

NHLA & RAHC 2025 Activities

NHLA Mission

“To Grow and Stabilize the Hardwood Industry”

Presented by Dana Spessert

For More Information, Please Reach Out To:

Dana Spessert Chief Inspector & Dean of Education

National Hardwood Lumber Association

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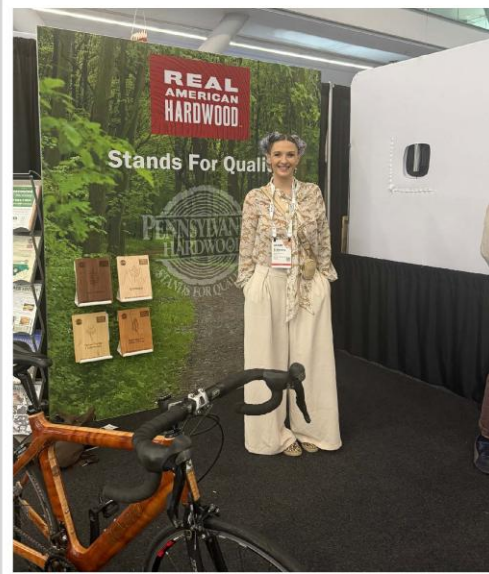
RAHC Marketing Help

USFS Grant for \$500,000:

- Primary Focus to Market to Designers and Architects
- Built Real American Hardwood .pro
- Exhibited or Attended:
 - Mass Timber Conference
 - National Wood Flooring Association Conference
 - Hospitality & Design Expo
 - NeoCon
 - AIA Conference on Architecture & Design
 - High Point Furniture Show

AIA25

Conference on Architecture & Design
June 4-7, Boston





PLEGGED FOR THE SUSTAINABILITY ACTION PLAN

Dear Lakisha:

NHLA d.b.a. Real American Hardwood is hereby signing on to the AIA 2030 Commitment program and its goal of carbon-neutral buildings by the year 2030.

The places where we live, work and play represent the largest sources of greenhouse gas emissions in America, as well as around the world. The design and construction industry has made significant strides toward creating high performance buildings of all types and uses. As a result, the industry is positioned to have a profound impact by continuing to foster high building performance and reducing building-related greenhouse gas emissions.

We understand the need to exercise leadership in creating the built environment. We believe we must alter our practices and encourage the entire design and construction industry to join with us to change the course of the planet's future. A multi-year effort will be required to alter current design and construction practices and realize significant reductions in the use of natural resources, non-renewable energy sources and waste production and promote regeneration of natural resources.

We therefore commit to take the following steps that are part of the AIA 2030 Commitment program:

- Create an account in the Design Data Exchange (DDx).
- Within six months of the commitment date, conduct company engagement related to the 2030 Commitment and create a Sustainability Action Plan.
- Endeavor to meet 2030 energy reduction targets across every project as a deliberate part of design.
- Within the first year and each year thereafter, report the progress of our entire portfolio toward meeting the 2030 goals by using the AIA 2030 DDx.
- Review how progress and practices are tracking with our company's Sustainability Action Plan. Update our Sustainability Action Plan once every three years, reflecting on the progress shown our reporting.

We also support the critical need for more consistent and more rigorous metrics related to actual building performance. We further commit our assistance to the AIA and others in the ongoing development of effective metrics and standards for reporting purposes. It is understood that reporting through the AIA 2030 Commitment program must respect the confidentiality of information about specific clients, projects and proprietary tools.

We look forward to working with you and our professional colleagues to achieve the goals of the 2030 Commitment.

Sincerely,

Brooke Pajkurich





Neocon in Chicago May 2025



Seth from cambium carbon smart wood & samples of reclaimed thermally modified oak





Attending ASID Gather 2025



Nominated as a volunteer member for the Environment, Health & Wellness Committee with ASID

Hello Brooke,

Congratulations! On behalf of Elizabeth Von Lehe, ASID, NCIDQ, chair-elect of the ASID National Board of Directors, you have been selected to be a volunteer **Member** of the **Environment, Health & Wellness Committee**. Your 3-year term begins October 1, 2025, aligned with ASID's fiscal year 2026. Thank you for your support of ASID to make a meaningful difference within our ASID community!





HPMKT
High Point Market.



Moderated by Linda Kafka | Future of Design Expo

Friday, October 25 | 3:30 – 4:30 pm
ANDMORE | CENTER STAGE









Upcoming Panel Discussion & Workshop Center Stage at HPMKT25

Linda Kafka from Science in Design and Nicole Baxter, the creator of the Neuroaesthetics Theory for Interior Design, have extended an opportunity to participate in a prominent panel discussion at HPMKT. This event will feature a live, hands-on workshop, allowing the audience to experiment with various stains on hardwood species, including alder, ash, beech, birch, elm, red oak, thermally modified hardwood, and reclaimed hardwood.

Additionally, I have invited Tom Inman to join this discussion, bringing along samples of Appalachian hardwoods and a selection of stains for demonstration.

CONTRIBUTORS





2 - Infographic Feedback

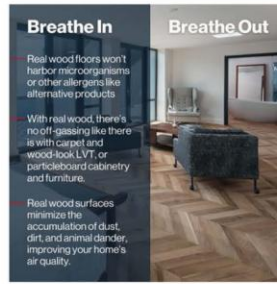
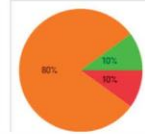
Feedback on a couple of infographics for socials

2.1 - Hardwood Flooring



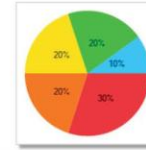
Please rate if this infographic is appealing to you.

- Very appealing (2/10 - 10%)
- Needs improvement (8/10 - 80%)
- Does not relate (0/10 - 0%)
- Informative & Intriguing (2/10 - 10%)



Does this image represent a perceptible social media image that you could see you or other designers engage with?

- Informative but unclear or uninteresting (3/10 - 30%)
- Needs improvement (2/10 - 20%)
- Has little to no impact on me (2/10 - 20%)
- Makes me curious to know more (2/10 - 20%)
- Demonstrates a social media post I would engage with (1/10 - 10%)



Part 1 of NHHLA & Realamericanhardwood.pro focus group

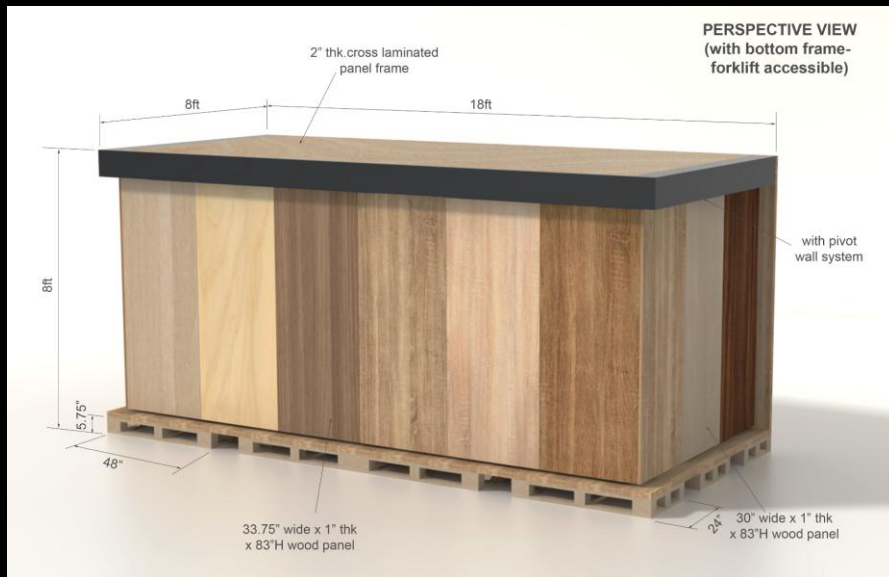
Part 1 of the focus group provided valuable insights into the types of content that designers prefer to engage with on social media, the marketing insights they seek, and their current use of hardwood in projects.

Part 2 will shift its focus to a dial test format featuring all 6 videos from realamericanhardwood.pro. This session aims to gather further insights and develop a strategic roadmap for designer-driven engagement that encourages greater utilization of hardwood. Part 2 of the focus group is scheduled for July 24 at 1 PM Central Time.



National Hardwood Lumber Association Hardwood Resources Marketing Help

10x20 Hardwood CLT Tradeshow pavilion for domestic tradeshows to showcase hardwood.







32 HARDWOOD CLT PANELS COMPLETED BY MSU WOOD LAB & ARE AT CITY WOOD IN MEMPHIS TO COMPLETE THE BOOTH ASSEMBLY





National Hardwood Lumber Association Hardwood Resources Marketing Help

Hardwood Species Guides, Coming Soon- Stain Guides





National Hardwood Lumber Association

Hardwood Resources

Marketing Help

Hardwood and Design Magazine May 2025

6,000 Print for mail and at Shows

Digital Version on Website

For Designers & Architects

Advertisements are Available

Email John Hester J.Hester@NHLA.com





National Hardwood Lumber Association Hardwood Resources

Convention: October 1-3rd San Antonio, Texas

Registration open April 14th

ITSEF Golf Tournament on 1st at 7am

Keynote Speaker Economist Taylor St. Germain

Education Session on Topics That Impact Your Business

Thank You.
Any Questions
About NHLA & RAHC 2025 Activities?

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