OUR NEW HOME

It was a recurring dream, first appearing a quarter of a century ago as a tantalizing vision of the Association having its own home. Jim Bemis and a dozen presidents after him tried to turn the dream into a reality. But the transformation wouldn’t take. Not until 1974, when the Association bought a site in exurban New Orleans. And even then plans were drawn and redrawn. And drawn again.

Now, however, the dream has taken root in reality. We have our own home. No more rental facilities, subject to the landlord’s whim. No more scattered operations. No more picking up and hauling the Association’s baggage from one location to the next. Now we have a permanent, handsome new home that brings all Association operations under one roof.

Moreover, the Southern Forest Products Association not only has a functional office building, but one that’s a showcase for its members’ products. SFPA is a trade association of lumber manufacturers from 12 Southern states. Its members produce over half of all the Southern Pine lumber in the nation, enough to build over 300,000 homes a year.

So wood—and particularly Southern Pine—is used throughout the structure . . . from pilings and laminated beams to rough sawn siding, exposed deck patios and a handsplit shake roof. And the warm earth tones of the wood on the facade and interiors are complemented by extensive use of glass and natural light openings from twin atriums.

It’s a building built with pine. And a building that will help build pine.

The block-long, one-story building was erected on a site within five minutes driving time of the New Orleans airport. Cost of the structure was just under $650,000. Much of that cost was offset by a memorial and living tribute plan that brought in over $225,000 from SFPA members in pledges and contributions of building materials. These donors, plus the hard-working building committee, helped turn that recurring dream into a blossoming reality.
DEDICATION
MONDAY, JANUARY 23, 1978 • 2 P.M.

Welcome William R. Ganser, Jr.
Executive Vice President
Southern Forest Products Association

Invocation The Rev. Robert E. Malsbary
John Calvin Presbyterian Church
Metairie, Louisiana

Notices Mr. Ganser

Remarks R. V. Warner
Vice-President/Southern Division
Potlatch Corporation
Warren, Arkansas

Dedication The Hon. James E. Fitzmorris, Jr.
Lieutenant Governor
Chairman, State Board of
Commerce and Industry

Reception and Tours
A WOOD SHOWCASE

Among the wide application of wood products in SFPA’s 10,667-square-foot office building are:
- creosoted pile foundation extending 30 inches above grade to provide crawl space beneath the building
- 2x12 floor joists over laminated beams anchored to the piles
- 2x6 exterior stud walls on 24-inch centers to allow thicker insulation
- hardwood flooring over APA nail-glued plywood subfloor
- pressure-treated, machine-stained rough sawn board and batten plywood exterior siding
- fire-retardant-treated handsplit shake roof
- pressure-treated Southern Pine for exposed deck patios and porches
- double-glazed insulating Pella wood windows
- 1x6 V-groove Southern Pine decking used as exposed ceiling

Other features of the nutmeg and curry-colored building include landscaping dominated by a mix of Southern Pine and southern hardwood trees; an audiovisual center with complete darkroom facilities; a Georgian raised-paneled conference room with artificial skylight effect and automatic rear screen movie/slide projection; in-house printing, collating and binding equipment; and a modern library with microfilm and microfiche storage and retrieval facilities.
THE SOUTHERN FOREST PRODUCTS ASSOCIATION
holds in grateful esteem these benefactors whose generous contributions helped make possible this headquarters
building...a number of whom memorialized specific facilities.
GENERAL CONTRACTOR: Claiborne Builders, Inc.
ELECTRICAL: Dynamic Electrical Corp.
MECHANICAL: Crest Mechanical Construction Co.
PILING: S. K. Whitty & Co.
MASONRY: P. R. Goza Co.
PAINTING: Hewitt Becnel & Co.
CAULKING: Southeast Distributors
ACOUSTIC CEILINGS: Elmwood Building Specialties
RESILIENT FLOORING & CARPETING: Paul Sita
GLASS & GLAZING: New Orleans Glass Co.
INSULATION: Southern Insulation
SHEET METAL WORK: Rodney Quatroy
ROOFING: George Waldrop
TERMITE TREATMENT: Don's Pest Control
LANDSCAPING: Glenn Harris & Assoc.
Chairman of the Board  
William H. Stimpson  
Gulf Lumber Company  
Mobile, Alabama

President  
R. V. Warner  
Potlatch Corporation  
Warren, Arkansas

First Vice-President  
Richard H. Molpus  
Molpus Lumber Company  
Philadelphia, Mississippi

Vice President—Treasurer  
John O. Batson  
Batson Lumber Company  
Natalbany, Louisiana

Executive Vice-President  
W. R. Ganser, Jr.

Secretary  
L. J. Landry

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L. R. Foreman & Sons, Inc.  
Elizabeth City, North Carolina

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Greensboro Lumber Company  
Greensboro, Georgia

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Thomas & Miller Lumber Company  
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M. W. Smith Lumber Company  
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District 6  
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* Directors-At-Large

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Philadelphia, Mississippi

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Gulf Lumber Company  
Mobile, Alabama