



## INDUSTRY GENEROSITY

Usually in this issue, it would be the time when I thank all of the suppliers, sponsors, exhibitors, guest speakers, Nancy Hesketh and her team for all of the effort that they have put into making our annual convention and trade show a great success. I would also be extending my gratitude to you, our members, who continue to support us by your attendance and wishing you all a safe and prosperous year.

**It is important that the citizens of British Columbia are reminded of the sacrifices that this industry continually makes to ensure that the economy of this province remains strong.**

But in the world today, the “new normal” has made such events as ours not possible and we are learning to adjust to a more virtual world of doing our business. However, I would still like to extend my thanks to all those mentioned above. The effort and support that was put forward up until the official cancellation of the show was overwhelming.

Even though our Board of Directors and I were unable to see everyone this year, we are still here for our membership, even if it is just by phone or email. As we all navigate through these trying times the ILA is now, more than ever, committed to ensuring that the safety and well-being of our membership is first and foremost as we move forward together.

When the pandemic was first recognized for what it was, our governments made the decision to distinguish our industry as an essential service. Because of this designation it has now made the advocacy role of associations like ours more important than ever. It has also made it more challenging given the rules of social distancing and the restrictions on travelling. However, the ILA staff and directors are still actively working on

your behalf; COVID-19 has just made it a little more interesting.

All that being said, we would be remiss if we did not recognize all the hard work and effort that has and is currently being carried out by our first responders, front line workers, grocery store employees and everyone else who, like us, are deemed essential. The sacrifices that are being made by these men and women so that we are able to carry on with our

day-to-day activities is unfathomable. So, on behalf of the ILA Board of Directors, membership, and staff, thank you.

By now, our hope is that many of you are back to work and while there are still new challenges as a result of COVID-19, many thanks also go out to you, your employees and all of your families. It is important that the citizens of British Columbia are reminded of the sacrifices that this industry continually makes to ensure that the economy of this province remains strong. The ILA believes that it is important to always recognize the contributions that our industry and our members continue to make. People like Greg Munden of Kamloops, who with his team made sure that long haul truck drivers continued to have access to meals during this unprecedented time of business closures. Thanks to companies like Arrow Transportation and Kal Tire who offered either financial assistance or places for programs like this to happen.

Additionally, as our way of giving back to our communities, there is still time to apply for ILA scholarships for those who are planning on a post-secondary education. A total of \$5,000 in scholarship funding is available, including: a \$2,000

Forestry Scholarship, \$1,000 Member Scholarship, \$1,000 Member Trades School Scholarship, and \$1,000 Associates Scholarship. For more information or to apply, please visit our website to download the scholarship application.

I am looking forward to when we will be allowed to travel a little more freely throughout the province. The time spent with members discussing all the issues that affect them and their communities has been critical in assisting the ILA with all of our advocacy efforts. For now, we will continue to update you through our website, newsletter, social media, email or even with a phone call, but I look forward to sitting down over a cup of coffee to talk about what concerns you. For now, if I haven't already talked with you or if there is an issue that you would like to see addressed, please don't hesitate to contact me.

On behalf of our Board of Directors, myself and Nancy, thanks for everything that you are doing and please continue to keep yourself and your families safe. 🌲

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