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NHLA Board of Managers Announces Change in Executive Leadership

MEMPHIS, TENNESSEE – The Board of Managers of the National Hardwood Lumber Association (NHLA) today announced the appointment of Lorna D. Christie as the organization’s Executive Director. She will be the first woman to serve in that role in NHLA’s 118-year history.

Pem Jenkins, President of NHLA’s Board of Managers, said, “Our ongoing work on the NHLA strategic plan has helped us recognize that change is inevitable. Our future success as an industry and trade association will be determined not only by how we manage change, but also how effectively we pro-actively address both our challenges and opportunities moving forward.”

Since January, the Board Search Committee has conducted an extensive search to find the right Executive Director to lead NHLA through its next stage of growth. We are excited to have found that person in Mrs. Christie, an accomplished association executive with a proven record of successfully leading complex organizations. She understands the unique challenges and opportunities of commodity based trade associations and industries. She also brings to our organization a diverse skill set and experience that is perfectly aligned with the key areas of the NHLA Strategic Plan.

Mrs. Christie said, “I am honored to be chosen as the Executive Director for such a prestigious organization. NHLA has played an important role in the hardwood lumber industry for over 100 years. My first priority will be to visit with members to learn more about how the association can best serve their needs.”

“The Board would also like to acknowledge the contributions Mark Barford made during his 10 years as an ambassador for NHLA. We sincerely thank him for his dedicated service,” noted Brent Stief, Vice President of NHLA’s Board of Managers.

About Lorna Christie

Lorna’s diverse career experience includes senior management roles in corporate, non-profit, and government organizations. Her key areas of expertise include strategic planning and change management, marketing communications, public and government affairs, crisis mitigation and management, and branding. She also served under the George Bush Senior administration in the Office of the Special Adviser to the President, United States Office of Consumer Affairs.

The world’s largest and oldest hardwood industry association, NHLA represents more than 700 companies and individuals that produce, use and sell North American hardwood lumber, or provide equipment, supplies or services to the hardwood industry. It was founded in 1898 to establish a uniform system of grading rules for the measurement and inspection of hardwood lumber. Since 1979, its headquarters have been in Memphis. To learn more about NHLA, please visit www.nhla.com.

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