

# THE TRUCK LOGGERS ASSOCIATION

STRATEGIC PLAN | 2020-2022

A Strong and Unifying Voice for BC's Forest Community

## Strategies to Protect Our Working Forest



It is my honour to lead the TLA as the 42nd president and present our 2020-2022 strategic plan. There are pressing questions about forest industry issues and now, more than ever, the answers impact people, communities and the province. The interconnected nature of the industry needs to be recognized, and decisions need to be inclusive and implemented with a full understanding of all social and economic implications.

The TLA fully embraces government's priority to get more value from our resources, and we're dedicated to working with Minister Conroy, MLAs, ministers, mayors, First Nations and industry stakeholders to move our sector forward and contribute to employment growth and prosperity for our province. However, we have great concerns about our sectors' progress in recent history, which needs to be addressed to ensure our collective success including the overall investment climate, high-cost structures and lack

of certainty on the land base.

As an essential service, an active working forest creates community stability, wages for thousands of employees, and financial returns for multiple supply chains across the province, which will lead the way to recover from the worldwide economic downturn.

We look forward to working with government on the many challenges facing the forest industry including the high priorities of moving forward with the new rate dispute resolution mechanism coming out of the Contractor Sustainability Review; the work that needs to be done on the social and economic review of old-growth logging; and the need for certainty on the land base to enhance investment.

The TLA is well positioned to be a significant contributor to these discussions. As we have for almost eight decades, we will urge government to make measured decisions that work for all stakeholders and ensure we have a voice on the issues that are most important to our members.

A handwritten signature in black ink, appearing to read 'Bill Nelson'.

Bill Nelson, TLA President Holbrook Dyson Logging





# Strategic Priorities

The TLA's strategic priorities for the future consider forward-looking analysis of the industry and are focused on contractor issues and ensuring our advocacy efforts lead to required results



## Safety Management

Working closely with BC Forest Safety Council and WorkSafeBC, the TLA is committed to representing the contractors' perspective to increase safety levels by sharing in the strategic direction for prevention activities in harvesting and related operations and increasing awareness of safety-related issues. The TLA supports Helicopter Emergency Medical Services (HEMS) initiatives to raise the level of emergency medical support for injured workers and remote rural communities.

## Mission

To promote the viability of TLA members, their families and communities by providing leadership in the forest industry, promoting contractor sustainability and fostering successful relationships.



## Vision

To Be the Strong and Unifying Voice for BC's Forest Community



## Build a Healthier Forest Industry

The TLA believes there is a new path forward for a more diverse industry where all sectors can prosper, create good paying jobs and sustain rural communities. We want to work closely with and support government in building a better, healthier forestry sector. Forestry's ability to meet the expectations of both government and the public in terms of prosperity, innovation, and investment under the current environment in which we operate must improve. We believe change is possible to foster success for BC's forestry sector, and we must adopt actions to significantly increase the diversity of tenures. There must be increased availability of logs and lumber in the competitive market to establish an environment to allow the logging industry, and remanufactured and value-added sector to invest and create jobs. Just as importantly, we must start a process for renewed investments in the working forests.



## Relationships with First Nations

The TLA believes strong, positive and lasting relationships with First Nations will support local communities and help attract First Nations employment to the industry. Now and into the future, First Nations are an important part of the TLA as both members and partners in all aspects of our forest economy. The TLA seeks innovative ways to foster our relationships to bring First Nations perspectives to the forefront and contribute to the capacity building of First Nations communities.





## Values

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.



### Advocate for TLA Members

Timber harvesting contractors are the economic backbone of many rural communities across the province. The TLA was founded on the concept of promoting sustainable forest management and our main advocacy effort is to address contractors' viability.

We lobby government for the protection of the working forest by raising awareness of the benefits of our green, renewable, natural forest resource and how we ensure its sustainability. With the fair sharing of profits between forestry companies and contractors, BC's communities benefit from a more stable industry; one that remains a key economic driver of the province.

### Provide Member Value

The TLA is a trusted voice that provides advocacy leadership on behalf of its membership to actively engage with industry and civic leaders, and provincial government to ensure the timber harvesting sector's needs are heard and understood.

Additionally, we provide members with access to group health benefits plans, competitive equipment insurance, and affinity programs. To ensure our members are well informed of industry news, we host the province's largest and highly acclaimed forestry convention and trade show, member networking events with industry guest speakers, webinars, and distribute *Truck LoggerBC* magazine.



## Who we are

In 1943, The Truck Loggers Association (TLA) was formed to give independent timber harvesting contractors a collective voice in the changes taking place in the forest industry, as well as to share information about newly developing logging machines, methods, and technology.

The TLA now represents independent timber harvesting contractors, phase contractors, market loggers, independent sawmills, industry suppliers and forest resource dependent communities. With more than 500 members across BC, comprised of industrial and associate businesses and communities, the TLA is an influential voice in BC's forest industry on behalf of its membership.

The TLA has provided strong leadership to its membership-driven organization by tirelessly advocating for proper forest management and opposing corporate and state monopolies across British Columbia.

The TLA seeks solutions in support of the premier and ministers in addressing our mutual concerns while ensuring the interests of our membership are maintained. Our top priority is working with government, contractors and licensees to ensure the forest industry remains viable.

Our membership continues to grow, which signals the industry's increased need for an even more unified voice. An increased membership also strengthens our voice across the province, from Campbell River to Prince George.

We are committed to serving our membership in the 140 communities we support by building on past successes and ensuring our voice is even stronger than it is today.



## About TLA Members

The TLA's membership of 500 companies in the timber harvesting sector is unique from major forestry companies because of our grassroots connection to rural communities.

TLA members know that a healthy forest equates to jobs and economic growth. We are dedicated to responsible harvesting and sustainable forest management practices to ensure British Columbia's fish and wildlife, forests, watersheds and outdoor recreation can coexist in a diverse and vibrant ecosystem.

TLA member companies share a commitment to promote a healthy, working and sustainable forest industry and to foster communication and education within communities and government for the benefit of all British Columbians.

Forestry is the only truly renewable and sustainable resource. In some areas, we are now harvesting the third generation of reforested trees



Companies are required by law to grow a new, healthy forest after harvesting

**200**

**million trees**

are planted annually in BC, or about three seedlings for every tree harvested

The TLA represents more than  
**500**  
**member companies**  
in the timber harvesting sector who live and work in BC's

**140**  
**communities**

Provincially, there are  
**140,000**  
**direct and indirect jobs**  
in the forest sector

More than  
**90%**  
**of timber harvesting in British Columbia**  
is conducted by independent timber harvesting contractors

BC's forest industry generates  
**\$14**  
**billion**  
**in international revenues**

## Forestryfacts

### TLA Board of Directors

Jacqui Beban

Jeff Cutforth

Sig Kemmler

Tyson Lambert

Tim Lloyd

Bob Marquis

Brian Mulvihill

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Jen Norie

Mark Ponting

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*Integrated Operations Group Inc.*

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*Spa:th Strategies*

Nanaimo

Maple Ridge

Campbell River

Campbell River

Campbell River

Powell River

Campbell River

Campbell River

North Saanich

Campbell River

Campbell River

Nanaimo

Campbell River

Campbell River

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Chilliwack



### The Truck Loggers Association

725 - 815 West Hastings Street, Vancouver, BC V6C 1B4

**Executive Director:** Bob Brash, RPF, MBA

**Email:** bob@tla.ca **Phone:** 604.684.4291