

AFPA introduces new logo and website

The AFPA unveiled a new logo and redeveloped website at the AGM in September as part of its new corporate branding strategy. The new logo replaces one used since the early 1990's.

The new AFPA logo is a symbol of the diversity of Alberta's forests and the products they provide. The stylized coniferous and deciduous trees symbolize Alberta's forests. In the design, the two sections also represent products made by the forest products industry in Alberta – from pulp and paper to dimensional lumber and panelboard and other wood products made by our secondary manufacturing sector.

At the base of the trees is a stylized circle, embodying the circle of planning, harvesting and regrow-

ing our forests and our commitment to manage for a variety of forest values – timber, wildlife, environmental, social, cultural, recreational and economic.

In describing the new brand, Neil Shelly, AFPA Executive Director said, "when our industry or external stakeholders are asked what the AFPA, and the forest industry, means to them, we believe that answer is sustainability, first

and foremost. The sustainability of our natural resources – including the trees in our forests and the diverse range of environmental, flora and fauna interests that reside there – as well as the sustainability of our industry in Alberta, continually providing economic and environmental benefits for the generations."

The AFPA website was completely rebuilt to better provide information to members and our many stakeholders in Alberta about the forest products industry. Some of the key additions are online health and safety training presented in partnership with Alberta Human Resources and Employment, an enlarged section for AFPA members to access pertinent industry information, and expanded information for use by teachers,

educators and other interested parties to learn about the environmental and economic benefits of the province's third largest industry.

Additionally, the format of *Forestline* (see story on page 8) will change. Starting in January 2005, *Forestline* will be an electronic newsletter, delivered by email to subscribers and available on the AFPA website.

"The increasing use of the internet and email, together with the rising costs of printing and distribution and the need for more timely communication of forest industry

issues and activities are driving this decision, said Parker Hogan, Director of Public Affairs and *Forestline* editor.

The new logo and other graphic design elements were created by *Equinox Design Consultants*.

The website was created in collaboration with *RedEngine*. Both firms are based in Edmonton.



Forestline going electronic

Register at the AFPA website to receive an email copy of *Forestline*. Your name will be entered to win a Palm Pilot from Grand & Toy and the AFPA. Find more details on page 8!



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AFPA appoints new President

Mr. Art Lemay, President of Westmark Products Ltd., of Acheson, was named AFPA President for the 2004-2005 year at the 62nd Annual General Meeting and Conference.

Mr. Lemay is the first secondary manufacturing representative to serve as President. In a continuing series of firsts, was the first FORESTCARE Certified secondary manufacturer, achieving that standing in 1998.

“The Alberta forest industry is a vibrant and productive part of the provincial economy,” said incoming AFPA President Art Lemay.

“We are working diligently to improve our leading stewardship practices to enhance our competitive position in a global market.

“This requires communications, within industry, with stakeholders, government and the people of Alberta to achieve understanding and advance our industry. I look forward to progress on these initiatives during my tenure.”

Art Lemay was born in Mayerthope in 1951 where his parents were employed in a small Whitecourt-area sawmill.

He has owned Westmark Products Ltd., a custom wood manufacturer in Acheson, for 31 years.

In addition to serving on many AFPA committees, he is President of the Stony Plain and District Chamber of Commerce, Past



Art Lemay, AFPA President

President of the Stony Plain Navy League of Canada, Past-President of the Alberta Forest Products Shippers Association, a Government of Alberta Secondary Manufacturing Advisory Committee Member, and sits on the Acheson Business Association Board of Directors. Art and Rachelle have been married for 32 years, live in St. Albert, and have three grown daughters.

The AFPA Board of Directors is comprised of 14 elected Directors representing the four industry sectors. Board Members are elected for a two year term.

At the first meeting of the new Board of Directors, John Brodrick, from Buchanan Lumber in High Prairie was appointed AFPA Vice President.

In addition to his company responsibilities as project manager, Mr. Brodrick is in his fourth year as Mayor of the Town of High Prairie, having served on Council for seven years. He has worked in the Alberta forest industry for 36 years. John is married to Norma, and they have three grown children.

AFPA Board of Directors 2004-2005

Art Lemay, President,
Westmark Products Ltd.,
Acheson

Murray Summers, Past
President, Blue Ridge
Lumber Inc., Blue Ridge

John Brodrick, Vice President,
Buchanan Lumber, High
Prairie

Real Arseneault, Manning
Diversified Forest Products
Ltd., Manning

Norm Denney, Weyerhaeuser
Company Limited,
Edmonton

Berry Heinen, Boucher Bros.
Lumber, Nampa

Rob Layton, Tolko Industries
Ltd., High Level

Gord Lehn, Spray Lake
Sawmills (1980) Ltd.,
Cochrane

Arnie Mostowich, Mostowich
Lumber Ltd., Fox Creek

Timothy Ryan Ainsworth
Lumber Co. Ltd., Vancouver

Jim Stephenson, Canadian
Forest Products Ltd., Grande
Prairie

Ken Vanderwell, Vanderwell
Contractors (1971) Ltd.,
Slave Lake

Trevor Wakelin, Millar Western
Forest Products Ltd.,
Edmonton

Mike Winrow, Daishowa-
Marubeni International Ltd.,
Peace River

David Coutts named Sustainable Resource Development Minister



Coutts named Minister, Sustainable Resource Development

Premier Ralph Klein named his new Cabinet on November 24, 2004, and David Coutts, MLA for Livingstone-McLeod was appointed Minister of Sustainable

Resource Development. Prior to this appointment, he was Minister of Government Services.

Coutts has a knowledge and understanding of the forest industry having chaired the Coordinating Committee on Special Places 2000 and being a member of the Forest Conservation Strategy Task Force.

Mr. Coutts was born and raised in Fort Macleod, where he and his wife Phyllis now proudly make their home.

Neil Shelly, Executive Director AFPA, welcomed Minister Coutts to the portfolio, saying “we look forward to working with the Minister to help grow Alberta’s forest industry.” There are a number of issues affecting the forest industry that need to be dealt with in the near future and we will work with him to find mutually acceptable solutions.”

Vanderwell Contractors dedicate plantations to Mike Cardinal

In October, Vanderwell Contractors, located just outside of Slave Lake, formally dedicated two reforested private land parcels in the name of Mike Cardinal, the Minister of Sustainable Development.

The two sites, one at 20-acre and another at 60-acres are about 12 km and 34 km north of Athabasca. During the dedication ceremony, Ken Vanderwell, General Manager of Vanderwell Contractors said, “our President, Robert Vanderwell, felt it important to maintain some forest presence on private land, and as a result, we made a long-term commitment to this by purchasing and reforesting some of this previously-harvested private land.”

The sites were purchased in 1995 and replanted in 1998 with about 66,000 white spruce seedlings. This vision is extremely long term, and



will only be recognized by Dad’s (Robert) grandchildren and great-grandchildren and future Albertans.”

In dedicating the plantations to

Mike Cardinal, Vanderwell said, “the Minister has been a long-term supporter of good forest management and a strong forest industry in Alberta, we felt it only appropriate to honour him through this dedication.”

The 60-acre plantation has special significance in that Mike Cardinal was involved in clearing the site when he was a young man. Cardinal said of the dedication, “I fell very honoured by this dedication. Forestry is a very important part of our economic development plan in

Alberta. This is the future of forestry in the province.”

AFPA Annual General Meeting and Conference highlights

More than 500 delegates attended the 62nd AGM, which included presentations from Ipsos-Reid, the Canadian Boreal Initiative and the Canadian Association of Petroleum Producers during the Stakeholder Views Session and a wide ranging discussion of markets from the Canadian Wood Council and Canadian Wood and human resource trends from *N-Gen* People Performance and *CAREERS: The Next Generation*.

Craig Campbell from *PriceWaterhouseCoopers* provided insights into the global forestry market at the Friday luncheon. All of these presentations are available for viewing on the AFPA website.

As is tradition, the AFPA recognized award winners in Health and Safety; *FORESTCARE* Certification and Lumber Grading at a gala reception.

Health and Safety Excellence

These awards, co-sponsored by Alberta Human Resources and Employment recognize superior performance in the forest products health and safety arena.

The recipients are chosen based upon a series of criteria which include: participation in the Partnership program, audit results, and on-the-job performance. The *Excellence Awards* are for the 2003 year, while the *Continuing Excellence Award* winners are those top performers over the period 1999-2003. For contractors, the *Continuing Excellence* period is 2000-2003.

Health and Safety Excellence (2003) Sawmill/Planer Mill Sector

Bell Pole Company
Manning Diversified Forest Products Ltd.
Millar Western Forest Products Ltd.
(Whitecourt)

Pulp and Paper Sector

Daishowa-Marubeni International Ltd.

Panelboard Sector

Sunpine Forest Products Ltd. (Strachan)

Woodlands Contractor Sector

Stellas Logging Ltd.
Robin Stewart Enterprises (1992) Ltd.
Friesen Logging Ltd.

Silviculture Contractor Sector

Olson's Ventures Reforestation Inc.
Folklore Contracting Ltd.

Health and Safety Continuing Excellence (1999-2003) Sawmill/Planer Mill Sector

Boucher Bros. Lumber Ltd.
Millar Western Forest Products Ltd. (Boyle)
Weyerhaeuser Company (Grande Prairie)

Pulp and Paper Sector

Alberta Newsprint Company
Weyerhaeuser Company (Grande Prairie)

Panelboard Sector

Ainsworth Lumber Co. Ltd.

Woodlands Contractor Sector

Greschner Enterprises Ltd.
Lyda Logging Ltd.
Garden River Logging Co.

Silviculture Contractor Sector

Olson's Ventures Reforestation Inc.
Next Generation Reforestation

Lloyd Harman, Director Health, Safety and Transportation said, "The recipients meet or exceed the unique criteria for recognition. The AFPA health and safety vision is to demonstrate excellence, and tonight clearly demonstrates our accomplishments to achieve that vision."

FORESTCARE Certifications

Alberta's forests have environmental, economic and social values. *FORESTCARE* was created by the Alberta Forest Products Association, its members and community stakeholders in 1990 to help protect these values while sustaining the health of the forest. This program was one of the first, third-party auditing programs related to sustainable forest management and practices created. *FORESTCARE* is an ethic on which AFPA members conduct their business. It reflects a pledge by our member companies to lead progressive operations and continuously improve performance in light of new knowledge and abilities.

FORESTCARE Certified (Mill and Woodlands)

Alberta Newsprint Company, Whitecourt
Millar Western Forest Products Ltd., Boyle

FORESTCARE Woodlands Certified

Canadian Forest Products Ltd., Grande Prairie
Manning Diversified Forest Products Ltd., Manning

FORESTCARE Mill Certified

Ainsworth Lumber Co. Ltd., Grande Prairie
Weldwood of Canada Limited Hinton Pulp Division
La Crete Sawmills Ltd., La Crete

Keith Murray, Director Environmental Affairs said of the *FORESTCARE* Certification recipients, "It is encouraging to see the mix of large and small members continue their dedication to this program. With the release of the *FORESTCARE* Equivalency Policy that allows the verification of requirements from a

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AFPA Annual General Meeting and Conference highlights

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variety of certification schemes during a single assessment visit, we anticipate the number of member companies achieving certification standards to rise dramatically in the next year.”

Grade Bureau

A lumber grade is the quality control standard for all dimensional lumber produced and is a minimum standard. It is seen on every piece of lumber made in Alberta.

The AFPA is the primary certification agency in Alberta, responsible for ensuring the quality control of each piece of stamped lumber originating from its members. Each year, the AFPA recognizes lumber graders that attain the highest certificate exam marks in four categories.

Instructor Category

Bill Macgregor, Palliser Lumber Sales Ltd.

Grader Category

Stuart Doerksen, Millar Western Forest Products Ltd.

Novice Category

Ian Grady, Alberta Plywood Ltd.

AA Category

Gene Alwood, HI-ATHA SAWMILL DIVISION, Weldwood of Canada Ltd.

Norm Dupuis, Director Grade Bureau congratulated all the grading winners, saying, “The high level of excellence of our award winners is testament to the dedication of our member companies to ensuring the lumber products supplied to consumers is quality checked and meets their building needs.”

All of these award recipients

illustrate the commitment of the forest industry to our forests, our communities, our employees, our natural environment and to Albertans. AFPA Members believe this is what stewardship and accountability is all about.

Our AGM wound up with the Arden Rytz Golf Tournament on October 2nd. Following a long frost delay, eager golfers enjoyed a wonderfully warm day of golf. The winning team, at 11 under par, was the foursome of Al Ward, Eric Munk, Scott Sutherland and Steve Blanton.

Delegates overwhelmingly supported the continuation of the AGM at the Jasper Park Lodge. The 2005 AFPA AGM and Conference will be held in Jasper between September 28 and October 1.

AFPA Q3 results

For the period July through September, AFPA member companies produced forest products valued at \$1.137 billion, down \$92 million from the previous quarter but up \$113.3 million over third quarter 2003.

For the first nine months of 2004, the total value of products from AFPA member companies was \$3.431 billion, up \$731 million from the same period a year ago.

AFPA-member lumber mills shipped 861.6 million board

feet of dimensional lumber in the quarter. AFPA-member panelboard operations produced 730.8 million square feet of 3/8th inch equivalent product, and pulp and paper sector production was 521.7 thousand air dried metric tonnes.

With three months remaining in the year, AFPA members look poised to produce more than \$4 billion in forest products in 2004.

FMF grizzly bear workshop

The Foothills Model Forest will be holding a one-day workshop on January 17, 2005 in Edmonton (location tbd) for Alberta's forest sector to introduce planning tools based on the extensive research undertaken in the past five years. The tools are: resource selection function models developed with the use of grizzly bear habitat maps; and grizzly bear mortality risk models.

For more information or to register visit, www.fmf.ab.ca or contact Lisa Jones at (780) 865-8329 or lisa.jones@gov.ab.ca.

AFPA continues to support forest education

The AFPA has actively supported forestry and environmental education in Alberta for 15 years, through its partnership with Inside Education, formerly FEESA. Since 1991, the Alberta forest products industry has contributed more than \$2 million to support bias-balanced educational programming in the province.

On October 19, the AFPA provided \$100,000 to Inside Education for the coming year and an additional \$100,000 to the Alberta Foundation for Environmental Learning to support the Alberta Boreal Legacy initiative.

Deb Choma, President of Inside Education said at the presentation, “As one of our longest standing funding partners, the AFPA plays an integral role in the development of Inside Education’s forest education programming. This upfront support allows us to more effectively work together to provide high-quality, balanced, relevant learning experiences throughout the year. It’s yet one more indication of the strength of the relationship

between our two organizations, and it is greatly appreciated.”

in this important region of the province. The program provides a wide array of information,

education and celebration opportunities for communities within and outside the region.

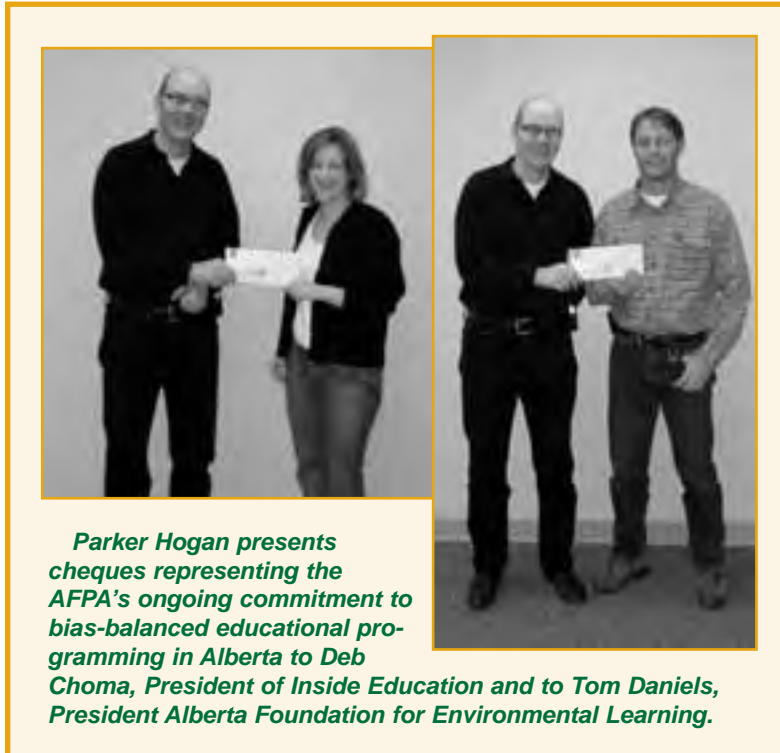
The AFPA has committed to a three-year partnership in the program as a Charter Partner. The AFEL is a private, Calgary-based, charitable education foundation that delivers large-scale, environment-economy education programs in Alberta and across Canada.

Tom Daniels, AFEL President said, “AFPA’s support for the Alberta Boreal Legacy will go far in educating

Albertans about the

ecological, economic and social diversity of Alberta’s Boreal region and the importance of the Boreal to our shared future.

“We are very pleased that the AFPA has taken a leadership role in the Legacy program as they represent an important sector involved in the challenge of managing the resources of the region in a sustainable manner.



Parker Hogan presents cheques representing the AFPA’s ongoing commitment to bias-balanced educational programming in Alberta to Deb Choma, President of Inside Education and to Tom Daniels, President Alberta Foundation for Environmental Learning.

Alberta’s Boreal Legacy

Educating people about the value of the province’s boreal region and its many values is the focus of a new initiative from the Alberta Foundation for Environmental Learning (AFEL).

Alberta’s Boreal Legacy will present and promote public education and outreach programming on the challenges we face in ensuring ecological integrity, economic development and community health

Millar Western wins NSERC Synergy Award

Millar Western Forest Products Ltd., and its partners were honoured on October 28th for their Forest Watershed and Riparian Disturbance (FORWARD) research initiative. Millar Western partnered with Lakehead University and research teams from five other Canadian universities, the Alexis Nakota Sioux Nation, and other forest companies, Alberta Plywood, Blue Ridge Lumber, Bowater Canadian Forest Products, Buchanan Forest Products, LP and Vanderwell Contractors in this project.

The FORWARD project models the impacts of timber harvesting, as well as natural disturbances such as fire, on soils, hydrological processes, water quality and water flow in Canada's boreal forests.

The results are used to develop decision-support tools for responsible, science-based forest management planning.

"FORWARD is aimed at developing innovative approaches to forest management that will help protect water, soils and the full range of forest values by providing forest

companies across Canada with an improved ability to predict and shape the effects of their management practices and other disturbances within the forest," said principal investigator Dr. Ellie Prepas of Lakehead University. Millar Western Chief Forester Jonathan

better forest policy across Canada, and will provide environmental, social and economic benefits for

future generations." Science and Engineering Research Canada (also known as NSERC) is a key federal agency investing in people, discovery and innovation. It

supports both basic university research through research grants, and project research through partnerships among postsecondary institutions, government and the private sector, as well as the advanced training of highly qualified people.

For information on the FORWARD project contact Jonathan Russell, RPF, Chief

Forester, Millar Western Forest Products Ltd. (780) 486-8227. jrussell@millarwestern.com

Russell noted that FORWARD will contribute to sustainable economic development benefiting Aboriginal and other rural and northern communities, while helping ensure that Canada's forest industry remains internationally respected and globally competitive.

"By working collaboratively on long-term research aimed at protecting forest values," said Russell, "this partnership is promoting better forest management practices and



Forestline moving to electronic publication

Forestline has been through many formats since it was first published in March of 1991.

As a reflection of what the industry has become, in 1990, AFPA members were part of the fourth largest industry in the province, employing 27,000 people. Today, AFPA members are part of the third largest manufacturing sector and second largest export manufacturing sector employing approximately 54,000 Albertans. Another 15,000 jobs in the supply and service sectors are directly related to our industry. The value of forest products made in Alberta is poised to surpass \$4 billion this year.

In 1990, the Internet was barely

more than a few computers strung together, today it is pervasive. With the many changes undertaken by the AFPA in recent months – the launch of the new website, a new visual identity and a new office location, it made sense to look at what else needed to be refreshed and updated.

In our review, we saw that there were viable options to increase the frequency and timeliness of information from the AFPA to its interested stakeholders. With the new email newsletter program, we will be able to produce concise, timely newsletters and distribute them.

We anticipate the first electronic *Forestline* will be delivered to your

in-box in the third week of January. To subscribe – at no cost – and see the Palm Tungsten E that one lucky subscriber will win just for registering, visit our website, www.albertaforestproducts.ca, and follow the links.

Parker Hogan Director, Public Affairs - Forestline Editor

ForestLine

Forestline is published quarterly to inform Alberta Forest Products Association Members and the public about Alberta forest industry news, events and people. Inquiries 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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