

## HMA Conference Helps Members Navigate Challenges

More than 200 industry stakeholders, including RTA's Jim Gauntt, gathered in March in Fort Worth, Texas, for the 2016 National Conference and Expo of the Hardwood Manufacturers Association (HMA). The 2 ½-day event, designed to provide pertinent industry-related manufacturing, marketing, resource and management information, was open to all industry stakeholders and included an Industry Expo, several networking receptions and the following "on point" presentations.

- Charlie Niebling of the Biomass Thermal Energy Council and Greg True of The Chip Doctors presented "Revenue & Profit Centers: Are you Leaving Money on the Floor?" a discussion on biomass for energy/heat, and how certain mill adaptations can turn waste into profit.
- David Caldwell, *Hardwood Market Report* assistant editor, presented information on current "Hardwood Market Trends," as well as a sneak-peak of what lies ahead.
- Hardwood Federation Executive Director Dana Lee Cole provided a "2016 Legislative Update" and discussed how greater participation by all industry stakeholders can affect the outcome.
- An HMA member panel, composed of Baby Boomers, Generation X'ers, and Millennials, discussed "Leveraging the Generational Differences in the Workplace," and demonstrated how a company willing to invest in its people will experience increased productivity, greater employee retention, increased customer satisfaction, and greater profitability.
- "Improving your Risk Profile to Slash your Rates," was conducted by certified



A three-generation panel of HMA members discussed generational differences in the workplace along with the importance of investing in team members.

Risk Manager and Duncan Financial Group Vice President David R. Leng.

- Dr. Chad Moutray, economic forecaster and chief economist for the National Association of Manufacturers, presented a much-appreciated "Global Economic Outlook."
- Aviator, author, aviation/aerospace consultant, and current member of the National Transportation Safety Board (NTSB), the Hon. Robert L. Sumwalt, discussed "The Critical Role of Leadership in Promoting Safety."

When asked to describe the HMA, Frank "Skipper" Beal of Beal Lumber Company Inc. in Little Mountain, S.C., Railway Tie Association Executive Committee member and past president of HMA, said,



Skipper Beal

"My enthusiasm for the HMA is no secret. I find it to be a unique association that openly and generously shares industry knowledge and experiences. And through my involvement with its membership, I've learned, I've brainstormed, I've laughed and I've celebrated. It is my privilege to be involved with such a fine group."

HMA member benefits include national and regional meetings, facility tours, special reports and surveys, industry updates and more. Beal said HMA provides a significant connection to the forest products industry. "The facility tours are eye-opening and the networking opportunities extremely valuable. I've already marked my calendar for HMA's upcoming Central Regional Meeting, May 25-26 in Louisville. If you were wise, you'd do the same." ■

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# Netterville Lumber Company: Four Generations Of Success



From the very beginning, Netterville Lumber Company has been focused on quality. That's why since the company was established in 1952 they literally cut the timber in the forest and produced it to the finished product.

That commitment to ensuring products are nothing short of spectacular is what has led to the company's serious success and longstanding relationships with customers, said Matthew Netterville, VP of operations. "We try to make the best product we can to keep customers happy and coming back to work with us again and again. We are very concerned about our brand. We want to stand out as being one of the best."

The drive to build a sought-after brand began with Fred Netterville in 1952. After graduating from the University of Mississippi, he went home to his small community of Buffalo, Miss.—just eight miles north of Woodville, where the company is now based—purchased his father's

sawmill and started Fred Netterville Lumber Company.

Originally, the company focused on selling lumber to meet needs within the local community. Despite some tough times over the years, Fred grew the company and eventually, in 1980, welcomed his son Charlie to the business. The father/son duo led the company to further success, and now the company manages business all over the United States and even has an office in China. "We sell all over the world," Netterville said. "We are probably in the top 15 in production mills in the country. We've grown significantly."

Charlie's sons, Matthew and Seth, are the fourth generation who has joined the family business, working to help their father build on the company's current success. "While our business is run by three family members, we feel that all of our employees are family as well," Netterville said. "We all take pride in what we do, and it shows in our products."

The company produces everything from flooring and molding to timber and cross-ties. In fact, company leaders have made a serious effort to keep the company as well rounded, Netterville added. "We've always been very lumber oriented, and then a couple of years ago we built a tie mill on site," he said. "With that, we've gotten more into the tie market. We like to be able to service a lot of different industries."

That focus on variety and emphasis on quality and customer satisfaction are what Netterville believes will continue to propel the company into the future. "We plan to keep doing what we're doing for another 60-plus years," he said. "We've always had the mindset that if you aren't growing, you're dying. We always want to be the biggest and best at what we do, and we feel we can do that by always working to better our product and continuing to be customer oriented." ■ —Paige Townley



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