

INVESTING FROM THE GROUND UP: TLA CONVENTION ADDRESSES ON-THE-GROUND CONTRACTOR ISSUES

TLA Editorial

Once again there are many reasons to attend this year's TLA Convention & Trade Show. Our theme, Investing From The Ground Up, means we will be looking at the different kinds of investments needed to promote a sustainable and healthy forest industry. This broad perspective means everyone will find at least one session that will strike a chord and help them build their business.

Investing in yourself is the focus of this year's much anticipated contractor panel. During this session, six veteran contactors will discuss their successes and challenges when it comes to investing in equipment, manpower, training, safety and their communities. The interactive question and answer format will allow for real-time answers from leaders of today's forest contractor community.

This is the kind of on-the-ground information you could only get at a TLA convention.

The "Investing in Contractor Efficiencies" panel focuses on just that—keeping competitive by investing in ways to improve contractor efficiency. Four areas of opportunity will be presented including community consultation, LiDAR technology, steep slope harvesting technology and injury reduction. These areas address four critical aspects of the business: keeping our social license, understanding new computer technology, addressing the changing landscape we're harvesting on and keeping our industry safe so we can recruit new workers successfully.

Investment in workforce and the need to attract and retain workers is another big part of your business. We

know we need workers now and will need more in the future. And training continues to be a costly aspect of the new recruits. The "Getting Boots on the Ground Cost Effectively" panel members will discuss different aspects of recruitment and cost effective training. In particular, the speakers will focus first on accessing federal funding when training First Nations workers and the key aspects to building a First Nations workforce. Discussion will then move to how to expand your workforce by recruiting more women. Both these groups—First Nations and women—are logical places for the forest industry to seek new workers.

"Understanding the *Forest Service Providers Protection Act*," will answer the question of what to do when you aren't paid for work completed and your

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investments are in jeopardy. The TLA advocated relentlessly for the creation of the *Forest Service Providers Protection Act*. It is now in place and has been successfully accessed by contractors this past year. This panel will explore how the act works, who qualifies and the conditions and mechanics of accessing the fund. Good information for any forest contractor working in BC.

As a prime contractor you are responsible and liable for a number of safety and regulatory compliance issues. However, we've heard from members that they aren't clear on what those responsibilities are and when prime contractor status applies to them. The "Safety - Prime Contractor Responsibilities" seminar will provide a detailed understanding of what you are responsible for, the resources you need and the authority you have to ensure safe work operations.

In the "Understanding Your Rate - The Interior Experience," PNL Consulting Inc. will explain how they worked with BC Interior contractors to

support their rate negotiations over the past year. The presentation will provide an Interior perspective on logging and road building, contract rates, contractor sustainability and contract negotiations when the objective is "profit not loss."

Where do you see your business in five, 10 or 20 years? "Investing in Your Business' Future" will help you realize your business goals within changing industry dynamics and provide planning considerations for you today that will maximize your wealth tomorrow.

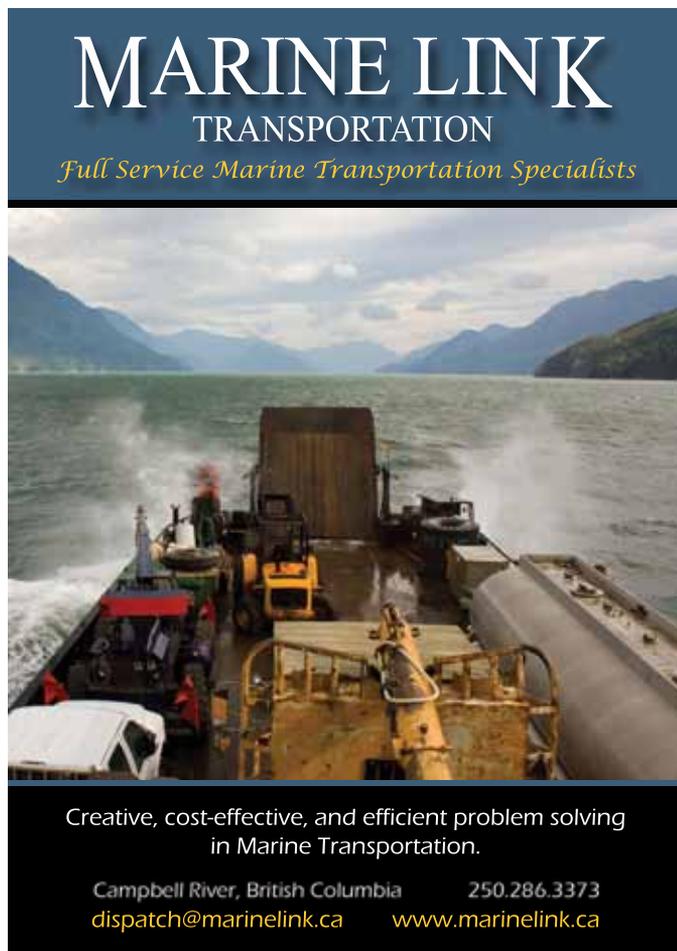
In the end it all boils down to being informed and having a plan. Whether you're investing in workers, new technology or your own education, you can't go wrong at the TLA's 72nd Annual Convention and Trade Show.

And when you add in our impressive keynote speakers and our exciting entertainment and events, it's a three-day event you just can't miss. This year Premier Christy Clark will speak to her vision for the forest industry and Minister Thomson will share his Ministry's plans for 2015 and award the students'

their TLA scholarships—a convention highlight! To get the convention started with a bang, Dr. Art Hister joins us on Wednesday to give us advice about lifestyle and work related stress in his humorous and knowledgeable style.

And then there are the parties! Come join us for the Welcome Reception on Wednesday night, the Logger's Banquet & Ball on Thursday night and Suppliers Night on Friday night followed by the It's a Wrap! After Party. Suppliers' Night also hosts the TLA Live and Silent Auctions which support the TLA Forestry Education Fund. We challenge you to find another event where you can buy a spa weekend for two and 1,200 ft of 7/8 Western Swaged wire rope!

From the technical information you'll learn about investing in your business to the fun you'll have at Suppliers' Night, the 72nd Annual Truck Loggers Association Convention & Trade Show is an event not to be missed. We hope to see you there! 🌲



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