



## MEDIA ADVISORY

**Event:** TLA 74<sup>th</sup> Annual Convention & Trade Show: “In It For The Long Run”

**When:** January 18 to January 20, 2017

**Where:** Westin Bayshore Hotel, 1601 Bayshore Dr., Vancouver, BC

**About the convention:**

The forest industry is the economic backbone of BC’s rural communities. TLA members live in these towns, build their businesses in and around them, support local community groups and are vital to the economic health of the entire province. This year’s convention will examine the current state of the industry and what needs to change in order to strengthen and ensure sustainability for contractors and their suppliers. Our strength is in our roots and we want contractors to be **In It For The Long Run!**

- [Link to the full media package web page.](#)

### Media Opportunities:

AFTERNOON, Wednesday, January 18, 2017

**IF01 - First Nations Panel – In It for the Long, Long Run**

4:30 – 5:30 pm | Westin Bayshore Hotel, Stanley Park Ballroom

**Topic:** First Nations control of the forest resource is the new normal. We look at business relationships being formed and hear from the Tla’amin Nation about the forestry opportunities that this Nation sees, having recently signed one of the most modern treaty agreements in BC to-date.

**Co-Moderators:**

- Matt Wealick, Probyn Log Ltd.

**Panelists:**

- Rob Miller – Miller Titerle + Company LLP
- Hegus Clint Williams – Tla’amin Nation

MORNING, Thursday, January 19, 2017

**IF02 - Long Run Models For Success**

9:30 – 11:00 am | Westin Bayshore Hotel, Stanley Park Ballroom

**Topic:** New models for a successful forest industry from a contractor position, an academic perspective and an investor point of view.

**Moderator:**

- Tim Sheldan, Deputy Minister of Forests, Lands and Natural Resource Operations

**Panelists:**

- Doug Mosher – Action Management Services
- Reid Carter – Brookfield Asset Management
- Harry Nelson – University of BC, Forestry

AFTERNOON, Thursday, January 19, 2017

**SD04 - Market Update: Greed, Fear or Folly?**

2:30 – 4:00 pm | Westin Bayshore Hotel, Stanley Park Ballroom

**Topic:** Know what's happening in the market and be aware of uncertainties that could impact your business. Presentations will cover the softwood lumber dispute and trends in logs, lumber and pulp.

**Moderator:**

- David Elstone, The Truck Loggers Association

**Panelists:**

- Jason Fisher – Associate Deputy Minister, MFLNRO – Forest Sector
- Russ Taylor – International Wood Markets
- Murray Hall – Murray Hall Consulting

**IF03 – Not In My Backyard**

4:00 – 5:30 pm | Westin Bayshore Hotel, Stanley Park Ballroom

**Topic:** BC public forests belong to all of us. Stakeholders from varying perspectives will discuss the relationship between their positions and resource use. Can we all get along?

**Moderator:**

- Jacqui Beban, President, The Truck Loggers Association/Nootka Sound Timber

**Panelists:**

- Scott Benton – Wilderness Tourism BC
- Bob Matters – United Steel Workers
- Brian Frenkel – Union of BC Municipalities
- Christine Gelowitz – Association of BC Forest Professionals

MORNING, Friday, January 20, 2017

**KN03 - Minister of Forests, Lands and Natural Resource Operations Breakfast & Address**

8:30 – 10:00 am | Westin Bayshore Hotel, Stanley Park Ballroom

**Topic:** Making our way towards another election, what can Minister Steve Thomson tell us about the changes he has made in his tenure and the expectations for the future?

**IF04 - Political Compass with Vaughn Palmer**

10:30 am – 12:00 pm | Westin Bayshore Hotel, Stanley Park Ballroom

Hear what business advocates are saying is needed from the next BC government from a regulatory, taxation and business stimulation perspective.

**Moderator:**

- Vaughn Palmer, The Vancouver Sun

**Panelists:**

- Greg D'Avignon – Business Council of BC
- Rick Jeffery – Coast Forest Products Association
- Grand Chief Stewart Phillip – Union of BC Indian Chiefs
- David Elstone – The Truck Loggers Association

AFTERNOON, Friday, January 20, 2017

**IF04 - Investing in Yourself - The Contractor Perspective**

1:30 pm – 3:30 pm | Westin Bayshore Hotel, Stanley Park Ballroom

**Topic:** This panel will exchange views on how the great potential of our forest resource could be realized by covering the current critical issues of the industry.

**Moderator:**

- Jim Girvan, M.D.T. Ltd.

**Speakers:**

- Kevin Mason – ERA Forest Products Research
- Jeff Zweig – TimberWest Forest Corporation
- Don Demens – Western Forest Products
- Mike Hamilton – Mike Hamilton Logging Ltd
- Don Banasky – Western Canadian Timber Products

**About the TLA:**

*The TLA (Truck Loggers Association) represents 470 independent forest contractors and their suppliers operating on the coast of British Columbia. Our membership supports thousands of workers and, along with other independent contractors, accounts for close to 90 per cent of the trees harvested on the coast. The TLA promotes a thriving, sustainable coastal forest industry in BC.*

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For more information: Brenda Martin, Director of Communications, The Truck Loggers Association  
Cell: 604.339.7554 ◦ Email: [brenda@tla.ca](mailto:brenda@tla.ca) ◦ Twitter: [@truckloggerBC](https://twitter.com/truckloggerBC) ◦ Website: [www.tla.ca](http://www.tla.ca)