



**Tuesday, January 10, 2012**  
**11 am Eastern / 10 am Central**  
**9 am Mountain / 8 am Pacific**



## **Assessing the Impact of Southern Pine Design Value Changes**

Industry consulting firm [Forest Economic Advisors \(FEA\)](#) is teaming up with SBCA to provide a comprehensive assessment of the impact of the proposed reductions in design values for all sizes and grades of visually graded southern pine lumber. *Available to SBCA members only, FEA is offering each company a copy of its complete report in addition to a webinar registration.*

Southern pines provide over 50% of the U.S. lumber supply. To date, visually graded southern pine has the highest design stresses of the major softwood species groups in North America. If approved in their current form, however, the proposed design stress reductions will have a marked effect on the supply, demand and prices for visually graded southern pine framing lumber, the value of standing Southern Pine timber and a ripple effect on the supply, demand and prices of structural grades of MSR, engineered lumber and potentially on other North American softwood species.

As quoted by [ProSales Online](#), this FEA report:

- Quantifies the size of the potential demand loss for visually graded southern pine in each of the major end-use markets including: roof and floor trusses, floor joists and roof rafters and beams and headers.
- Identifies alternatives designers will have including: sticking with visually graded southern pine in higher grades or larger sizes as well as product substitutions such as MSR lumber, I-joists, trusses, LVL, PSL or LSL.
- Forecasts the potential incremental demand for these visually graded southern pine substitutes in each of the end use markets.

The FEA report sees a marked impact on the supply, demand and prices for southern pine lumber, as well as on the value of standing timber. Would you like to learn more? Join us for this webinar and receive a copy of the report for the low cost of only **\$95 per SBCA member**. *(If additional locations of your company would like to attend the webinar on separate phone lines, they will be billed at \$25 each.)*

The guest speakers include FEA's Paul F. Jannke, Principal, and Art Schmon, Partner, as well as SBCA's Executive Director Kirk Grundahl. Bring your questions for these industry experts!

***Simply reply to this announcement to sign up!***

**YES, I/we will attend the webinar on Tuesday, January 10 at 11 am Eastern / 10 am Central / 9 am Mountain / 8 am Pacific.** *(Please list the names of everyone planning to attend.)*

Your name(s): \_\_\_\_\_

Your company & email: \_\_\_\_\_

**Please Fax to 608/274-3329 by Monday, January 9**  
**or email your response to [tkutz@qualtim.com](mailto:tkutz@qualtim.com). Thank you!**  
If you have questions or would like to be removed from this list,  
respond to the above fax number or contact Trish at 608/310-6768.