



Alberta Forest Products Association

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AFPA moves offices to Government Centre

After more than two decades of being headquartered in Edmonton's Kingsway Business District, the Alberta Forest Products Association moved its offices to the Government Centre/downtown area on August 23, 2004. The new offices are located on the fifth floor of the Peace Hills Insurance building, on the southwest corner of Jasper Avenue and 107 Street.



Neil Shelly, Executive Director says, "This move was strategically driven to enhance the voice of the forest products



industry with the Government of Alberta. It puts us in close proximity to Alberta Sustainable Resource Development offices, the Alberta

Legislature and other Government offices."

With many regulatory, policy, trade and socio-economic items on the cur-

rent forest products agenda the ability to meet quickly with government members will, no doubt, show dividends.

"From the inviting front reception area through the enlarged boardroom and two 'work pods' for vis-

iting member representatives, we designed our offices to be a resource for our members who have business in Edmonton, as well as being the headquarters of our association," added Shelly. "We hope all members will come to view these new offices as their home away from home."

The offices were renovated from the previous tenant prior to the AFPA's arrival.

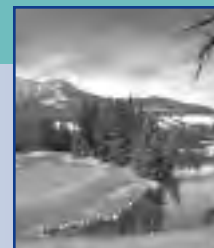
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Forestline going electronic

Starting in 2005, *Forestline* will become an electronic/email publication only. Please send the email address you would like to receive *Forestline* at to the AFPA at: forestline@albertaforestproducts.ca.

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Stakeholders views, human and forestry forecasts

The Alberta Forest Products Association is preparing to host its 62nd Annual General

Meeting and Conference September 29 to October 2, in the majestic surroundings of the Fairmont Jasper Park Lodge.

This year's conference promises to be filled with opportunities to gain new, valuable business insights while you meet with other key players in Alberta's forest products industry. The speakers and sessions will present new perspectives on important industry topics and issues.

The Thursday afternoon *Stakeholder Views* panel session features representatives from the Canadian Boreal Initiative (CBI), the Canadian Association of Petroleum Producers (CAPP) and from Ipsos-Reid research. The goal is to provide attendees with factual, insightful information on how many different stakeholders look at Alberta's forests – including the oil and gas sector, environmental non-government organizations, first nations and ordinary Albertans.

Cathy Wilkinson is the Director of CBI. Her pres-

entation will outline how the CBI is working with a wide range of conservation organizations, First

Nations, industry and other interested parties to link science, policy and conservation activities in Canada's boreal forest. On



December 1, 2003 the CBI released the Boreal Forest Conservation

Framework - an extensive national conservation vision.

David Pryce is the Vice-President, Western Canada Operations at CAPP. He will be speaking on the work being done to integrate petroleum activities with forestry activities on the landbase.

Tim Moro, Senior Vice President, Ipsos North America will be discussing how Albertans feel about the environment, the forests and current activities in Alberta. His presentation is based on ongoing

research that Ipsos-Reid does within Alberta as well as work done especially for the AFPA in the past few months.

The *AFPA Recognition Dinner* will take place on Thursday evening and will celebrate members' achievements from the past year in the areas of Health and Safety, *FORESTCARE* and Lumber Grading. The *FISLA Business*

Contact Session also occurs on Thursday, with afternoon and evening sessions. This popular event provides a great opportunity for discussion and interaction.

Friday morning's panel session on *Markets and Human Resource Challenges* features representatives from the Council of Forest Industries (COFI), the Canada Wood Council (CWC), *n-gen* People Performance Inc., and *CAREERS: The Next Generation*.

Paul Newman is the Director, Market Access and Trade with the Council of Forest Industries, based in Vancouver, B.C. He will be presenting information on the continuous efforts made by COFI, the AFPA and other Canadian organizations



resources, market challenges part of AFPA conference

to create, build and expand markets in East Asia, notably China, Japan and Korea.

Pauline Rochefort is the President of the Canada Wood Council, a national association representing Canadian manufacturers of wood products used in construction. Her presentation, “*How the CWC Helps You Sell Wood*”, will explain the supportive roles the CWC provides throughout North America to increase market access and expand market demand for Canadian wood products, including those from the AFPA-member companies.

Giselle Kovary is one of two Managing Partners of *n-gen*, a performance consulting company. Her presentation will focus on the reality that today’s workforce is comprised of four different generational groups, also called cohorts: Traditionalists; Baby Boomers; Generation X, and; Generation Y. Each have different values, characteristics and skills. These differences impact workforce performance. Giselle will provide some insights in how to harness all these different people and work types together for success.

In the next five to seven years, more than six million jobs will become vacant across North America. The *n-gen* information, coupled with a presentation from Jerry Heck, Vice-President Operations of *CAREERS: The Next Generation*, an Alberta-based

public-private partnership that is dedicated to the career development of Alberta’s youth in order to provide a continuous supply of skilled and motivated people to meet industry needs today and in future, will help all attendees pre-



pare for the new workforce and workplace realities.

In keeping with the Friday morning presentations about markets, trade and employment forecasts, Craig Campbell, of PriceWaterhouseCoopers’ Global Forest and Paper Industry practice is our luncheon speaker. Campbell will discuss the global forest products markets, emerging trends and forecasts for the future.

The AFPA Annual General Meeting will be held Friday, October 1 at 2 pm, where a new Board of Directors will be elected.

Friday night will offer exciting entertainment to liven up the mood and get conference attendees on their feet. The program will showcase the music of the Nomads, featuring KKD. This eight-piece rock

‘n’ roll/rhythm and blues band, with three outstanding singers, offers something for everyone. It’s a show that promises an evening second to none.

This year’s agenda also includes an exciting guest program, which brings back the popular *Jasper Adventure Float Trip* featuring the beauty of the Rocky Mountains and the serenity of the Athabasca River. The *Miette Hot Springs and Watchable Wildlife Tour* rounds out the guest program with a combination of fascinating sights and pure relaxation.

Of course, our AGM would not be complete without the 16th Annual Arden Rytz Golf Tournament on Saturday, honouring Arden’s years of dedication to the forest industry. The award-winning Jasper Park Lodge Gold Course offers an excellent course with a spectacular view, and spots for this event always fill quickly.

The AFPA is a mirror of the continuing evolution of the forest products industry in Alberta. This year, the AFPA has undergone significant transformations, including the office move. More of these transformations - new graphic design elements, a new corporate logo and the launch of the revised AFPA website - will be unveiled during the Thursday luncheon. *Forestline* will profile all these changes in the next edition. 🌲

'Bums up science' gets students into the forest for firsthand learning

Bums up science' may sound silly, but it's an apt description of the types of activities students take part in at Inside Education's forest field trip sites. Inside Education's Program Director, Steve McIsaac explains, "These sites offer students an opportunity to get out of their desks and get down into the dirt, and that's one of the best ways we see kids learning about Alberta's forests and forest industry."

With the guidance of Inside Education's experienced educators,

students examine the forest ecology and forest management at all levels and from all perspectives, from studying the soil to measuring the height of a tree.

For many years the AFPA has supported field programs delivered by Inside Education (the new name for FEESA as of January 2004). In partnership with the AFPA, Alberta Sustainable Resource Development and the University of Calgary, the programs main field site - Jumpingpound Demonstration Forest - has seen thousands of students, teachers and supervising adults participate in the variety of forest

education opportunities offered. This spring, close to 1400 people traveled 45 minutes west of Calgary to


Development and with funding from the FRIAA *Open Funds Program*. "We were thrilled to have the support

of the AFPA, FRIAA and Community Development in creating what we think is a first-class program and a great site," says Marni Tunn, Inside Education Educator in charge of the program.

During the pilot season of the program, 685 visitors gained an understanding of the role of foresters using tools-of-the-trade, discovered the ecological impact of humans through storytelling and investigation, and learned to identify native trees and shrubs in a natural outdoor setting.

Inside Education is gearing up for a rush of

visitors starting in the new school year. Both Jumpingpound and CookingLake/Blackfoot Forest sites are almost fully booked for the fall season when a new batch of students along with teachers and supervising adults will be learning first-hand about Alberta's forest resource.

Anyone interested in finding out more about Inside Education's forest education program can contact Inside Education directly by phone (780) 421-1497 or visit their new website at www.insideeducation.ca 



Discovery activities keep students engaged while learning about forest ecology.



Taking on the task of a Timber Cruiser, the students find out how important art and math are to forestry careers.



Students visit harvested areas to learn about forestry practices first hand.

Kananaskis country to visit the site, participating in hands-on activities, hiking through an interpretive forest area, and exploring a 'working' forest that includes a cut block.

Julie Martin, a teacher at Calgary's Rideau Park School sums things up, "The program is a perfect hands-on experience for teachers and students, in the most memorable teaching environment."

New this spring: the Cooking Lake/Blackfoot Forest Education Program, an exciting Inside Education field program also supported by the AFPA in cooperation with Alberta Community

AFPA moves offices to Government Centre Continued from page 1

One of the most striking features of the new office is the curved walls along the staff office hallways and in the hallway leading to the boardroom. "These walls were created by a former tenant," said Lavonne Fuhr, AFPA's office administrator and the coordinator for the office relocation. "It is something that we wouldn't have done if we were building from scratch, but having them here, and the well-placed use of different wall colours has helped to provide some visual and architectural interest in the new office."

The front reception area, and the hallway leading to the boardroom have laminate flooring – to accentuate the 'forest products' part of the AFPA. The laminate was generously provided by Weyerhaeuser Company Limited.

The main boardroom, which will

comfortably seat 20 people, features a sweeping view of north Edmonton and parts of the downtown core. On the inside wall, three windows were added to bring the light from the boardroom into the main offices.



To ensure the privacy of those meeting in the boardroom, each window was glazed with a diagram of one of Alberta's native trees – spruce, trembling aspen, and Alberta's provincial tree, the lodgepole pine.

Keith Murray, the AFPA's Director

of Environmental Affairs, came up with the idea of adding the trees to the windows. "With our new offices, we have the opportunity to showcase what we do as an industry, and the trees of Alberta's forest are at the heart of what we do," said Murray.

A second, smaller meeting room for up to six people is also part of the office design.

On the top of the building, the landlord, Peace Hills Insurance, constructed a patio that is available for tenant use. The wood-framed patio with a pergola above can be booked for luncheons, receptions and other special events, as well as the enjoyment of building residents for lunch and such on warm sunny days.

Over the next few months, improvements will continue in the office, including showcasing the new AFPA logo (which will be unveiled at the Annual General Meeting) on the feature wall in the reception area and adding pictures throughout the office that showcase the many parts of Alberta's forest products industry.

The AFPA offices are across the street from the Corona LRT Station and many buses from around the city stop on Jasper Avenue for those taking transit. For drivers, there are an abundance of surface parking lots within a two block radius. And for coffee lovers, Starbuck's and Second Cup are just blocks away, and there is a Tim Horton's opening just east of the building later this fall. There are also a number of hotels, restaurants and other stores within a short walking distance.

The AFPA will be hosting an open house and reception later in the fall. 📍

Habitat thanks AFPA members

Dear Alberta Forest Products Association,

Once again I am very pleased to take this opportunity to thank the members of the Alberta Forest Products Association for their continued and most generous contributions to the Habitat for Humanity House building program for 2004. This year will see 13 units completed in Calgary, two in Red Deer, and nine in Edmonton. All of these numbers will grow markedly in 2005.

As our needs for building materials have increased, thankfully so has the support from the AFPA membership. We are a very fortunate organization to be able to count on the continued generosity of Alberta's Forest Industry. In the last four years that I have been getting lumber and sheeting, it is a rare occasion that

Habitat for Humanity has been turned down. I think that is truly remarkable and shows the community commitment of your membership.

This year is the first time in a long time that the lumber market prices are such that your members are able to make some money with their products and we are very pleased for you. However, the Board Members at Habitat were very concerned that we would face much higher building costs and a drop in donations. I, on the other hand, knew that the industry would rise to the occasion. AND THEY DID!!! I started my materials search the day the market started to rise and from the outset my requests were mostly met in full. As a result, the building materials for all the homes mentioned came in at almost no cost to

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Weldwood of Canada, Foothills Model Forest named Emerald Award winners

The Emerald Awards, created by the Alberta



Foundation for Environmental Excellence to recognize the outstanding initiative and leadership Albertans are demonstrating in the face of many environmental challenges, were presented on June 9, 2004 at Edmonton's Winspear Centre.

This year, Weldwood of Canada Limited, Hinton Division and the Foothills Model Forest won Emerald Awards.

Weldwood received an Emerald Award in the Corporate or Institutional Leadership – Large Business category for its' *Special Places in the Forest* program. The Foothills Model Forest received an Emerald Award in the Research and Innovation category for its' Grizzly Bear Research program.

Special Places in the Forest is a unique approach by Weldwood's Hinton Division to managing a range of special values found on the company's forestland. Weldwood recognizes that there are unique sites situated within the working forest and that these areas need to be managed in a special way – the goal of the Program is to provide a framework and mechanism for identifying these special sites and affording them the protection or management they require. The *Special Places in the Forest* Program, officially launched in 2003, has four main components: Protected Areas; Educational Areas; Cultural and Historical Areas; and Special Management Areas and Special Features. Each component of the Program contains different sites


that are either protected or specially managed to recognize particular values such as wildlife, recre-

ation, education, geology, or cultural and historical significance. This ongoing Program far exceeds legislative requirements and includes a system for the public to nominate additional sites.

The public places a high value on grizzly bears. The Foothills Model Forest (FMF) *Grizzly Bear Research Program* was initiated in 1999 because industry and government recognized this, hence the need to understand how grizzly bears respond to human development. The goal of the Program is to provide managers with the necessary knowledge and planning tools to ensure the long-term conservation of grizzly bears along Alberta's northeast slopes. The Program has achieved several critical milestones, including collaborating with 49 partners from industry, government, academia, community and environmental groups and foundations who have invested over \$3.5 million in the Program.

A notable partnership is the team of multi-disciplinary researchers drafted from across Canada and the United States. Their commitment to the Program has resulted in one of the most comprehensive wildlife research project in North America. Habitat maps and models are available for a 100,000-kilometre-square area which represents an unprecedented scale in wildlife research. In the core area of 9,700-kilometre-square a total of 41 bears were captured and collared with Global Positioning System collars to pro-

vide data on grizzly bear movement and habitat use, population status, trends and health, and mortality and survival rates.

For more information about the Emerald Awards, visit: www.emeraldawards.com. 

Other recent winners

In recent years, many Alberta forest companies have been Emerald Award recipients.

Daishowa-Marubeni International Ltd. received an Emerald Award in 2003 for its EMEND (Ecosystem Management Emulating Natural Disturbances) program, as did Sunpine Forest Products Ltd. for its support and partnership on the Des Crossley Demonstration Forest Education Project.

In 2001, Emerald Awards were presented to Weyerhaeuser Company Limited and to Weldwood. Weyerhaeuser won for changes to its forest management practices to respond to the needs of the woodland caribou that had their range on the FMA with the ultimate goal of maintaining the habitat and population levels in the area. Weldwood's Recreation Enhancement Project.

Spray Lake Sawmill won an Emerald Award in 2000 for pioneering new public consultation processes, planning and harvesting practices in the environmentally sensitive area of McLean Creek in Kananaskis Country.



Calgary Rotarians learn about forestry from AFPA Past-President

More than 140 Rotarians with the Rotary Club of Calgary – Downtown, learned about the significance of Alberta's forests and the province's forest products industry on August 17th from AFPA Past-President, Gord Lehn of Spray Lake Sawmills.

Lehn's presentation provided an overview of the Alberta landscape – including the fact that while about 60 per cent of the province is forested, the working forest comprises 15 million hectares and commercial timber harvesting occurs on about one per cent of that landbase annually.

He emphasized the industry's commitment to sustainable forest practices, ensuring our present uses do not

compromise future choices, and how the industry aims to conserve many values present in the forest in addition to timber- including water, wildlife, recreational and other socio-economic values. Lehn continued by telling the Rotarians that forestry management and practices are certified sustainable by one of the several accepted programs on almost all forested lands in Alberta. Something we can all be proud of.

Following the industry overview, Lehn provided a brief overview of the work being done by Spray Lake Sawmill. This was of particular interest to the Rotarians as the Spray Lake Sawmill is located in

Cochrane, just west of Calgary, and has permits to harvest timber in areas to the northwest, west and southwest of the city.

The presentation was well-received by the Rotary audience, and many commented afterward how much they didn't really know about the forest products industry, and how thankful they were to hear it from someone so committed and involved in ensuring that Alberta's forests remain a sustainable, renewable natural resource for generations to come. 🌲

WCB rebates to AFPA members and contractors total \$1.7 million



Dieter Brunsch, Vice-President Customer Service and Risk Management, WCB (left) with Hon. Clint Dunford, Minister of Alberta Human Resources and Employment (right) present a symbolic cheque to Lloyd Harman, AFPA's Director, Health, Safety and Transportation, representing the amount of WCB Rebate cheques given to AFPA members and contractors who achieved and maintained their Certificates of Recognition in 2003 in the Partners in Injury Reduction program. Working safely does pay dividends.

Calendar of Events

One Forest Under Two Flags

October 2 to 6, 2004 marks the year's largest gathering of forest practitioners in North America. Organized under the theme "One Forest Under Two Flags," the program for this international gathering offers attendees new discoveries and insights about the forests that extend into both countries and will enhance the collegiality and camaraderie between forest practitioners on both sides of the border. The meeting will be organized by the Society of American Foresters and the Canadian Institute of Forestry/Institut forestier du Canada. (www.cif-ifc.org)

Forintek- Exploring New Paths – The Aspen Opportunity

October 15, 2004

Information and Registration – Stephane Troughton (604) 222-5663 or Stephanie@van.forintek.ca




Kimberly Watson joins AFPA



While Shelley Bishop is on maternity leave – she and her husband Martin, were blessed with a little girl, Sarah, on August 11 – Kimberly Watson has been hired to provide administrative assistance to the AFPA.

Raised in Alberta, Kimberly received her BA in Criminology/Political Science from Carleton University in Ottawa. She comes to the AFPA having recently moved to Edmonton from Calgary.

“I am looking forward to the time I will be spending with the AFPA to learn more about the forest industry and the issues surrounding it”. 

Habitat thanks AFPA members

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our organization. This is a truly wonderful thing for Habitat and an excellent commentary on the character of the Forest Industry here in Alberta.

Without donors such as your members and the volunteers who build the houses, Habitat for Humanity could not open the door to homeownership to the low income families in our community.

A heartfelt thank you to Alberta Plywood Ltd., Ainsworth Lumber Co. Ltd., Buchanan Lumber, Clareco Industries Ltd., Canadian Forest Products Ltd., Millar Western Forest Products Ltd., Palliser Lumber Sales Ltd., Spray Lakes Sawmills (1980) Ltd., Vanderwell Contractors (1971) Ltd., Weldwood of Canada Limited, Western Archrib, West Fraser Mills (Blue Ridge Lumber Inc.) and Weyerhaeuser Company Limited.

I thank you all very much.

*Sincerely
Mavis Wilkinson; Materials Procurement
Habitat for Humanity*



Forestline is published quarterly to inform Alberta Forest Products Association Members and the public about Alberta forest industry news, events and people. Inquires should be directed to the editor.

Articles may be reprinted, provided AFPA and Forestline are acknowledged.

The AFPA is a private organization representing 63 Alberta-based companies involved in the production of lumber, panelboard, pulp and paper and secondary manufactured products. The Association is committed to industrial growth, responsible environmental standards and sustainable forest practices. The industry provides 69,000 direct and indirect jobs for Albertans and is the province's second largest manufacturing sector.

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