

STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

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"SLMA Serves Independents"

The Southeastern Lumber Manufacturers Association, based in Atlanta, Georgia, was formed in 1962 to serve the needs of independent lumber manufacturers. Private ownership is a membership requirement and most member companies are multi-generation enterprises.

The SLMA's more than 260 members manufacture a variety of products. With an annual production capacity of almost 5 billion board feet of pine and hardwood lumber, members range in size from high production pine mills to small specialty-oriented mills. An additional 170 associate member companies serve the industry in a variety of capacities.

The SLMA's programs are tailored to suit the unique needs of family-owned lumber mills. The advocacy program focuses on critical small business issues as well as environmental and operational issues. The Small Business Timber Sale Set Aside program on National Forest sales is one example of the program's targeted success. Currently, the SLMA's advocacy efforts are focused on EPA's proposed Total Maximum Daily Load regulations, estate tax repeal and fair trade with Canadian lumber producers.

A new focus area for the association is its recently debuted Center for Leadership and Learning, which will encompass several existing programs and offer new opportunities for professional development. The first stand-alone course will be offered in mid-March on the topic of succession planning for privately held forest products companies. The popular Manufacturers Roundtable Series—small groups of like-sized mills who meet to discuss operation issues—will continue with meetings planned throughout the spring. In April, the Center will produce a mill tour in North Carolina. This tour will include several state-of-the-art member facilities.

In addition to the educational offerings, the SLMA will host seven area meetings throughout the southeast this spring and cap off the summer with its annual conference. This year's conference—"Going the Distance"—will be held August 3-5 at the Resort at Squaw Creek near Lake Tahoe. The well-attended conference combines opportunities for information gathering, a casual forum for developing industry contacts and a great time!

To maximize effectiveness, the SLMA has combined efforts with a variety of industry partners on marketing and communications. The Southern Pine Council is a joint marketing effort with the Southern Forest Products Association. Through SPC, the SLMA is also supporting the launch of the "Wood is Good" program, a national campaign promoting the sustainability and superiority of wood products. The Hardwood Council, a cooperative effort of associations representing hardwood manufacturers, has produced outstanding literature on the use of hardwood in many applications.

For more information on the activities of the SLMA or a copy of our meeting schedule, please

contact us at 404/361-1445 or visit our web site at www.slma.org

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