

MAKING IT WORK: THE TLA'S 76TH ANNUAL CONVENTION & TRADE SHOW

By Jennifer Kramer

All photos: Brian Dineen



On the heels of celebrating 75 years, the TLA entered its 76th year with a monumental announcement at this year's Annual Convention & Trade Show. Premier Horgan drew a standing ovation from the full room of more than 300 logging industry delegates when he announced the elimination of the fair market rate test.

In the time-honoured tradition of the Premier's address, Horgan also made a commitment to exploring solutions that the TLA has put forward to address the industry's acute skilled labour shortage, and shared details of their new Coast Revitalization Initiative (see page 31).

Also an annual tradition, Minister Donaldson's session featured a question and answer style format demonstrating a typical meeting with TLA executives to discuss current hot topics facing logging contractors and the forest industry (see page 46). During their discussion, they addressed the Contractor Sustainability Review, log exports, and old growth logging.

A catalyst for this year's theme, "Making it Work," the welcomed and much-anticipated announcement is the result of the past three years of advocacy and most recently, eight months of negotiations following the May 2018 release of the Contractor Sustainability Review and its 13 recommendations. The announcement provided a new-found optimism

for contractors and we believe the coming year will continue to provide a brighter future, one in which they will be able to "Make it Work".

This year's lineup of session topics addressed many of the timely issues contractors are currently facing including navigating a host of government policy changes, new technology, upcoming collective agreement negotiations, skilled labour shortages, and most importantly, relationships as identified in the Contractor Sustainability Review.

More than 1,200 delegates attended our convention held at the Westin Bayshore, and we look forward to seeing you again next year in the same location from January 15-17.

We would like to take this opportunity to thank all of our event sponsors, silent and live auction donors, and annual sponsors. Your generous contributions enable us to continue to advocate on behalf of timber harvesting contractors across the province.



Kicking off the first of the three-day convention was a behind-the-scenes commentary from journalists Rob Shaw from *The Vancouver Sun*, and Richard Zussman from *Global BC* who shared their perspective and insight of the dramatic rise and fall of BC Liberals, the return to power of the NDP, and what it means for British Columbia's volatile political climate going forward.



The “Wildfire Fighting” session drew great discussion about contractor concerns and what they observed during the 2018 wildfires, and suggestions about how to improve the government’s effectiveness in forest fighting in 2019.

Each year, members and suppliers generously donate items to the live and silent auction. The funds raised through the auctions support student scholarships and forestry education programs. The silent auction raised \$17,541 and the live auction raised \$134,300 which will continue to provide funding for the forest industry’s future.



This year, the TLA awarded \$31,000 in scholarships from the Forestry Education Fund to 18 forestry students at VIU, UBC and BCIT. The students met with and were congratulated by Doug Donaldson, Minister of Forests, Lands, Natural Resource Operations and Rural Development.

The sold-out trade show continued to provide a central networking spot for delegates and suppliers. Each vendor joined in the fun at attempting to win the best booth contest, including interactive equipment simulators and sweet treats, with the winner going to Fountain Tire, whose casino-themed booth included full-costumed performers and gaming tables.





TLA Board elected in January at the AGM: (left to right, back row) Barry Simpson, Tim Lloyd, Carl Sweet, Mark Ponting, Aaron Service, Dave McNaught, Clint Parcher, Brian Mulvihill, Matt Wealick, (front row) Tyson Lambert, Lawrence Van De Leur, Jacqui Beban (Immediate Past President), Bill Nelson (Vice President), Mike Richardson (President), David Elstone (Executive Director), Jen Norie, Dorian Uzzell, Sig Kemmler.



New TLA Board Director, Jen Norie

Jen Norie currently holds the position of General Manager for VIH Helicopters Ltd., as well as Marketing and Communications Manager for the VIH Aviation Group of Companies. VIH is an industry leader in global aerial heavy-lift applications, utilizing Kamov, Sikorsky and Bell helicopter types. VIH has been actively heli-logging in BC since 1989 and has made significant investments into aircraft, support equipment, and product development in order to strategically position for future growth and new opportunities in the forest industry.

Jen has studied Business Management at Dalhousie University in Halifax, NS; as well as International Business and Commercial Law at the University of Victoria. In addition to her roles within the VIH Aviation Group, Jen is the immediate past Chair of the board of directors for the Helicopter Association of Canada, a position she held for eight years. Jen was also featured in both *Helicopters* magazine and *Wings* magazine as one of the “Top 10 Under 40” in the Canadian Aviation Industry.



New TLA Board Director, Tyson Lambert

T-MAR Industry's second-generation logging equipment enthusiast, Tyson Lambert, began his career working for his father sweeping floors and working in T-MAR's original machine shop. There he gained his superior knowledge of logging equipment. He also credits this on-the-job training for building his character and work ethic.

Today, Tyson works in a customer support role as well as designing electronic control systems for the next generation of steep slope harvesters and rock drills. The role gives him a unique opportunity to understand the needs of forestry customers and to supply them with the tools to succeed.🌲