



# THE SOUTHERN PINE LUMBER COMMUNITY





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## Welcome to the Southern Forest Products Association!

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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

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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

## 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

## 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.

## 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.



## Meet a Member

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

## 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!

## 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.

## 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

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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 AWPAs 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!

Get Social With SFPA!

Are you following the Southern Forest Products Association on social media to get the latest and greatest news in real time?

CHECK US OUT ON:







## 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%

Company  
Officer/Owner

15%

15%

25%

Marketing  
/Sales





# Lumber Manufacturer Members

 Coushatta, LA	 Bearden, AR Malvern, AR	 Angelina, TX Armour, NC Augusta, GA Blackshear, GA Dudley, GA Fitzgerald, GA Henderson, TX Joyce, LA Lake Butler, FL Leola, AR Mansfield, AR Maplesville, AL McDavid, FL New Boston, TX Newberry, SC Opelika, AL Russellville, AR Seaboard, NC Whitehouse, FL
 Hazelhurst, GA	 Monroeville, AL	
 Bogalusa, LA Silver Creek, MS Waynesboro, MS	 Bienville Lumber Co. LaSalle Lumber Co.	
 Smithfield, NC	 McShan, AL	
 Sparkman, AR	 Atmore, AL	
 Jasper Lumber Co. Southeastern Timber Products	 Moundville, AL Thomasville, AL	 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



# 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. • American Truss • American Wood Technology • American Wood Dryers • Andritz Inc. • Arxada  
Automated Control Solutions • A.W. Stiles Contractors, Inc. • B.H. Payne & Co. • Balaji Pacific • Bandit Industries • BCH  
Trading Co. • BID Group • BE&E • Blue Water Lumber • BM&M Screening Solutions • Bright Star Auctions • Brunette  
Machinery Co. • Brunner Hildebrand Lumber Dry Kiln Co. • Carbotech Group • Cavaion Baumann US • Claussen All-  
Mark Industries International Inc. • CLC Hardwoods • Cleereman Industries Inc. • Combilift • Cone Omega Cooper  
Machine Company Inc. • Corley Manufacturing Co. • Culpeper Wood Preservers • Delta Motion • DO2 Industrial •  
Everwood Treatment Co. • EZ LogiTrade • FiberPro • Forest City Trading Group • Fortress Wood Products • Franklin  
Automation Inc. • FROMM Packaging Systems • Fulghum Industries • Gilbert • Great Southern Wood Preserving •  
Greenbridge • Greenfield • Gulf Atlantic Packaging Corp. • Gulf South Forest Products Inc. • Gulf Trading • HewSaw  
• Hurst Boiler • Hyster Company • Infinity Global Trading • Integrated Power Services • International Forest Products  
• ISK Biocides Inc. • Jazz Forest Products • JoeScan • K Industrial Supply • KDS Windsor • Kop-Coat Protection  
Products • Koppers Performance Chemicals • Laidig Systems Inc. • Linck • LMC • Lockton Companies • Mack  
Manufacturing Inc. • Madem-Moorecraft Reels USA • Madera • Mauvila Timber • McDonough Manufacturing Co.  
• Messersmith Biomass Wood Boilers • Metal Detectors Inc. • MiCROTEC • Mid-South Engineering • Mid-States  
Wood Preservers • Montana Wood Technologies • Natural Trade • Nelson Bros • Newman Machine Co. • Nicholson  
Manufacturing Ltd. • Novilco • Nyle Dry Kilns • Oleson Saw Technology • Ontario Project Management Ltd. •  
Opticom Tech • Optimil Machinery Inc. • Pantron Automation Inc. • Patrick Lumber Co. • Paw-Taw John Services Inc. •  
Peak North America • Pennsylvania Lumbermens Mutual Insurance Co. • Machinage Piche Inc. • Porter Engineering Ltd  
• Precision Husky Corp. • Progress Industries Inc. • Pulp and Paper Products Council • Putnam Lumber & Export Co. •  
Quality Industries of America Inc. • Raptor Integration Inc. • REAJET • Real Performance Machinery • Redwood Plastics  
and Rubber Corp • Renold • Robinson Lumber Co. • Royal Pacific Enterprises Inc. • Samuel Packaging Systems •  
SANY America • Saw ADD • SCAN~LINK Technologies Inc. • Sering Sawmill Machinery • SEW Eurodrive • SiCam  
Systems • Signode • SII Dry Kilns • Simplex Enterprises Ltd. • Southern Group of State Foresters • Southern Lumber  
Exporters Association • Southern Pine Inspection Bureau • Southmark Forest Products • Springer USA • Stallcop Group  
• Stein Lumber • Stringer Industries • Sundher Timber Products Inc. • Super Lumber Inc. • Sustainable Bioproducts  
MSU • Tampa International Forest Products • Taylor Machine Works Inc. • Telco Sensors • The Timken Company •  
Timber Products Inspection • Timber Resources of Tennessee • TimberMart-South • TS Manufacturing • Top Wood Jobs  
• UC Coatings • Ultra Air Systems • USNR • V.K. North America Inc. • Valutec • Vanport International Inc. •  
Vecoplan • W.H. Thomas Oil Co. • Wagner Meters • WCIS • Webster Industries Inc. • Westcoast Cylinders Inc. •  
Western Integrated • Wolftek Industries • Wood Fiber International • Wood Traders International • Woodland Parts  
and Service • Wood-Mizer • Yates-American Machine Co. • Yoshikawa Lumber • Z Tec Automation Systems Inc.

*Member list as of September 4, 2024*



# **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:

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## **DECKS & PORCHES**

SFPA offers building professionals and do-it-yourselfers a host of construction details and installation tips to create safe, code-compliant Southern Pine decks and porches that maximize homeowner satisfaction. More than 1 million decks are built or upgraded in the United States each year.

## **APPEARANCE PRODUCTS**

Southern Pine lumber's attractive grain, along with its color and other physical properties, make it a preferred material for finish applications, such as siding, ceilings, paneling, and flooring. Online information promotes the beauty and durability of Southern Pine specialty patterns for flooring, siding, ceilings, stairs and paneling.

## **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.

## **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.



# **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 Treaters' 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.

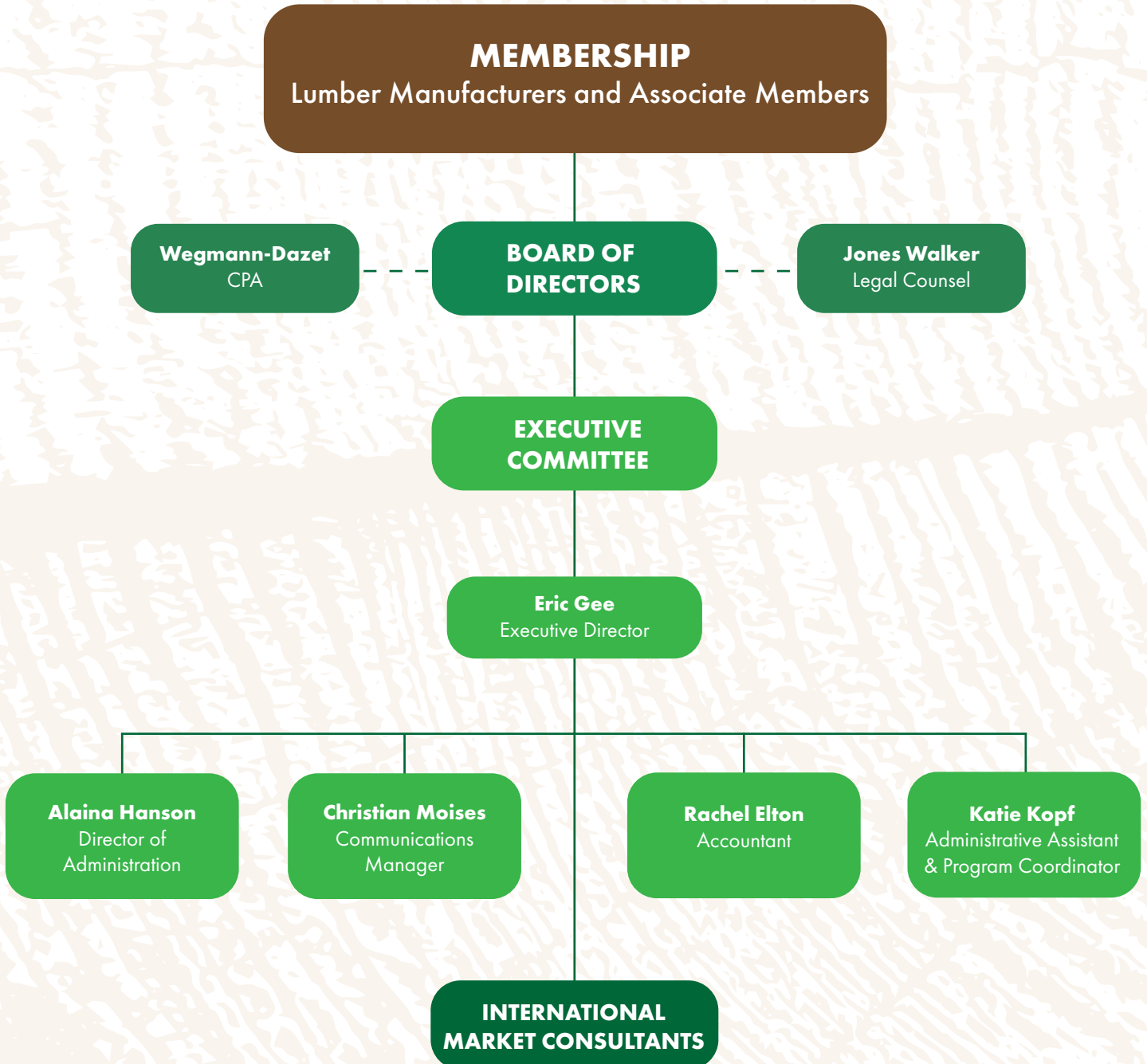
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# ORGANIZATIONAL CHART





# MEET THE SFPA TEAM

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**SOUTHERN  
FOREST PRODUCTS  
ASSOCIATION®**





## 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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