



Media Contact Information:

Renee Hornsby
Communications Director NHLA
901-399-7560
r.hornsby@nhla.com

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PRESS CONFERENCE: August 21, 2008 at 11:30am

National Hardwood Lumber Association Turns Over A New Leaf During The Upcoming International Wood Fair in Atlanta.

MEMPHIS, TENNESSEE – One of the attributes of any successful organization is not only the ability to respond to change but to anticipate future developments. In the last decade, the hardwood lumber industry has seen transformational change, especially with the relocation of user factories, the increasingly mainstream aspects of environmentalism and the growing international market. Over the last 18 months, NHLA has been developing a new communications and outreach strategy to meet these challenges and better serve the needs of its members. In August of 2008 at the International Wood Fair in Atlanta, NHLA will “turn over a new leaf”

WHO: Mark Barford, NHLA Executive Director
Jim Howard, NHLA President

WHAT: Press Conference to announce the new NHLA brand and refocused message.

WHEN: Thursday, August 21, 2008 at 11:30am.

WHERE: Room B301, International Wood Fair at the Georgia World Congress Center

NOTES: To schedule a personal interview, please contact Renee Hornsby at 901-399-7560. NHLA will be exhibiting at IWF, exhibit booth #A432.

The world’s largest and oldest hardwood industry association, NHLA represents 1,600 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 1980, its headquarters have been in Memphis. To learn more about NHLA, please visit www.nhla.com.