



THE SOUTHERN PINE

LUMBER COMMUNITY



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Welcome to the Southern Forest Products Association!

Since 1915, the Southern Forest Products Association has remained focused on its founding motto – Service. Through strategic programs and activities, SFPA continues to serve its members and build awareness about the many advantages of Southern Pine lumber.

The success of any organization depends on the feedback and participation of its members. And by joining SFPA, your company is taking an important first step in advancing our industry.

As a member, your ideas help formulate programs and activities that benefit not only your company, but the well-being of the entire industry.

This membership packet provides an overview of SFPA's product promotion initiatives, communications and the Forest Products EXPO.



OUR MISSION

To advance the Southern Pine lumber industry, promote the use of member products in domestic and international markets, and facilitate the exchange of information and ideas.

BENEFITS & RESOURCES

Meet a Member

SFPA randomly highlights our lumber manufacturing and associate members each month on SFPA digital communication channels.

Industry Data and Statistics

Data available only to SFPA members includes:

Monthly reports of:

- Southern Pine lumber shipments
- Export trade data
- Market reports
- Emerging market assessments
- International event recaps with leads and contact info from attendees interested in importing SYP

A Cut Above

SFPA highlights and introduces to the Southern Pine lumber community - and the greater world - the amazing people who are part of our community and help keep Southern Pine among the premiere wood species domestically and internationally!

Sawmill Safety Awards

Southern Forest Products Association annually recognizes its members' outstanding sawmill safety performance as part of the John Edgar Rhodes Sawmill Safety Excellence Award program.



SFPA lumber manufacturer members are considered for the award based on information submitted to the Occupational Safety and Health Administration (OSHA) regarding on-the-job injuries and illnesses.

Guest Perspectives

SFPA offers members an additional outlet/channel to promote their industry knowledge to further advance the Southern Pine lumber industry by submitting guest perspectives to use on SFPA digital communication channels.

Networking Opportunities

SFPA offers networking opportunities throughout the year including, but not limited to, the Annual Meeting, Spring Meeting, Forest Products EXPO, and other gatherings, where members can build – and strengthen – relationships, discover and share new ideas, showcase their products and services, and more.

Marketing Webinars

SFPA provides marketing training and guidance (traditional and digital) that will help all members elevate their brand and enhance their efforts, whether you have a large marketing-communications team or no one at all.



SFPA's Lumber Library

Key technical and reference publications that are free to all include:

Southern Pine Use Guide

Design values, grade descriptions, specification guidelines

Maximum Spans for Southern Pine Joists & Rafters

46 span tables for commonly used grades and sizes

Pocket Span Card

Laminated field guide with tables for visually graded and mechanically graded framing lumber. Also available for treated lumber floor and deck joists.

Southern Pine Headers & Beams

Size selection and allowable load tables for headers, beams, and glulam timber

Pressure-Treated Southern Pine

Preservative retentions, specification guidelines, and information about AWPA's use-category system

Marine Construction Guide

Design and construction details for structures built in freshwater, brackish, and saltwater

Southern Pine Decks & Porches

Design and construction details, finishing and maintenance

Raised Wood Floor Foundations

Construction details for a variety of raised foundation types

Translated in 12 languages

MEMBER COMMUNICATION

The SFPA team knows having timely information and statistics is important to our members's success. That's why we send two monthly emails to help you capitalize on your membership investment!

Lumber Shorts - Members Only

This Member's Only monthly communication includes timely industry and association information

- Password protected updates on lumber shipments
- Import/export statistics
- International trade reports
- Lumber sales leads

You also get a first look at member news, an update from SFPA's executive director, and association news before it goes public.

Lumber Shorts

This primary monthly communication is sent to all subscribed contacts in the Southern Pine community. While some of it is news you may have already seen in your members-only email earlier in the month, this update also includes topical items based on best practices and uses of Southern Pine, including trending topics related to the industry and SFPA-generated resource content, you can reshare with your network!





INTERNATIONAL PROGRAM

Did you know SFPA receives more than \$1 million annually from the USDA to support SOUTHERN PINE lumber market development in overseas markets?

A primary benefit of the program includes representation at major trade events and travel reimbursement for approved activities. SFPA's International Program has operated for more than 35 years, providing benefits to companies expanding their sales in export markets.

INTERNATIONAL TRADE

SFPA's reach extends to Europe, China, Japan, Korea and Southeast Asia, Mexico, the Caribbean and Latin America, South America, India, the Middle East and India. As a USDA Foreign Agricultural Service (FAS) cooperator, SFPA receives nearly \$1 million annually to support export promotions.

Some of those benefits include:

- Coordinating programs and activities each year to increase exports of Southern Pine lumber in multiple countries.
- Partnering with other wood groups to promote exports of American wood products.
- Monitoring exports globally and connect participants with proper authorities to handle their export constraints, such as phytosanitary certificates or restraints on lumber entering a country.
- Activity assessments to gauge performance and identify market trends.
- Submitting programs and activities to FAS for annual approval through the Unified Export Strategy program (UES).
- Monitoring the program activities for compliance with the approved UES and within approved funding levels.
- Access to local consultants to execute the programs and activities, sourcing qualified trade leads for SFPA member companies.



Events typically include:

Cairo WoodShow

Batimat Expo Vivienda

Edifica VietnamWood

Interzum - Guangzhou

Sylva Wood

DelhiWood

EXCON - Lima

Expo Construccion y Diseno

ConstruEXPO

India Wood

IMEXFOR Annual Meeting

Taipei Building & Construction Show

Techno Mueble

Dubai
WoodShow

Interzum - Cologne

How Does This Work?

When a representative travels, they are reimbursed 100% of allowable expenses as defined by FAS.

Dues for these activities are collected on an individualized per event, per traveler basis; determined using a formula to that is proportional to the member's travel reimbursement received through SFPA for attending an international event.

FOREST PRODUCTS MACHINERY & EQUIPMENT EXPOSITION

EXPO is a cornerstone of the Forest Products Community



The three-day show provides a place to connect and reconnect with colleagues, discover new trends, and explore opportunities.

EXPO is THE place to:

- **CONNECT:** Get your company in front of industry-wide senior executives to build relationships, increase brand awareness, and connect with key decision-makers from the the wood products industry!
- **EXPLORE:** Demonstrate to the forest products community how your solutions can help clients and prospects grow, expand, and prosper.
- **DISCOVER:** Show buyers what your products can do and discover new business opportunities that generate new leads and enrich relationships.

For nearly 70 years, this association-sponsored trade event has successfully connected the lumber manufacturing community. EXPO has a longstanding reputation as the place where connections are formed, relationships are strengthened, and deals are closed.





The forest products manufacturing community knows EXPO is the place to get up close to the materials, resources, equipment, and technology they need now.

A History of Innovation

On April 19, 1950, more than 500 leading lumbermen from across the southern lumber manufacturing region gathered in New Orleans to open the first North American equipment trade event dedicated to improving lumber manufacturing.

After a devastating fire in 1939 destroyed the Southern Lumber sawmill in Warren, Arkansas, General Manager W. R. Warner set out to build a state-of-the-art sawmill that would stand as the new model of sawmilling for the Southern Pine lumber industry.

On February 26, 1952, almost two years after viewing debarking technology at EXPO, Southern Lumber installed the first stationary pneumatic debarker.

Two weeks after the installation, Southern Lumber hosted association members so other lumbermen could study the machinery. By 1962, 16 debarkers had been installed in Southern sawmill operations, ushering in a widespread investment in debarking technology and mill efficiency.

A Connected Community

As the industry has become more efficient, typical EXPO attendees have evolved to include:

- owners, presidents, and decision-makers who control purchasing budgets
- mill supervisors looking to improve efficiency
- marketing experts seeking promotional vision
- young professionals making tomorrow's decisions

EXPO 2023 STATS:

Attendees

1,342

registered attendees

Exhibitors

217

exhibiting companies

1,017

exhibitor personnel

International Component

319

international attendees

21

countries represented

KEY CATEGORY

Non-Exhibiting:
Equipment/Dealer

13%

Forestry/Logging/
Harvesting

15%

72%

WHO ATTENDS

Manufacturing
/Processing

Other

Engineering
/Operations

JOB TITLE

42%

15%

15%

25%

Company
Officer/Owner

Marketing
/Sales



THE SPFA COMMUNITY

 <p>Coushatta, LA</p>	 <p>Smithfield, NC</p>	 <p>Angelina, TX Armor, NC Augusta, GA Blackshear, GA Dudley, GA Fitzgerald, GA Henderson, TX Huttig, Ar Joyce, LA Lake Butler, FL Leola, AR Mansfield, AR Maplesville, AL Maxville, FL McDavid, FL New Boston, TX Newberry, SC Opelika, AL Perry, GA Russellville, AR Seaboard, NC Whitehouse, FL</p>
 <p>Bearden, AR Malvern, AR</p>	 <p>Urania, LA</p>	
 <p>Hazelhurst, GA</p>	 <p>McShan, AL</p>	
 <p>Monroeville, AL</p>	 <p>Sparkman, AR</p>	 <p>Moundville, AL Thomasville, AL</p>
 <p>Bogalusa, LA Metcalf, GA Silver Creek, MS Waynesboro, MS</p>	 <p>Atmore, AL</p>	 <p>Bruce, MS Dierks, AR Dodson, LA Greenville, NC Holden, LA Idabel, OK McComb, MS Millport, AL New Bern, NC Philadelphia, MS Plymouth, NC Zwolle, LA</p>

ASSOCIATE MEMBERS

SFPA Associate members represent five key areas that support the Southern Pine lumber community: Lumber Exporter, Dealer, or Distributor; Machinery or Equipment Manufacturer; Pressure-treated Lumber or Wood Preservation; Remanufacturing, Truss, or Components; and Service Provider (insurance, finance, association, technology, etc.)

84 Lumber Co. • America Wood Technology • American Truss • Andritz Iggesund Tools • Arxada Automated Control Solutions • B.H. Payne & Co. • Balaji Pacific LLC • Bandit Industries BCH Trading Company • BID Group • BE&E • Blue Water Lumber • Brunette Machinery Brunner Hildebrand Lumber Dry Kiln • Carbotech Group • Claussen All-Mark Industries International Inc. CLC Hardwoods • Combilift • Cone Omega • Connexus Industries • Cooper Machine Company Inc. Corley Manufacturing Co. • Culpeper Wood Preservers • Delta Motion • DO2 Industrial Everwood Treatment Co. • Ewen International • FiberPro • Forest City Trading Group • Fortress Wood Products Franklin Automation • FROMM Packaging Systems • Fulghum Industries • CAPCO • Gilbert Products Great Southern Wood Preserving • Greenbridge • Gulf South Forest Products Inc. • Gulf Trading Hurst Boiler & Welding Co. • Hyster Company • Integrated Power Services • ISK • Biocides Inc. Jazz Forest Products • JoeScan • K Industrial Supply Inc. • KDS Windsor • KM China Properties Kop-Coat Protection Products • Koppers Performance Chemicals • LINCK Holzverarbeitungstechnik GMBH LMC • Mack Manufacturing • Madem-Moorecraft Reels USA • Madera • Mauvila Timber • McDonough Mfg. Messersmith Biomass Wood Boilers • Metal Detectors • MiCROTEC • Mid-South Engineering Co. Mid-States Wood Preservers • Natural Trade Ltd. • Nelson Bros • Newman Machine Company Nicholson Manufacturing • Nyle Dry Kilns • Oleson Saw Technology • Ontario Project Management • Opticom Tech Optimil • PA & IN Lumbermens Mutual Insurance Co. • Pantron Automation • Patrick Lumber Co. Paw-Taw John Services • Piche • Porter Engineering • Precision Husky Corp. • Progress Industries Pulp and Paper Products Council • Putnam Lumber & Export Co. • Quality Industries of America Raptor Integration • Real Performance Machinery • Redwood Plastics and Rubber • Robinson Lumber Co. Royal Pacific Enterprises • Samuel Packaging Systems Group • SANY America • Saw ADD SCAN~LINK Technologies • Signode Packaging Systems • SII Dry Kilns • Simplex Enterprises Southern Group of State Foresters • Southern Lumber Exporters Association • Southern Pine Inspection Bureau Southmark Forest Products • Stein Lumber • Stringer Industries • Sundher Timber Products • Super Lumber Sustainable Bioproducts, MSU • Tampa International Forest Products • Taproot Investments Taylor Machine Works • Telco Sensors • The Stallcop Group • The Timken Company Timber Mart-South • Timber Products Inspection • Timber Resources of Tennessee • Tragon International • TS Manufacturing UC Coatings • USNR • V.K. North America • Valutec • Vanport International • Vecoplan • Wagner Meters WCIS • Webster Industries • Westcoast Cylinders • Wood Fiber International • Wood Traders International Woodland Parts and Service • Wood-Mizer • Yates-American Machine Co. • Yoshikawa Lumber • Z Tec Automation Systems

PRODUCT PROMOTION

Southern Pine products are promoted worldwide through SFPA's wide-ranging initiatives. SFPA members support product promotions through a library of technical and reference publications, plus a family of authoritative websites designed to help users properly specify and source Southern Pine lumber products. Promotional strategies and tactics are determined with input from SFPA members. Key promotions include:

DECKS & PORCHES

Lifestyle advantages of these outdoor amenities are often cross-promoted along with raised wood floor foundations. "Green" attributes of natural Southern Pine decking are also emphasized.

APPEARANCE PRODUCTS

Online information promotes the beauty and durability of Southern Pine specialty patterns for flooring, siding, ceilings, stairs and paneling. Publications include SFPA's *Guide to Southern Pine Flooring* and *Southern Pine Patterns*.

RAISED FLOORS

Raised wood floor foundations add 30% more lumber volume to the typical framing package. With funding from the Softwood Lumber Board, SFPA has worked with Home Innovation Research Labs to educate builders about properly building closed crawlspaces, helping them reduce costs and improve energy efficiency.

MARINE CONSTRUCTION

Docks, piers, bulkheads, and light vehicular bridges are traditional markets for treated Southern Pine, in fresh water, brackish and salt water. Online information plus distribution of SFPA's *Marine Construction Guide* provides the latest design and construction details plus specification guidelines to marine designers and contractors



PRODUCT PARTNERS

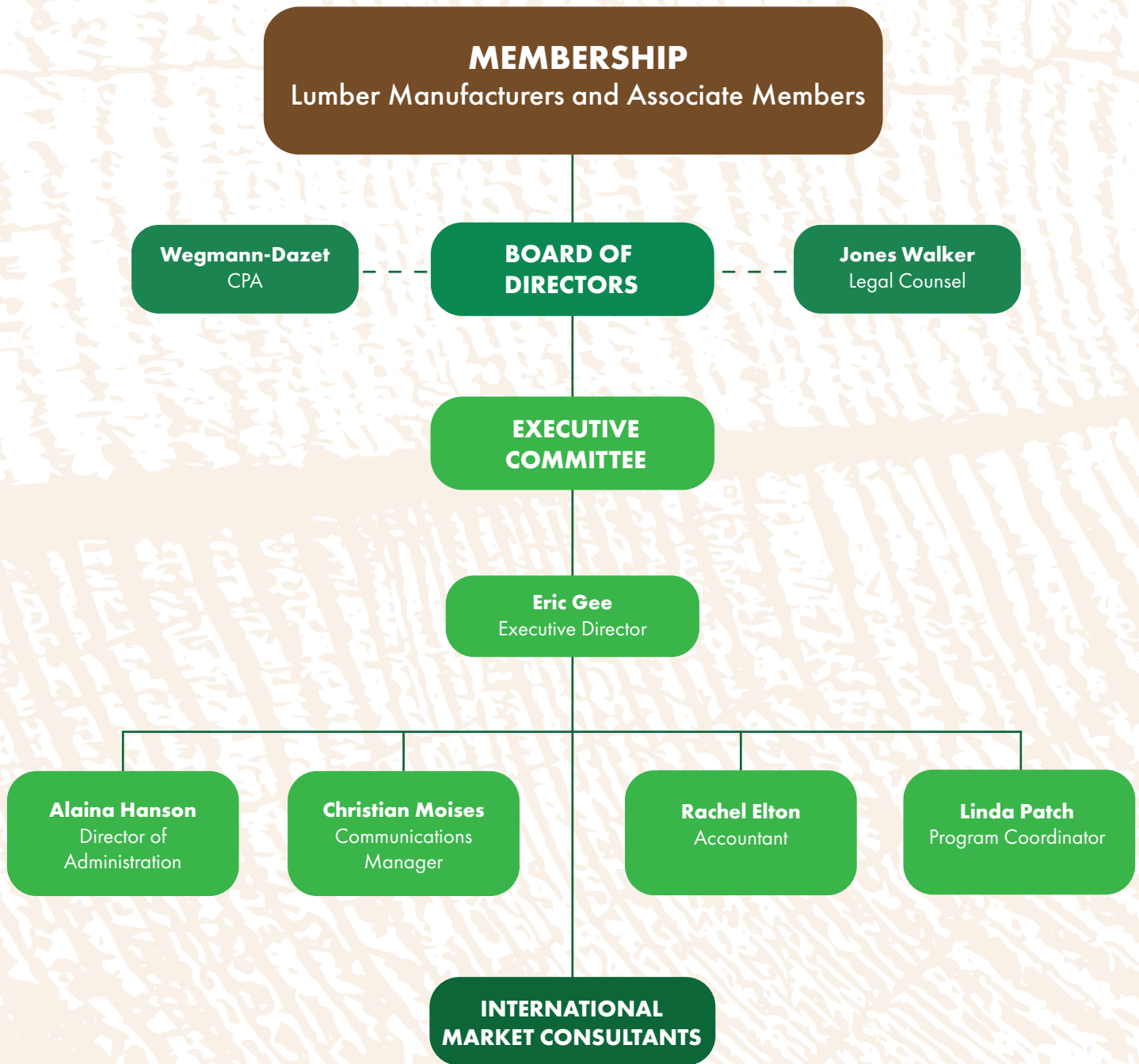
SFPA partners with allied groups, including, but not limited to American Forest & Paper Association, American Wood Protection Association, Western Wood Preservers Institute, the American Wood Council, APA - The Engineered Wood Association, Softwood Lumber Board, Southeastern Lumber Manufacturers Association, Southern Pine Inspection Bureau, Southern Pressure Treated Association, Timber Products Inspection, Treated Wood Council, WoodWorks, and the Working Forest Initiative to promote wood products as the preferred building material, avoiding duplication.

These partnerships help SFPA better represent the Southern Pine Lumber Community among key customer groups such as retail dealers, builders and treaters, as well as state forestry organizations throughout the South.





ORGANIZATIONAL CHART





MEET THE SPFA TEAM

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A close-up photograph of a large stack of cut lumber, showing the natural wood grain and circular growth rings. The lumber is stacked in neat rows, creating a strong sense of depth and texture. The lighting is warm, highlighting the natural tones of the wood.

OUR MISSION

TO ADVANCE THE
SOUTHERN PINE
LUMBER INDUSTRY,
PROMOTE THE
USE OF MEMBER
PRODUCTS IN
DOMESTIC AND
INTERNATIONAL
MARKETS, AND
FACILITATE THE
EXCHANGE OF
INFORMATION
AND IDEAS.



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