

# Industry Insight, Technical Knowledge and Business Networking: Join Us For The TLA Convention & Trade Show

By Brenda Martin

At the TLA Convention & Trade Show this year the theme is “In it for the Long Run.” We’re examining the current state of the industry and what needs to change in order to strengthen and ensure sustainability for contractors and their suppliers. The owners of these companies—many TLA members—live in BC’s rural communities, build their businesses in and around them, support local community groups and are vital to the success of the entire province. They are the economic backbone of BC’s rural communities.

During the first two sessions on Wednesday we address steep slopes again. First, we look at what has taken place over the last year in BC around steep slope harvesting technology and what it means for contractors. Panelists include a contractor, a researcher and an equipment manufacturer so we’re getting input from across the supply chain. In our second steep slope session, we look at the cost of steep slope logging and if it’s a reasonable risk for contractors. Synergy will be needed between technology and stakeholders if we’re to be successful in an ever changing market.

The Keynote Lunch on Wednesday is titled, “How to Build a Kick!\$% Crew.” At a time where the forest industry is facing record retirements over the next 10 years, strengthening “The People Side of Timber Harvesting” is more important than ever. Wendy Farrand provides contractors and their supervisors the tools to be more effective leaders. This is important because every single thing that crew supervisors say and do contributes to making or breaking a company.

After the Keynote Lunch, we jump right into a session about the realities of operating a contracting business. This session focuses particularly on drug and alcohol policy, labour rela-

tions and changing trends at WorkSafe-BC. Safety plays a serious role within the forest industry and it’s important to understand how to best manage safety requirements so employees are safe and businesses are successful.

an academic and an investor. The last few issues of *Truck LoggerBC* magazine have also included new ideas for business models that could allow the forest industry to thrive. And Reid Carter of Brookfield Asset Management also

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In the final session on Wednesday, we take a look at First Nations involvement in the forest industry. First Nations control of the forest resource in the new normal. What does that look like and what will it mean for contractors? First, we’ll look at some successful business relationships being formed between First Nations and non-First Nations. Then, Hegus Clint Williams will talk about the Tla’amin Nation’s recently signed treaty—the most modern treaty agreement to-date. One of the TLA’s strategic goals is to build mutually beneficial First Nations partnerships by acknowledging rights and title and engaging First Nations leadership and their communities. This session will help us achieve that goal.

Thursday kicks off with the TLA’s annual general meeting and the Loggers Breakfast! Are you curious about how the TLA is run and who makes up our Board of Directors? If you’re a TLA member, join us for a complimentary breakfast and see the business of the TLA in action. There’s also a prize draw!

The first session on Thursday asks a big question. What are some business models that would make for a successful forest industry in the long run? We’ll take a look at this from three different perspectives—a contractor,

has an article in this issue (see page 15) discussing what needs to change to make BC’s forest industry attractive to international investment. We expect this information will filter into the discussion during the session.

The final two sessions on Thursday address two other issues critical to the forest industry: markets and access to the public resource. Markets impact every aspect of the forest industry and in this session we will look at trends in logs, lumber and pulp. We’ll also take a look at the big unknown—the softwood lumber dispute. Later in the afternoon, we tackle varying perspectives on BC’s public resource. Each stakeholder has their own particular stance. We need to work together to ensure we all get the value we need from our forests. In this session, we’ll hear from community representatives and professional foresters as well as tourism and labour representatives. Forestry has a rich history of partnerships and relationship building; however, forestry is not the only user of the resource. Can we all get along?

On Friday, our two final sessions zero in on what the forest industry needs to be successful. Esteemed journalist, Vaughn Palmer moderates the first session with a political edge. Government plays a vital role in shaping an



environment that supports business. As we move toward an election in May, business advocates in this session will identify what the forest industry needs from the next BC government from a regulatory, taxation and business stimulation perspective. The final session of the whole convention includes some big hitters—Don Demens from Western Forest Products, Jeff Zweig from TimberWest, Mike Hamilton of Mike Hamilton Logging, Don Banasky from Western Canadian Timber Products and Kevin Mason of ERA Forest Products Research. These industry leaders will exchange view on the great potential of our forest resource could best be realized. We're excited to hear what these industry experts and veterans think.

As always, we welcome our two honoured guests—Premier Christy Clark and Minister Steve Thomson. Premier Clark always shares her inspiring leadership and faith in our industry at the Leader's Luncheon. And Minister Thomson gives us an update on the work his Ministry has achieved and his perspective on how the forest industry is unfolding in light of this work at his breakfast. He also takes a moment to congratulate the TLA scholarship winners—many of whom will be in the audience.

Even with all this business, we manage to jam in lots of fun and networking too. At the end of Wednesday, join TLA President Jacqui Beban, for the President's Welcome Reception. This is a great opportunity to get into the swing of convention, find out who's attending this year and get your networking started!

New this year is the Loggers Dinner and Comedy Club on Thursday night. Treat your clients, employees and friends to a hilarious night out at this new event! Our comic, Tim Nutt can't

Treat your clients, employees and friends to a hilarious night out at our new event—Loggers Dinner and Comedy Club—on Thursday, January 19! Enjoy a delicious dinner and laugh the night away with comedian Tim Nutt. Afterwards, there will still be time for a drink out on the town.

be judged by his cover. Long-haired, bearded and “rough around the edges”, audiences expect Nutt's material to match. But he surprises with razored-down punch lines and well conjured-up premises that place him as one of the top comics working today. Enjoy a delicious dinner and laugh the night away. Afterwards, there will still be time for a drink out on the town.

And on Friday the entertainment peaks with Ladies' Luncheon, Suppliers' Night Dinner and the It's a Wrap! After Party! This year, our Ladies' Luncheon speaker is Lotte Davis, CEO and co-founder of AG Hair, the only manufacturer of hair care products in Canada. Since 2008, she's been building schools for girls in Africa with funding from AG Hair promotions and AG's salon partners and in 2016 she received the YWCA Women of

Distinction award for Entrepreneurship and Innovation.

On Friday evening, the Suppliers' Night Dinner will include two amazing auctions! We've got new and exciting donations for both the live and silent actions. All funds raised go toward the TLA Forestry Education Fund that support the TLA's various post-secondary institutions as well as local forestry education in the towns where our members live and work. It's also the best chance to network and see the trade show operating at full tilt. We regularly have 1000+ people in attendance! And after the trade show closes, join us upstairs to dance the night away at the It's a Wrap! After Party!

There's something for everyone at the TLA's 74th Convention & Trade Show! Come join us at the Westin Bayshore in Vancouver, January 18-20, 2017.▲