



Through the Years



1915

Southern Pine Association formed in New Orleans

1916

Ad campaigns begin. Feasibility of grade marking lumber is first studied.

1917

World War I — SPA member mills pledge 1.5 million board feet of lumber for military housing and cargo ships.

1919

Post-war building boom; mills are pushed to the limit. SPA creates a Department of Safety and Industrial Relations to study accident prevention.

1920

Louisiana's Henry Hardtner explores replacing the forest he was harvesting, preaching periodic thinning, tree farming.

1921

U.S. Attorney General charges SPA with price controlling.

1924

SPA becomes the first organization of lumber producers to officially adopt grade marking.

1926

Western producers promote fir framing in Southern markets. Justice Dept. abandons price controlling suit, admitting charges were unwarranted.

1928

SPA adds mandatory moisture content requirements to the grading rules.

1932

Great Depression forces mill closures. Production falls to 3.07 billion board feet, lowest since 1879.

1933

Waterborne preservative Chromated Copper Arsenate (CCA) invented.

1935

Consent decree separates inspection and grade-marking services from promotional operations. SPIB is created.

1939

Progress made to encourage private landowners to grow trees and practice good forest management.

1941

World War II: SPA's War Committee channeled lumber from mills directly to the fighting fronts.

1942

First tree farm is dedicated.

1944

By the end of the war, 20 Bbf had been shipped to military branches.

1948

Mill equipment is worn beyond repair. A forum to exchange ideas and develop future technology is discussed.

1950

SPA sponsors its first sawmill machinery exposition in New Orleans, attended by 500 lumbermen.

1952

First debarker installed at Warren, Arkansas. SPA President Jim Bemus first proposes a headquarters building.

1954

The Board of Directors makes lumber quality the focus of trade promotions.

1955

Grading rules revised, adding standard framing grades to meet exacting requirements of engineered construction.

1959

Grade-marked lumber is required for all FHA-insured homes.

1960

A fieldstaff is dispatched in key cities. Annual SP production dips to 5.66 Bbf.

1965

Hurricane Camille slams Gulf Coast. With Forest Products Lab, SPA develops manuals for building storm-resistant structures.

1970

SPA becomes SFPA. Headquarters moves to suburban New Orleans.

1973

First Annual Report published. Government Affairs Program created. Congress passes Endangered Species Act.

1976

Safety & Health Program battles OSHA over wood dust and noise.

1978

SFPA moves into its new home in Kenner. Housing starts top 2 million units.

1979

Expo — the Forest Products Machinery & Equipment Exposition — fills the Louisiana Superdome.

1980

Recession takes housing to record lows. SFPA becomes FAS cooperator to promote members' products overseas. Reforestation tax incentives publicized.

1981

Recession forces mill closures. EXPO held in Atlanta's Georgia World Congress Center. Affiliate member category attracts treaters.

1982

Industry associations work together under the new Wood Products Promotion Council.

1983

Production tops 10 Bbf for the first time since WWII.

1984

Select Panel reviews new market opportunities, creating Marketing Marathon.

1985

Aggressive advertising and public relation campaigns launched to support Marketing Marathon.

1987

17 Caribbean demonstration homes built. Lumber quality studied. State issues tracked: land-use management, taxes, transportation.

1988

SLMA joins marketing efforts, creating Southern Pine Marketing Council.

1989

The spotted owl throws the western industry into chaos. Hurricane Hugo levels 12 Bbf of timber in 8 hours of wind and rain.

1990

Annual production nears 13 Bbf. Marketing Marathon II adds promotions of value-added specialty products.

1991

North American In-Grade Testing Program validates SP as the strongest structural species.

1992

Hurricane Andrew devastates South Florida, calling attention to wood product performance.

1993

Market analysis programs track promotional impact, monitor industry activity.

1994

Alternative materials compete for SP markets — steel, concrete, even plastic!
Production tops 15 Bbf.

1995

Newest marketing push — Vision 2000 — defends SP's market share. Website established: www.southernpine.com

1996

Prime Dimension grades approved by ALSC.

1998

Marketing staff centralized within headquarters.

1999

Production reaches an all-time high: 16.92 Bbf. New marketing effort approved: Priorities & Partnerships.

2000

SFPA's 85th Anniversary Celebration in New Orleans

2001

SFPA supports creation of the Treated Wood Council to defend charges against CCA. Transition begins to new preservatives. Research demo home opens at FPL.

2003

Government Affairs program eliminated.
Raised floor systems become marketing priority.
First publications available in Chinese.

2005

Hurricane Katrina closes SFPA office for 5 weeks.
TV series "*Your New House*" features SP applications.
Record shipments of SP lumber: 19 Bbf.

2006

SFPA hosts Gulf Coast Rebuilding Summit. Worst recession since the Great Depression begins.

2007

Lynda Anthony elected first female chair. Remodeling of HQ building begins.
Steep housing market downturn shuts mills.

2008

Project Home Again helps rebuild New Orleans. Housing starts hit 17-year low.
Grants support raised floor promotions in Houston. Check-off program proposed.

2010

Website for building SP decks & porches launched. SP annual production begins
recovery.

2011

Check-off referendum passes to create Softwood Lumber Board.
TV series and "*Design Your Dream Home*" contests in 3 cities.
Global website launched in nine languages.

2012

SPIB begins sampling and testing dimension lumber to determine new design values.

2013

New design values for SP dimension become effective; SFPA leads communications
effort.
Expo features 154 exhibits and draws nearly 2,000 attendees.

2014

SFPA HQ building sold; staff moves to nearby Metairie. SLMA members join
international program.

2015

SFPA turns 100!