Where It All Begins
Welcome to the Southern Forest Products Association! Since 1915, SFPA 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 moving our industry forward. 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. The organization chart outlines SFPA’s structure, listing dedicated staff members and their areas of expertise. Click here to review a brief four-minute video that summarizes what SFPA is all about.

You will also find our membership roster and a description of the two categories of membership. For your convenience, an application with dues rates is included here. Join the Southern Pine Partnership and experience all the benefits for your company.

Your serious consideration is appreciated.

Sincerely,

Tami Kessler
Executive Director
tkessler@sfpa.org
504/443-4464, option 4

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.
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 help users specify and source Southern Pine lumber products. Domestic and international online Product Locators connect SFPA members with customers.

With active input from the membership, promotional strategies and tactics are determined. Key promotions include:

**Structural Applications** SFPA’s *Lumber Library* of publications is the industry’s leading source of non-commercial Southern Pine product information. Span tables, design values, treated lumber information, specification guidelines — it’s all here. When it comes to building codes and standards, SFPA works in cooperation with the American Wood Council to deliver the latest information available. All content is conveniently available online, serving building professionals 24 hours a day. Visit [SouthernPine.com](http://SouthernPine.com)

**Raised Floors** For more than a decade, SFPA has worked to convert production builders and developers from concrete slab-on-grade to raised wood floor foundations, adding a third 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. SFPA delivers construction details for homeowners and building professionals using publications and a dedicated website: [RaisedFloorLiving.com](http://RaisedFloorLiving.com)

**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. For building and remodeling professionals and the advanced DIYer, SFPA maintains a dedicated website: [SouthernPineDecks.com](http://SouthernPineDecks.com)

**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. Visit [SouthernPine.com](http://SouthernPine.com)

**International Trade Promotion** – SFPA’s global 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 one million dollars annually to support export promotions. Members are listed in SFPA’s online *Exporter Directory*. Visit [SouthernPineGlobal.com](http://SouthernPineGlobal.com)
Specialty & Industrial 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*.

SFPA serves industrial markets with information for pallet and crate producers. SFPA’s online *Product Locator* connects member suppliers with customers.

Certified Forest Products (CFPs)  SFPA promotes Certified Forest Products to all end-users, from dealers to designers. Members can list their offerings of certified wood products within their *Product Locator* listing.

**Additional Activities**

- SFPA partners with allied groups to promote wood products as the preferred building material, avoiding duplication. SFPA maintains close relationships with industry associations representing key customer groups such as retail dealers, builders and treaters, as well as state forestry organizations throughout the South.

- With funding from the Softwood Lumber Board, SFPA coordinates appearances and participates at key industry trade shows.

**SFPA’s Lumber Library**

*Key technical & reference publications:*

- *Southern Pine Use Guide* — design values, grade descriptions, specification guidelines
- *Maximum Spans for Southern Pine Joists & Rafters* — 46 span tables, all grades and sizes
- *Pocket Span Card* — Field guide with 12 tables for visually graded and mechanically graded framing lumber
- *Pocket Span Card - Treated Lumber* — handy field guide for treated 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
- *Marine Construction Guide* — design and construction details for structures built in fresh water, brackish and salt water
- *Southern Pine Decks and Porches* — design and construction details, finishing and maintenance
- *Raised Wood Floor Foundations* — construction details for a variety of foundation types.

The entire *Lumber Library* is available [here](#) for free PDF downloads.

International visitors are provided with publications in 11 languages, at [SouthernPineGlobal.com](http://SouthernPineGlobal.com).
EXPO is a Showcase of Technology

SFPA’s Forest Products Machinery & Equipment Exposition (EXPO) traces its roots back nearly 70 years, when members of the Southern Pine Association (SPA) held a series of meetings to determine how the industry’s mechanical efficiency could be improved. They determined that it was necessary to bring together machinery manufacturers and lumbermen for an exchange of ideas that would lead to closer relationships.

Today, a feast of technological tools and services is showcased at this exposition, held every two years.

Associate Members who participate in the Forest Products EXPO receive additional benefits related to the show, including:
- Advanced exhibit space selection
- Priority in making hotel room reservations
- Discounts on advertising and all sponsorships
- Complimentary post-show attendee list and company description with logo in the Official Show Program
- Additional promotional signage and recognition during EXPO

EXPO provides a unique marketing opportunity for manufacturers and suppliers of machinery, equipment, supplies and services for the forest products industry.

The next event – the 35th Forest Products Machinery & Equipment Exposition, EXPO 2019 – will be held June 26-28, 2019 at the Georgia World Congress Center in Atlanta.

SFPAnet.com
Visit SFPA.org

SFPA’s home page is your convenient gateway to all 6 websites.

Your PERSONAL LOGIN is your access to information available to Members Only.

SFPA.org Members Only section:
- Reports of shipments, imports & exports, trade leads, presentations, enhanced technical information, international market updates

Manage your company’s EXPORTER DIRECTORY listings

Reports of SEARCHES for YOUR company’s products

Add multiple USERS within your company
Online Resources Help Members Sell More Lumber

SouthernPine.com
Complete information for the specification and use of Southern Pine products. SFPA’s comprehensive Lumber Library delivers the latest technical and design information. Members can add their listing within the popular Product Locator that’s used by professionals and consumers.

RaisedFloorLiving.com
Everything needed to educate audiences about raised wood floor foundations. Homeowners and building professionals have their own sections on this site. A new section provides construction details for building raised homes with closed crawlspaces.

SouthernPineDecks.com
Complete information for professionals and advanced DIYers about building outdoors using pressure-treated Southern Pine. The merits of using real wood are featured, along with safety tips and specification guidelines.

SouthernPineGlobal.com
Here’s a business-to-business export web portal….the importer’s link to Southern Pine exports, featuring an Importer Purchase Inquiry Service, Product Locator and a handy list of Southern Pine Council member exporters. Pages are translated in a dozen languages. Links to trade offices around the globe are provided.
**SFPA communicates** with the membership and key target audiences in a variety of ways:

**Newsletter** – E-mailed to all members and industry contacts, this publication summarizes the activities and accomplishments of SFPA programs, plus provides timely industry news and information.

**Websites** – Check out [www.SFPA.org](http://www.SFPA.org), your gateway to all six SFPA websites. Visit SFPA.org to find membership rosters, meeting announcements, plus easy access to SFPA’s family of websites. A special password-protected section provides market trends, reports and statistical information available to **MEMBERS ONLY**.

**News Releases** – Notices announcing new publications, industry news and trends, as well as notable SFPA activities and accomplishments, are e-mailed to members, plus trade and consumer media contacts.

**Media & Public Relations** – On a regular basis, SFPA staff participate in broadcast, print and online media interviews, promoting members’ products. Media partnerships in key target markets have promoted raised floor construction advantages.

SFPA is a recognized source of authoritative material (illustrations, photos, and editorial) for publishers of books and magazines.
### Lumber Manufacturer Members:

- Almond Brothers Lumber Company
- Anthony Timberlands, Inc.
- Beasley Forest Products
- Canfor Southern Pine
- Conifex El Dorado, Inc.
- Edwards Wood Products
- Harrigan Lumber Company, Inc.
- Hood Industries, Inc.
- Interfor U.S. Inc.
- Lampe & Malphrus Lumber Company
- LaSalle Lumber Company, LLC
- McShan Lumber Company
- PotlatchDeltic Corporation
- Swift Lumber, Inc.
- West Fraser, Inc.
- Westervelt Lumber
- Weyerhaeuser Company
- Ray White Lumber Company

### Associate Members:

Currently, more than 100 companies are Associate Members of SFPA. These include treaters, laminators, component manufacturers, machinery and equipment manufacturers, wholesalers and distributors, exporters, and others interested in SFPA's activities, news, and industry information.
MEMBERSHIP

Lumber Manufacturers

CPA: Wegmann-Dazet
Legal Counsel: Jones Walker

Board of Directors

Executive Committee

Associate Members

Nominations Committee

Strategic Planning Committee

Southern Pine Council
(SFPA & SLMA Executive Committees)

Executive Director
Tami Kessler

Communications Manager
Julia Milrod

Deputy Director
Eric Gee

Accountant
Rachel Elton

Administrative Assistant
Program Coordinator
Linda Patch

SFPA Organization Chart

- Line Function
- Staff Services
- Legal, Professional, Advisors & Consultants
- Administrative Committee Function

Communications Manager, Europe, Middle East, India
Charles Trevor

Market Consultant, China
Xu Fang

Market Consultant, Mexico
Maria Fernanda Vale Garcia

Market Consultant, Latin America
Crystal Collier

Market Consultant, Japan
Tomoko Igarashi

SOUTHERN FOREST PRODUCTS ASSOCIATION  www.SFPA.org  09/19
SFPA Staff

Tami Kessler
Executive Director
tkessler@sfpa.org

Eric Gee, CF, RF
Deputy Director
egee@sfpa.org

Rachel Elton
Accountant
relton@sfpa.org

Linda Patch
Administrative Assistant
lpatch@sfpa.org

Julia Milrod
Communications Manager
jmlrod@sfpa.org

Decades of wood industry experience: forest products, sales and product promotion, forestry, public relations, exposition management

SFPA.org
504/443-4464

6660 Riverside Drive, Suite 212 • Metairie, Louisiana 70003
MEMBERSHIP APPLICATION

We hereby make application for membership in the Southern Forest Products Association (a nonprofit Louisiana corporation) and agree to abide by the Articles of Incorporation and Bylaws as they are now or as they may be hereafter amended. Upon submittal of this Application and Payment of required dues, the undersigned shall become a member and shall be entitled to all of the services, information, benefits and privileges designated to the membership classifications selected below.

☐ Lumber Manufacturer – Any person that generates a majority of its net revenue from the manufacture of lumber and is engaged in the U.S. domestic manufacture of Southern Pine “Lumber” made from longleaf (Pinus palustris), slash (P. elliottii), shortleaf (P. echinata), loblolly (P. taeda), Virginia (P. virginiana), spruce (P. glabra), table mountain (P. pugens), or sand (P. clausa) pine may become a Lumber Manufacturer Member of the Association by making application to the Executive Director of the Association and agreeing to abide by the Articles of Incorporation, By-Laws and regulations of the Association. Dues of each Lumber Manufacturer Member shall be based on all Southern Pine lumber shipped from all the Members’ mills.

☐ Associate Member – Any person not qualified for Lumber Manufacturer membership and engaged in some business connected with the manufacture of Southern Pine lumber, and is interested in the objectives and purposes of the Association, may be an Associate Member by making application to the Executive Director. Dues are established by the Board of Directors and paid annually. Please include payment information and indicate type of business:

☐ Treater
☐ Laminator
☐ Component Manufacturer
☐ Remanufacturer
☐ Machinery or Equipment Manufacturer/Distributor
☐ Exporter
☐ Association
☐ Engineered Wood Products
☐ Preservative Supplier
☐ Paints, Stains, Coatings
☐ Engineering Services
☐ Timber Grower
☐ Distributor/Wholesaler

☐ Other (please describe) ______________________________

METHOD OF PAYMENT: ☐ CHECK (payable to SFPA)
☐ VISA ☐ MC Card # ___________________________ Exp. Date __________
☐ AMEX ☐ Discover Authorized Signature ___________________________ CVC __________

Submit completed Application to SFPA. Email to: tkessler@sfpa.org FAX to 504/443-6612
OR mail to: 6660 Riverside Drive, Suite 212, Metairie, LA 70003, ATTN: Tami Kessler
<table>
<thead>
<tr>
<th>Category</th>
<th>Base Dues</th>
<th>Dues Cap</th>
<th>Rate Basis</th>
<th>Trade Promotion Program</th>
<th>Board of Directors Seat(s)</th>
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<td>Lumber Manufacturer</td>
<td>$3,000</td>
<td>$100,000</td>
<td>$0.06 / Mbf (shipments)</td>
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<td>None</td>
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<td>Non-Member</td>
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<td>N/A</td>
<td>Greater of 25% of Travel Reimbursement or $2,500 No cap</td>
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