MFPA POLITICAL ACTION
FUNDRAISING REMAINS IMPORTANT

The forest products industry in Missouri continues to deal with economic and social uncertainty and the impacts on our members is far reaching. Unfortunately, the necessity for MFPA to stay engaged politically remains very important and the need to raise money for our political action committee (PAC) is critical even though our industry is grappling with unprecedented issues. In the coming weeks MFPA will be launching an online auction to raise money for the PAC.

The 2020 election cycle is obviously significant locally, statewide, and nationally as most all office holders are up for election. MFPA relies on our lobbyists Shannon Cooper and Nancy Giddens to make recommendations to the PAC who will vote on contributions to be presented to political candidates that best support our industry. The PAC will meet “virtually” over the coming weeks to make decisions regarding MFPA’s political contributions. Remember, MFPA's PAC dollars are only eligible to be spent on Missouri elections, no federal contributions can be made.

Very soon we will be announcing a call for auction items. PLEASE consider donating an item to the MFPA PAC auction that has an estimated value of $100 or more that can be presented to the entire membership and “bids” will somehow be collected electronically. We will have our own ebay platform to benefit the MFPA PAC. It is very unfortunate that we will not be able to gather personally at our annual Summer Meeting and enjoy a live auction and all the fun that comes with face to face live bidding. However, keep in mind the vital importance of raising money to support those who support us in Missouri and place a bid for one of the items!

Some memories from the good ole days:
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WELCOME NEW MFPA MEMBERS

Company: Mill Creek Farms
Contact: Duane Luffy
Phone: (573) 880-3544
Email: duaneluffy@yahoo.com
County: Sainte Genevieve

Company: Mozark Wood Products
Contact: Bobby Duncan
Phone: (573) 436-8127
Email: mozarkwoodproducts@gmail.com
County: Saint Francois

**REMINDER**
ONE CE IS REQUIRED ANNUALLY TO RETAIN THE PTH CERTIFICATE

BECOME PART OF OUR 100-YEAR SUCCESS STORY

Our decades-long relationships with more than 125 independently owned sawmills has enabled us to consistently provide high-quality crossties to multiple customers. These sawmills are often multi-generational businesses with the same family values that are shared by Gross & Janes.

To learn more about becoming one of our successful sawmillers, contact Bill Behan at 636-343-8484 or BillBehan@grossjanes.com.

www.grossjanes.com
They say that every dark cloud has a silver lining. I am not 100% positive of that, yet...but we have certainly had a fair amount of dark clouds. Those clouds have caused a lot of rescheduling. From meetings and PTH classes to Continuing Education opportunities. I tried very hard not to CANCEL anything, but try to reschedule for later in the year, when the pandemic ends, the weather improves, chances to work get better, good things come back into our world. In the meantime, we still need everyone to stay current with their Continuing Education. The silver lining... we are trying new things to create new opportunities. Yes, we still will make the rescheduled Area Meetings happen, we will try to set up the pre-harvest planning and invasive species workshops...but we are also going to be adding to the opportunities on the website. I am not saying it will happen by the time you finish reading this newsletter...but we are trying to add several new online programs and make DVD/video available on the website. Recently we have had complaints about not being able to successfully view a DVD, so we are trying to make things easier for you. SO keep your eyes out in the newsletter AND online. We really ARE trying to create a silver lining.

Don’t forget, any industry related meeting or training also counts towards credit. Get your CE credit.
Support the PAC

MFPA will be holding a PAC auction in order to financially support legislative candidates and causes that are beneficial to Missouri’s forest products industries. Please donate items valued at $100 or more to be auctioned at a date to be determined. We have had many items donated in the past that were auctioned at the Summer Meeting and were very successful in supporting the PAC. Even though we will not be formally meeting this summer, let’s continue to support the PAC and our industry.

We already have two items donated! The Giddens Group donated a Glock 44 22 caliber and B & K Manufacturing, Inc. donated a cornhole set.
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Cape Girardeau – Tamara Bullard: 573-388-4832
www.danielandhenry.com
Real American Hardwood Promotion Coalition Update

The Real American Hardwood Promotion Coalition (RAHPC) is making great strides forward, despite the COVID19 pandemic. All research has been conducted, analyzed, and placed in the hands of the brand accelerator.

The research encompassed a wide audience of consumers, architects, contractors, home renovators, designers, millennials, and Gen Xers. It was conducted in a variety of methods - in-person focus groups, online polling, and interactive bulletin boards. Results of this research provide the basic tenets for developing a much-needed over-arching brand identity.

Key findings of the research include:

• Attributes favoring American hardwood:
  o Attractiveness (#1 Attribute)
  o High-end Appeal
  o Uniqueness
  o Durability
  o Gold Standard - everyone wants the look and feel of real hardwood products.

• Drawbacks in choosing American hardwood:
  o Cost (#1 Barrier)
  o Not a “Good Value”; disconnect between durable being good value
  o Disposable Society
  o “Close is Good Enough”

• Little importance in the decision process:
  o Made in America
  o Environmentally-friendly
  o Sustainability of the resource

Our marketing consultants have developed a preliminary go-to-market playbook which will outline the many ways companies and associations can engage and guide influencers. Once this step is finalized, RAHPC can begin to consider where we start our activities for the most effective exposure. Additionally, we will be addressing sustainable fundraising methods.

The RAHPC Executive Committee is preparing a webinar to update funding partners and industry affiliates on the Playbook highlights. A representative from Clutch will present the American hardwood brand platform, brand tag and recommendations for engaging audiences and influencers.

To learn more about the webinar details, or to sign on as a funding partner, email hardwoodpromotion@gmail.com or reach out to any RAHPC Executive Committee member.
MFPA Membership Directory

The Membership Directories are here and are being shipped to you! We would like to thank all the companies that placed an advertisement in the directory. Your advertisements make the directory possible.

Thank you advertisers:
Biolube, Inc.
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Madison County Wood Products, Inc.
McClain Forest Products LLC
Menominee Saw & Supply Company, Inc.
Missouri Forest Services Corporation
Missouri Master Logger Program
Missouri Professional Timber Harvester Program
Missouri Wood Industry Insurance Trust
TAG Truck Center
The Daniel and Henry Company