

FROM THE EDITORIAL BOARD DESK...

Welcome to the Winter issue of *Truck LoggerBC* magazine. On behalf of the TLA's board of directors, I hope that you and your loved ones had a safe and joyful holiday season.

In this issue, Business Matters provides information about developing powerful partnerships with First Nations; the Safety Report reminds everyone to always use three points of contact when getting in and out of your truck; and the Market Report provides a US market outlook and takes a look at supply dynamics.

On the heels of October 2020's provincial election, Premier Horgan provided a letter to the TLA, which includes his commitment to moving forward with the policy and regulation changes resulting from the Contractor Sustainability Review.

Following government's release of its Old Growth Strategic Review in September 2020, we provide an analysis of how it impacts contractors and reinforce the importance of the logging sector's engagement in future discussions.

One of the greatest challenges facing the forest industry is ensuring the public understands—and appreciates—how much logging financially infiltrates every one of its communities. The cover article, "What's the Forest Industry Worth to BC?" provides data to support forestry's economic contributions to communities and highlights the obvious and less obvious benefits that BC's forest industry provides.

Unique to this issue is the Suppliers' Supplement. Without a trade show this year, we wanted to ensure our valued suppliers still had an opportunity to share information with TLA members.

Additionally, on January 13, the Suppliers' Spotlight webinars feature TLA suppliers who will highlight their products and services, followed by a Q&A period; suppliers, times and registration information are listed on pages 26 and 35.

Also, without a live and silent auction this year, the TLA is providing members with an online auction in support of the TLA's Forestry Education Fund; donors and auction items are listed on page 43.

As you pick up this issue, you'll once again notice that it is a few pages less and a few articles shorter than what we've come to enjoy over the past few years, which remains a result of COVID-19 and the challenging times in the forest industry. We understand and respect that our regular advertisers need to make difficult decisions these days about where to spend their advertising budgets and would like to express our appreciation to those who have continued to support *Truck LoggerBC* magazine and the TLA.

As we continue to experience the effects of the pandemic, I hope that everyone continues to stay safe and healthy in the coming year. As always, I trust you will find this issue insightful and informative. If you have any feedback or comments, please contact our Director of Communications Jennifer Kramer by email at jennifer@tla.ca.

Sig Kemmler
Editorial Board Chair



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