

ADVOCACY EFFORTS

Contractor Sustainability Review

The Contractor Sustainability Review began last spring and the TLA worked tirelessly to ensure the review was completed on schedule despite a change in government. PNL Consulting completed an extensive financial review of logging contractor businesses in BC and submitted it to government. George Abbott interviewed over 140 contractors to ensure he understood the challenges they face, both collectively and individually. We look forward to reading the final report in early 2018. Thanks to all those members who shared their financial information and took the time to be interviewed by Abbott. Your participation was vital to the successful completion of the Contractor Sustainability Review.

Protecting the Working Forest with Positive Stories

TLA joined forces with other forestry organizations to develop a public relations campaign to help fill the vacuum of positive forestry stories online. Forestry Friendly Communities (FFC) has a website and a Facebook page. FFC posts monthly videos highlighting different aspects of forestry and shares other content. The FFC Facebook page has over 4,000 likes; we expect this to grow steadily in 2018.

Survey of First Nations Contractors and Licensees

We completed an important survey of First Nations contractors and licensees asking the question: What can the TLA do to help First Nations contractors/licensees succeed? Based on the responses, we have created a work plan to be implemented in the coming year. Survey responses will also inform the TLA's 2018 strategic planning session.

Building Relationships with MLAs

This year, once again, we held caucus meetings for both the NDP and Liberal parties and met with Green Party MLAs. We also developed Forest Fact Sheets that we shared with candidates during the election to help them understand the economic impact forestry has on their communities.

Welcoming Community Associate Members

We're proud to say our community associate membership more than doubled—growing from three to eight members! The TLA's community engagement continues to grow and show results.

For more information about the TLA's work this past year, please read the TLA Annual Report 2016/2017.



The TLA's Mayoral Forestry Dinner during the Union of BC Municipalities (UBCM) convention continues to grow in popularity creating an opportunity for good conversation between community leaders and TLA Directors.



We distributed 10,000 "Forestry Feeds My Family" bumper stickers in *Truck LoggerBC* magazine. These stickers have struck a chord with the forest industry and we've mailed out over a 1,000 extra stickers to people across North America.



Our spring TLA Networking Event was an all candidates meeting for the North Island riding. Held in Campbell River, we created a space for MLA candidates to hear from timber harvesting contractors about the challenges facing their businesses and what they need from government.

TLA EVENTS & MEMBERSHIP



Our 21st annual golf tournament at Crown Isle golf course in Courtenay was lots of fun and this year we provided four framed team photos for each foursome. Between the silent auction and Nootka Sound Timber's traditional shooter bar, we raised \$5,700 for the TLA Forestry Education Fund.

482 Members Strong and Growing!

We are well on our way to achieving our goal of 500 members by 2020. Do you know a company that should be a member? Reach out to Stacie Dixon, our Director of Membership, at stacie@tla.ca.

TLA Networking Events

We host two TLA Networking Events a year and attendance is hitting 80-100 people on average. These events include three concise industry speakers, a great chance to network with contractors and a delicious meal. These events are free for TLA members to thank them for their support.

TLA Convention & Trade Show

The 74th Annual TLA Convention & Trade Show's theme, "In It For The Long Run" spoke to TLA members' commitment to being the economic backbone of the rural communities where they live and work. New last year, we refreshed our Thursday night entertainment and hosted a sold out Logger's Dinner & Comedy Theatre.

Membership Survey Results: Building Positive ROI for Members

In the last year, we completed our semi-annual membership survey where we asked members what they think of the TLA and what they need from us. Two key questions we asked were why members joined the TLA and if they thought their membership provided a good return on investment. Contractors' top reason for becoming a TLA member was "advocacy for contractors" and suppliers' top reason was "to support industry." As advocacy is the reason the TLA exists, it's good to hear that it's the top focus of our members as well. Looking to the second question, the TLA is proud to report that 97 per cent of surveyed members believe their TLA membership provides a positive ROI. That level of membership satisfaction means we're providing value to our members and representing them well.

BENEFITS PROGRAMS

JLT Equipment Insurance

JLT's experts worked with the TLA to design a heavy equipment insurance program specifically for TLA members. The result is a program of secure coverage backed by stable, long-term insurers who have served the BC forest industry for more than 30 years. Due to the TLA's sizeable membership, beneficial equipment and liability coverage and rates can be obtained. Contact Steve today to get your quote.

Steve Hicks, Senior Vice President - TLA Liaison
Direct: 250.413.2723 Cell: 250.588.1410
Email: shicks@jltcanada.com
www.jltcanada.com



Mitchell Short is a heavy duty mechanic apprentice for Fearless Log Salvage and received a Trades Award of \$1,000 to support his training. To find out more or apply, visit: www.tla.ca/scholarships.

Johnstone's Benefits

Johnstone's Benefits offers two comprehensive employee benefits packages designed for the TLA:

- Employers with as few as one to nine employees have access to a full benefit package.
- Employers with 10 or more employees can customize plans to suit their specific needs and still benefit from the buying power of the TLA.

These are comprehensive, industry-specific benefit packages providing the most stable rates in the industry.

David Brandt, Client Account Manager - TLA Liaison
Phone: 604.980.6227 Email: david.brandt@jbenefits.com
www.johnstonesbenefits.com/clients/tla/