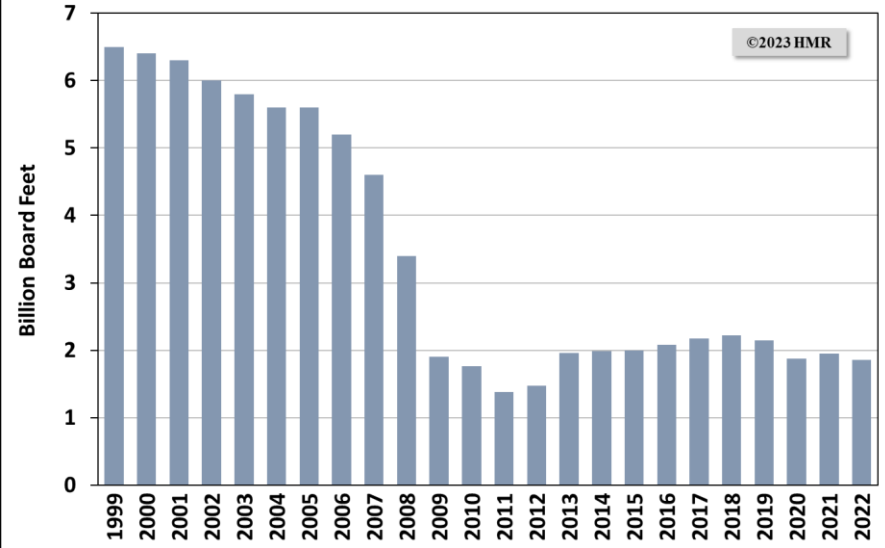
Build Your



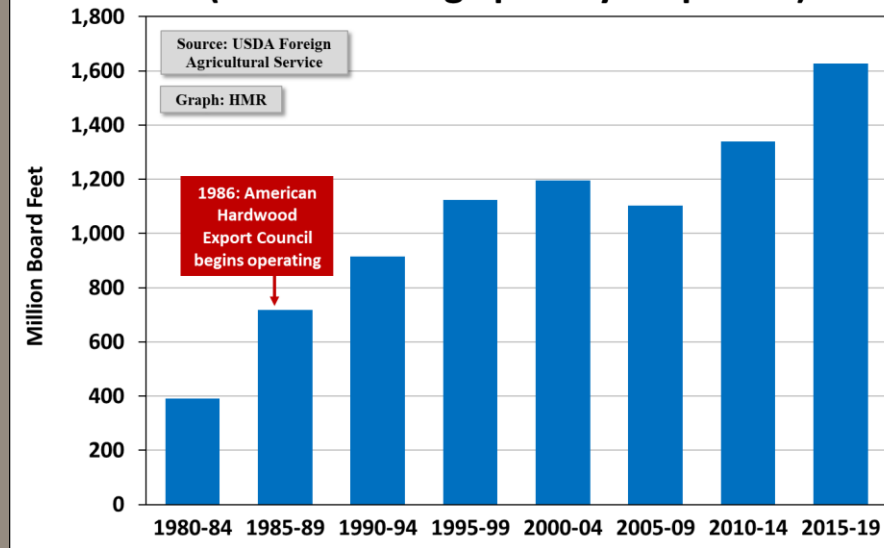
**REAL  
AMERICAN  
HARDWOOD**

**Build Your World**

### US Consumption of Hardwood Grade Lumber



### US Exports of Hardwood Lumber (annual average per 5-year period)



# What Lies Ahead for RAHC Hardwood Promotion

- **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  
Estate  
NATION

Build Your World



# Build Your **World**

    @RealAmericanHardwood  
 @RealAmericanHwd  
#RealAmericanHardwood

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