



MAKING IT WORK – STRATEGICALLY

In May, the TLA held its Board of Directors' meeting in conjunction with the ILA Convention and Trade Show in Kamloops. This annual meeting allows the TLA and ILA to coordinate issues and ensure that both associations are sharing the same messages to government about the need for change to ensure contractor sustainability. This year, we spent significant time meeting with Minister Donaldson and Premier Horgan where we reiterated our ongoing positions on contractor sustainability and expressed our appreciation to both about their unwavering commitment to making this vital initiative a priority and implementing change.

Since our meeting in Kamloops, we were provided an opportunity to review confidential copies of George Abbott's Contractor Sustainability Review. We now feel confident that this long-awaited report has captured the concerns of independent timber harvesting contractors across the Province. The resulting 13 recommendations addressed the majority of issues that the TLA has been raising for years with government and when implemented, will make a meaningful and positive difference for loggers, communities, and the industry. Minister Donaldson also indicated he has instructed an implementation plan be prepared by the end of July with the goal of improving competitiveness for contractors and licensees. We certainly look forward to working with the government to make this happen.

We also had lengthy discussions with the Minister and Premier about the difficulty we all face in recruiting and training a much-needed skilled workforce for logging. A number of directors provided their own insights to the issue and we saw some support for the TLA-proposed contractor training tax credit that would implement an income tax rebate paid to contractors who undertake training at their own expense. This proposal would allow province-wide contractors to recruit and train, offsetting some of the

costs associated with lost production. Training through our contractors means the industry will recruit productive and competent workers.

As we move into another potentially difficult fire season, George Abbott and hereditary Chief Maureen Chapman recently released a report on the 2017 flooding and wildfire season, "Addressing the New Normal: 21st Century Disaster Management in B.C." suggesting BC was ill-equipped for these emergencies. As the recommendations from that report are considered by government, it is important that we all practise diligence in our operations to ensure the safety of our forests and workers.

The TLA hit a significant milestone this year with its 500th member joining in the advocacy work we do on behalf of contractors. Perhaps I am tooting the horn of the association I am president of, but contractors from across the province, and not just the coast, are taking notice of TLA's messaging and actions, leading to our membership growing from contractors province wide. Clearly this is a vote of confidence for the work we do and suggests we are on the right track when it comes to allocation of our resources.

However, staying focused on contractor issues and ensuring our advocacy efforts lead to the results we need does not happen without significant planning. To this end, we once again spent several days this past spring with our Board of Directors and strategic consulting support to develop a new strategic plan that will guide our efforts over the next three years.

In developing the plan, we reviewed our successes (and failures) over the past few years, conducted forward-looking analysis on the industry, considered the opportunities we could build upon and, in the end, confirmed our strategy for the future.

As the plan now states, the TLA vision is to be the "Strong and unifying voice for BC's forest community." With a growing membership that represents contractors and suppliers from across

BC, we plan to build on past successes and ensure our voice balances perspectives from the major licensees.

The TLA believes that a strong and sustainable working forest will generate long-term prosperity for the people of British Columbia, and that the people who work in our forests must share in this prosperity. This belief is the central motivating factor for our push towards improving contractor sustainability, given we are not currently sharing in the prosperity that buoyant markets are providing.

The TLA's new mission is, "To promote the viability of TLA members, their families and communities." This mission will be achieved by providing leadership in the forest industry, promoting contractor sustainability, and fostering successful relationships that support our vision. The Board of Directors fully recognizes the fact that the TLA is a membership-driven organization, and our new mission statement speaks to the commitment that the TLA is here to serve our membership, wherever they are located in this province.

If you are not a member but see value in the work we do and the results we are achieving, we would be glad to have your voice join ours. Call me anytime. 🌲

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