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.

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 to 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.

- Working with the Softwood Lumber Board, SFPA 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](https://www.SFPA.org) for free PDF downloads.

International visitors are provided with publications in 11 languages, at [SouthernPineGlobal.com](https://www.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 36th Forest Products Machinery & Equipment Exposition, EXPO 2021 – will be held August 11-13, 2021 at the Georgia World Congress Center in Atlanta.
Access SFPA’s family of websites, history, membership information and more via the Menu.

Your PERSONAL LOGIN is your access to information available to Members Only. (details below)

SFPA.org Members Only section:
Reports of shipments, imports & exports, trade leads, presentations, enhanced technical information, international market updates
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 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. You can sign up to receive our newsletter at [SFPA.org](http://SFPA.org).

**Websites** – Check out [SFPA.org](http://SFPA.org) to find membership rosters and meeting announcements. Click the Menu button in the upper left hand corner of your screen for 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 staffers 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.

[SFPA.org](http://SFPA.org)  
[SouthernPine.com](http://SouthernPine.com) | [RaisedFloorLiving.com](http://RaisedFloorLiving.com)  
[SouthernPineDecks.com](http://SouthernPineDecks.com) | [SouthernPineGlobal.com](http://SouthernPineGlobal.com)  
[SFPAexpo.com](http://SFPAexpo.com)
**SFPA Membership Roster**

**Lumber Manufacturer Members:**
- Almond Brothers Lumber Company
- Anthony Timberlands, Inc.
- Beasley Forest Products
- Harrigan Lumber Company, Inc.
- Hood Industries, Inc.
- Interfor U.S. Inc.
- Lampe & Malphrus Lumber Company
- LaSalle Lumber Company, LLC
- McShan Lumber Company
- Swift Lumber, Inc.
- Westervelt Lumber
- West Fraser, Inc.
- 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.
SFPA Staff

Tami Kessler
Executive Director
tkessler@sfpa.org

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

Alaina Hanson, CPA
Director of Administration
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Rachel Elton
Accountant
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Julia Milrod
Communications Manager
jmilrod@sfpa.org

Linda Patch
Administrative Assistant Program Coordinator
lpacht@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 for membership 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:

☐ VISA ☐ MC Card #___________________________ Exp. Date _____________
☐ AMEX ☐ Discover Authorized Signature ______________________________ CVC _____________

☐ CHECK (payable to SFPA)

Applicant Company ____________________________________________________
Principal Contact _______________________________ Title ______________________
Address _______________________________ City/State/Zip ______________________
Phone _______________________________ FAX _______________________________
Email _______________________________ Website: www. ______________________

Accepted by: Southern Forest Products Association

Authorized Signature _______________________________ Date __________
Authorized Signature _______________________________ Date __________

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
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<th>Rate Basis</th>
<th>Trade Promotion Program</th>
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