



Media Contact Information:

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

FOR IMMEDIATE RELEASE: March 2, 2010

Hardwood Matters Wins Silver in Association TRENDS 2009 All-Media Contest

MEMPHIS, TENN. – The flagship publication of the National Hardwood Lumber Association - *Hardwood Matters* has been honored with a Silver Award (in the category of monthly trade association magazine with an organization budget of up to \$1 million) in *Association TRENDS*' 2009 All-Media Contest. It was one of more than 425 entries in the association publications contest.

The 31st Annual Salute to Association Excellence was held February 23, 2010 at the Capital Hilton in Washington, D.C. The winning entry of *Hardwood Matters* - October 2009 Special Edition: Sustainable Design was on display at the event, along with the other winners.

“We are so pleased to be in the winners’ circle this year. The communications team has worked hard to make *Hardwood Matters* not only an invaluable tool for member communication but a strong industry news vehicle as well,” said Renee Hornsby, Editor of *Hardwood Matters* and Director of Communications. “We are hoping to make the trip to D.C. a regular event.”

NHHLA is the world’s largest and oldest hardwood industry association, representing more than 1,300 companies and individuals that produce, use and sell North American hardwood lumber, or provide equipment, supplies or services to the hardwood industry. *Hardwood Matters* is produced eleven times a year and distributed to all members throughout the world.

The TRENDS All-Media Contest is an annual competition held exclusively for associations, recognizing the most creative and effective communication vehicles developed in the industry over the prior year. The 2009 competition included more than 425 entries in 26 categories of association communications.

To view the *Hardwood Matters* - October 2009, Sustainable Design winning entry please visit www.nhla.com.

The world’s largest and oldest hardwood industry association, NHHLA represents more than 1300 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, Tenn. To learn more about NHHLA, please visit www.nhla.com.

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