Building on a proud legacy

In early June, Mark Barford, Executive Director sent out an email to all members announcing and describing the re-branding that NHLA will soon undertake.

Throughout NHLA’s 110 years existence, the industry and NHLA have undergone considerable and constant change. One of the attributes of any successful organization is its ability to not only respond to change but to anticipate future developments. In just the last decade, our industry has seen transformational change, especially with the massive relocation of furniture factories and the increasingly green revolution environmentalism. Over the past 18 months, NHLA’s leadership has been developing a new communications and outreach strategy to address current challenges and future opportunities. In August of 2008, NHLA will be turning over a new leaf.

NHLA’s re-branding is comprehensive and includes a refocus of services and programs, plus a new logo. The strategic review process to get to this point has been long and deliberative. In 2006, the NHLA Board created a Communications Committee and empowered a Communications Consultant Task Force. In the spring of 2007, the Task Force selected a communications consultant to research the interaction of NHLA and its members. The consultant recommended an evolution of the NHLA brand to better reflect recent changes in the industry and the impact on our members. In November 2007, the NHLA Board of Managers unanimously approved a set of new brand attributes and a new logo. Please see opposite page our new logo, the brand attributes and steps NHLA is taking to meet the new standards.

This brand reflects our new focus.

- We will, as always, be keeper of the rules for our industry. They are the foundation of NHLA. However, NHLA’s communication efforts will go beyond just addressing NHLA services.

- We intend to be deeply involved in the forces shaping the future of the industry: certification, consumer choice, global trade, etc. In order to provide further leadership, NHLA will engage the media in a more proactive role. The NHLA’s education program will also be adding enhanced education courses designed to give members what we and our employees need at all levels of their careers, be it entry level, mid management, or senior executives.

- We will continue our increased involvement with the Hardwood Council, Hardwood Federation and the American Hardwood Export Council. Change is a given Our markets and the industry are now global, and the stakes are too high for us to simply be sitting on the sidelines.

- We not only have to adapt, but reinvent our communication strategy and revitalize our brand. The NHLA has been the premier hardwood association for over 110 years. Such a rich history gives us the foundation to create, captivate and connect.

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As we make these changes, we are fully aware that we are continuing the legacy of the visionaries who foresaw the future of our industry. And by being visionaries of the industry today, we are building on their proud legacy.

Jim Howard, President
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