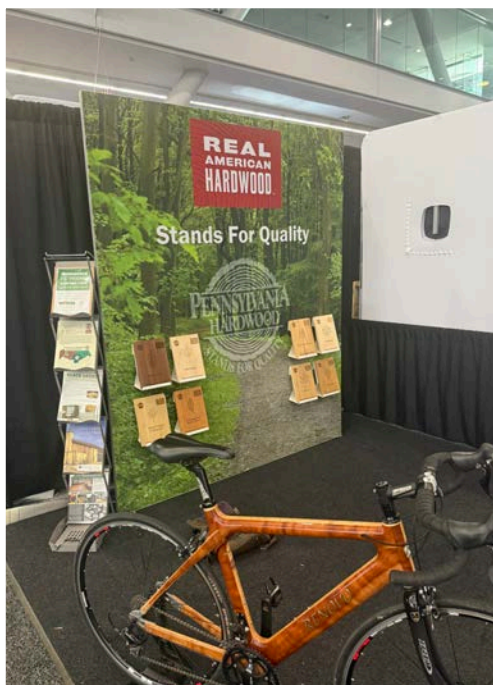
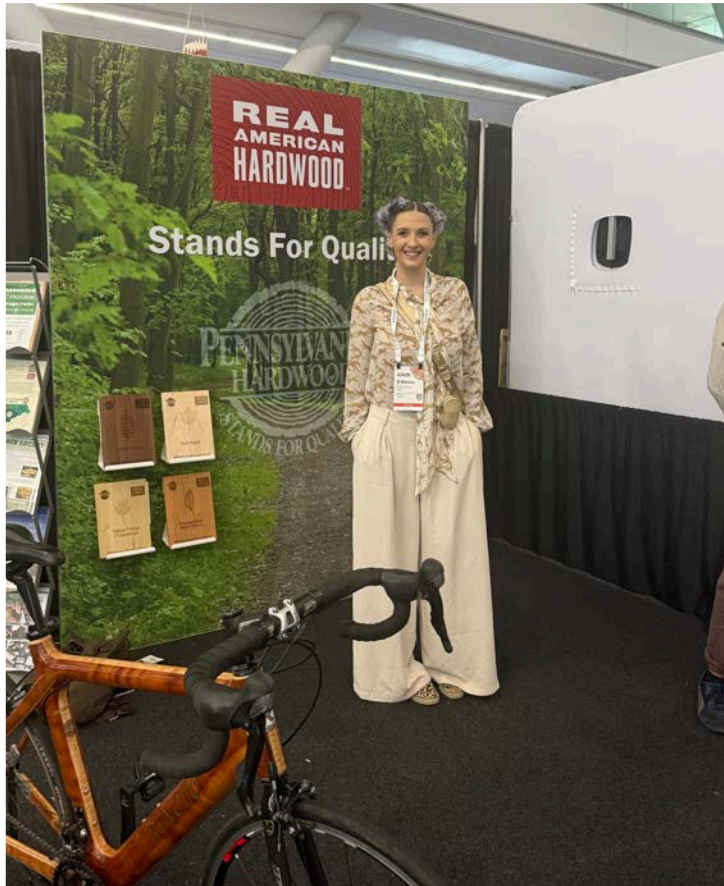


# AIA25

Conference on Architecture & Design  
June 4-7, Boston

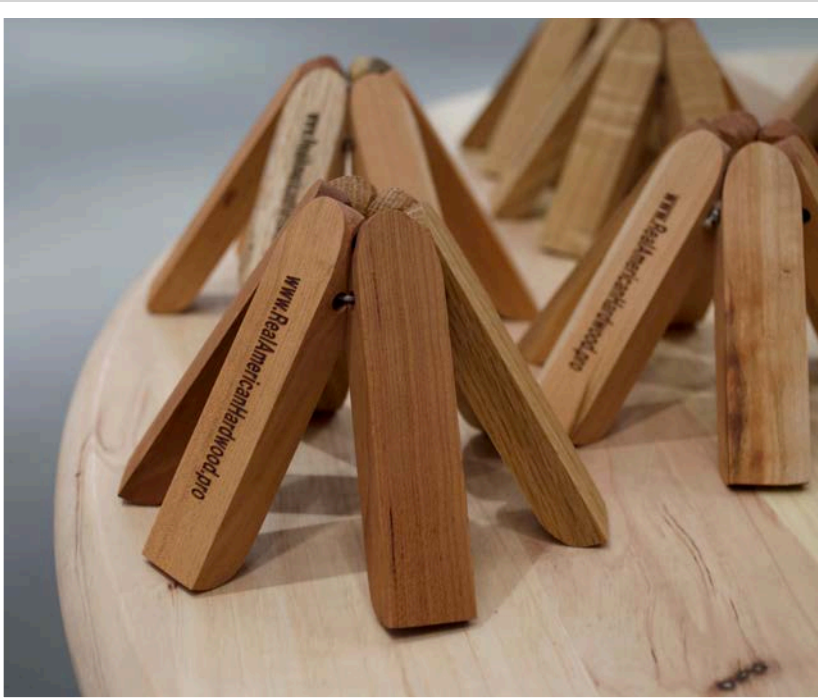


**REAL  
AMERICAN  
HARDWOOD**





# Neocon in Chicago May 2025





# PLEDGED FOR THE SUSTAINABILITY ACTION PLAN

Dear Lakisha:

**NHLA d.b.a. Real American Hardwood** is hereby signing on to the AIA 2030 Commitment program and its goal of carbon-neutral buildings by the year 2030.

The places where we live, work and play represent the largest sources of greenhouse gas emissions in America, as well as around the world. The design and construction industry has made significant strides toward creating high performance buildings of all types and uses. As a result, the industry is positioned to have a profound impact by continuing to foster high building performance and reducing building-related greenhouse gas emissions.

We understand the need to exercise leadership in creating the built environment. We believe we must alter our practices and encourage the entire design and construction industry to join with us to change the course of the planet's future. A multi-year effort will be required to alter current design and construction practices and realize significant reductions in the use of natural resources, non-renewable energy sources and waste production and promote regeneration of natural resources.

We therefore commit to take the following steps that are part of the AIA 2030 Commitment program:

- Create an account in the Design Data Exchange (DDx).
- Within six months of the commitment date, conduct company engagement related to the 2030 Commitment and create a Sustainability Action Plan.
- Endeavor to meet 2030 energy reduction targets across every project as a deliberate part of design.
- Within the first year and each year thereafter, report the progress of our entire portfolio toward meeting the 2030 goals by using the AIA 2030 DDx.
- Review how progress and practices are tracking with our company's Sustainability Action Plan. Update our Sustainability Action Plan once every three years, reflecting on the progress shown our reporting.

We also support the critical need for more consistent and more rigorous metrics related to actual building performance. We further commit our assistance to the AIA and others in the ongoing development of effective metrics and standards for reporting purposes. It is understood that reporting through the AIA 2030 Commitment program must respect the confidentiality of information about specific clients, projects and proprietary tools.

We look forward to working with you and our professional colleagues to achieve the goals of the 2030 Commitment.

Sincerely,

Brooke Pajkurich





## Attending ASID Gather 2025



## Nominated as a volunteer member for the Environment, Health & Wellness Committee with ASID

Hello Brooke,

**Congratulations!** On behalf of Elizabeth Von Lehe, ASID, NCIDQ, chair-elect of the ASID National Board of Directors, you have been selected to be a volunteer **Member** of the **Environment, Health & Wellness Committee**. Your 3-year term begins October 1, 2025, aligned with ASID's fiscal year 2026. Thank you for your support of ASID to make a meaningful difference within our ASID community!



# Upcoming Panel Discussion & Workshop Center Stage at HPMKT25

Linda Kafka from Science in Design and Nicole Baxter, the creator of the Neuroaesthetics Theory for Interior Design, have extended an opportunity to participate in a prominent panel discussion at HPMKT. This event will feature a live, hands-on workshop, allowing the audience to experiment with various stains on hardwood species, including alder, ash, beech, birch, elm, red oak, thermally modified hardwood, and reclaimed hardwood.

Additionally, I have invited Tom Inman to join this discussion, bringing along samples of Appalachian hardwoods and a selection of stains for demonstration.

## CONTRIBUTORS









32 HARDWOOD CLT PANELS COMPLETED BY MSU WOOD LAB & ARE AT CITY WOOD IN MEMPHIS TO COMPLETE THE BOOTH ASSEMBLY







“Walnut is a premium, durable hardwood prized for its rich color and fine grain, making it a top choice for luxury and long-lasting furniture.”

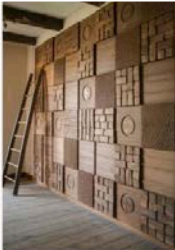


Walnut Hardwood

@RealAmericanHardwood



www.realamericanhardwood.pro



SOLID WOOD  
ACCENT &  
PARTITION WALLS




www.realamericanhardwood.pro







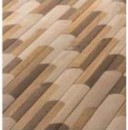

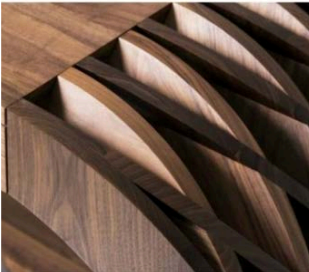
Creating & posting hardwood moodboards for Linkedin to Increase engagement with designers.




Real American  
Hardwood






www.realamericanhardwood.pro



NORTH AMERICAN HARDWOOD













www.realamericanhardwood.pro

SOLID  
HARDWOOD  
REAL AMERICAN HARDWOOD









## 2 - Infographic Feedback

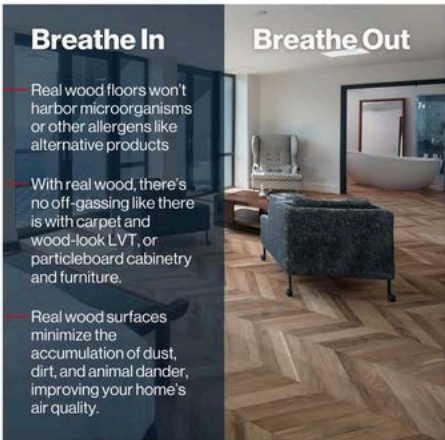
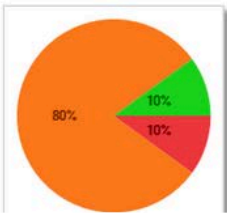
Feedback on a couple of infographics for socials

### 2.1 - Hardwood Flooring



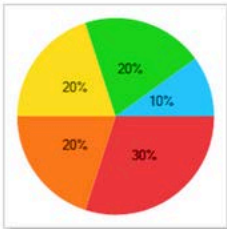
Please rate if this infographic is appealing to you.

- ☐ (1/10 - 10%) - Very appealing
- ☐ (8/10 - 80%) - Needs Improvement
- ☐ (0/10 - 0%) - Does not relate
- ☐ (1/10 - 10%) - Informative & Intriguing



Does this image represent a perceptible social media image that you could see you or other designers engage with?

- ☐ (3/10 - 30%) - Informative but unclear or uninteresting
- ☐ (2/10 - 20%) - needs improvement
- ☐ (2/10 - 20%) - Has little to no impact on me
- ☐ (2/10 - 20%) - Makes me curious to know more
- ☐ (1/10 - 10%) - Demonstrates a social media post I would engage with



## Part 1 of NHLA & Realamericanhardwood.pro focus group

Part 1 of the focus group provided valuable insights into the types of content that designers prefer to engage with on social media, the marketing insights they seek, and their current use of hardwood in projects.

Part 2 will shift its focus to a dial test format featuring all 6 videos from realamericanhardwood.pro. This session aims to gather further insights and develop a strategic roadmap for designer-driven engagement that encourages greater utilization of hardwood. Part 2 of the focus group is scheduled for July 24 at 1 PM Central Time.



# Thompson Appalachian Hardwoods

## Visit to the sawmill with Claire Getty

### Utilizing my DJI Fly Mini 4K Drone

