



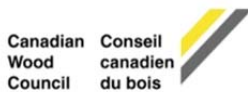
**Rooted Locally,
Growing Globally:**
The New Forest Industry



Annual Convention - April 2-3, 2014
Delta Grand Resort - Kelowna, BC

2014 Annual Convention Program

OVERALL PLATINUM SPONSORS



Wednesday, April 2, 2014

7:00 am Exhibitors Early Risers Light Continental Breakfast Hour
Sponsored by: [Port Metro Vancouver](#)

8:00 am Opening / Welcome Address

- Nick Arkle - Chief Forester, Gorman Bros Lumber Ltd.,
Chair COFI Management Committee
- Walter Gray - Mayor, City of Kelowna
- Mic Werstuik, Councillor - Westbank First Nation

8:30 am Session #1 - Global Economic Outlook
Ms. Mohr will provide a global economic outlook and examine price trends for Canadian commodities in the export market with a specific focus on China and the USA.

- Patricia Mohr - Vice President, Economics & Commodity Market Specialist
Scotiabank Group

Moderator: Nick Arkle - Chief Forester, Gorman Bros. Lumber Ltd.
Sponsored by: [Marsh Canada](#)

9:20 am Session #2 - Economic Outlook for BC & Forest Sector
Mr. Hodgson will focus his economic outlook on BC with a particular emphasis on the forest sector.

- Glen Hodgson - Senior VP and Chief Economist, Conference Board of Canada

Moderator: Nick Arkle - Chief Forester, Gorman Bros. Lumber Ltd.
Sponsored by: [Marsh Canada](#)

10:15 am Morning Coffee Break
Sponsored by: [Linden Fabricating \(PG\) Ltd.](#)

- 10:45 am** **Session #3 - Training, Skills and Labour**
 Panelists will examine the impending shortages of skilled labour, as well as how employers will address leadership challenges, staff retention and how to prepare employees for advancement.
- **Lynda Tarras - Deputy Minister, BC Public Service**
 - **Elaine Jensen - General Manager Human Resources, West Fraser Timber Co. Ltd.**
 - **Jason Fisher - Vice President, Dunkley Lumber**
- Moderator: Keith Godin - Executive Director, Policy and Stakeholder Relations Branch, Ministry of Jobs, Tourism and Skills Training**
- Sponsored by: [Jet Label](#)**
- 11:45 am** **Pre-Luncheon Reception**
Sponsored by: [Shelter Modular Inc.](#)
- 12:15 pm** **Luncheon**
Keynote Speaker - David Baxter, Urban Futures - “Widening Roots, Spreading Branches”
Lunch Sponsored by: [Scotiabank](#)
- 2:00 pm** **Session #4 - Bio-economy - What is The Next Big Opportunity for BC?**
 Panelists will review the current state of bio-economy within BC, explore what the next big bio-economy opportunity might be for BC and how the bio-economy business opportunities may be helped by BC’s low carbon fuels standard.
- **Ken Shields - President and CEO, Conifex Timber Inc.**
 - **John M. Christie - President, Vineyard Technology Consulting**
 - **Michael Rensing - Director, Renewable and Low Carbon Fuels, BC Ministry of Energy and Mines**
- Moderator: Darren Frew - Director Planning Communications, BC Bioenergy Network**
Co-Sponsored by: [International Bioenergy Society](#) and [BC Bioenergy Network](#)
- 3:00 pm** **Afternoon Coffee Break**
Sponsored by: [CN](#)
- 3:30 pm** **Session #5 - Safety**
 Panelists will review innovations in safety, including recent advancements, continuous improvement processes and best practices.
- **James Gorman - President and CEO, COFI**
 - **Kerry Douglas - Corporate Safety Manager, West Fraser Timber Co. Ltd.**
 - **Alan Fitzpatrick - President, Nechako Green Energy Ltd.**
 - **Catherine Roome - President and CEO, BC Safety Authority**
- Moderator: Reynold Hert - CEO, BC Forest Safety Council**
Co-sponsored by: [WorkSafe BC](#) and [BC Safety Authority](#)
- 4:30 pm** **Exhibitors Hospitality Hour**
Sponsored by: [Livingston International](#)
- 6:00 pm** **Networking Reception**
 A fine evening of abundant food, beverages and excellent networking.
Co-sponsored by: [Bid Group](#) and [COFI](#)

Thursday, April 3, 2014

7:00 am Exhibitors Early Risers Light Continental Breakfast Hour

Sponsored by: [Gilbert Products Inc.](#)

8:00 am **Session #6 - Asian Markets / Emerging Markets / North America Markets**

Panelists will provide a brief overview of each global region and examine future trends and demand for existing wood products.

- Asian Markets - Paul Newman, Executive Director Market Access and Trade, COFI
- Emerging Markets - Zoish Bengali, Director, India Market Development, Forestry Innovation Investment
- North American Markets - Chris McIver, Vice President Lumber Sales and Corporate Development, West Fraser Timber Co. Ltd.

Moderator: Peter Moonen, Sustainability Co-ordinator, Canadian Wood Council

Co-sponsored by: [Forestry Innovation Investment](#) and [Davis LLP](#)

9:15 am **Session #7 - Forest Product and Building Code Innovations for Tomorrow's Markets and Building Systems**

Panelists will review current and emerging innovations in both forest products and building codes as the industry continues to expand how wood is used in new building systems suited to non-residential, mid-rise and tall building construction.

- Cameron McCartney - Program Leader, National Research Council Canada
- Peter Lister - VP Forest Operations and Wood Products, FP Innovations
- Peter Moonen - Sustainability Coordinator, Canadian Wood Council

Moderator: Peter Moonen - Sustainability Coordinator, Canadian Wood Council

Sponsored by: [Forestry Innovation Investment Ltd.](#)

10:00 am Morning Coffee Break

Sponsored by: [Turboden](#)

10:30 am **Session #8 - CEO Panel**

CEOs from three COFI members will engage in an open forum discussion tackling questions presented by the moderator and from the audience. They will be asked to present their vision on where the industry is going and how they are positioning their companies to meet changing consumer demands and markets.

- Ron Gorman - President & CEO, Gorman Bros. Lumber Ltd.
- Ted Seraphim - President & CEO, West Fraser Timber Co. Ltd.
- Anne Giardini - President, Weyerhaeuser Company Ltd.

Moderator: Jock Finlayson - Executive VP and Chief Policy Officer - Business Council of BC

Sponsored by: [Jet Label](#)

11:45 am Pre-Luncheon Reception

Sponsored by: [PricewaterhouseCoopers](#)

12:15 pm Luncheon Keynote Speaker

- The Hon. Steve Thomson,
Minister of Forests, Lands and Natural Resource Operations

Co-sponsored by: [Optimil Machinery](#) and [USNR](#)

2:00 pm Convention Ends



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