



**FINAL NOTICE**  
**CANADIAN HARDWOOD BUREAU-**  
**MEETING**  
**FEBRUARY 22-23, 2012**  
**MONTREAL, QC**



The next meeting of the Canadian Hardwood Bureau will take place on February 22-23, 2012 in Montreal, QC, at the Delta Montreal, in Montreal, QC. Registration is growing nicely!.

The schedule is as follows:

**Wednesday, February 22, 2012**

- 8:45am – 10:45am      Industry Hockey Game
- 1:00 pm**                      **Reception/Luncheon/ Presentations at** Delta Montreal, 475 Ave. du President-Kennedy, Montreal
- 5:00 pm- 7:00 pm      CHB / Reception, Delta Montreal  
**Sponsored by Hub International Quebec**
- Evening on you Own

**Thursday, February 23, 2012**

- 8:00 am                      Breakfast and Presentation at Delta Montreal  
With Guest Speaker

**THE SPEAKERS**

Our speakers include Simon Boisvert, the dynamic Quebec-based scout for the Moncton Screaming Eagles of the Qubec Major Junior Hockey League. He will speak to us about his success as a scout, and his "new" ideas about team-building in hockey and how these concepts easily translate to business - with regard to hiring, promotions, identifying leaders and "making it work". In the spirit of the recent "Moneyball" movie Mr. Boisvert will provide his thoughts on new, non-standard ideas towards managing people as well as ideas for improvement and new sales ideas.

Also speaking is Scott Wilson- the leading web sales and marketing expert using Search Engine Optimization (SEO). Profit Magazine ranks him as an essential speaker and resource for CEO's. His dynamic presentation will provide practical proven strategies for increasing sales and winning new customers, with a focus on the financial pay-back of web sales.

We are awaiting confirmation on additional speakers. This event is being organized to provide those in the Canadian Hardwood Bureau with the opportunity to get together, learn and network during the traditional February period. It will allow you to meet and greet with others in the industry and learn more about the Bureau's plans.

**SPONSORS**

We are very pleased to announce that Hub International has generously agreed to sponsor our Wednesday evening reception.

There are other sponsorship opportunities for interested firms. Email us at [info@canadianhardwoodbureau.com](mailto:info@canadianhardwoodbureau.com) for more information

## **REGISTRATION / EARLY-BIRD DRAW (HOCKEY TICKETS)**

Thanks to everyone who registered early for the event. We are pleased to announce that we have a winner of the *draw for two tickets to the Montreal Canadiens-Dallas Stars game at the Bell Centre on February 21<sup>st</sup>.*

To cover costs, we will charge a registration fee of \$95 for members and \$135 for non-members for Wednesday (reception/lunch/meeting/evening reception) and \$45 for members and \$65 for non-members for Thursday (breakfast, speaker, etc.).

## **HOTEL ROOM RESERVATIONS**

**Please book today!** A block of rooms has been reserved for the nights of February 21-23<sup>rd</sup> at the Delta Montreal, 475 Avenue President Kennedy, in downtown Montreal. The rate is \$129 plus applicable taxes. There is a \$20 charge for each extra person sharing a room. The cut off for this room rate is this week. Please call the Delta Reservations Dept. at 514-286-1986 and please mention the room block for the Canadian Hardwood Bureau in order to get the group rate.

## **INDUSTRY HOCKEY GAME**

We have arranged an industry hockey game from 8:45 am -10:15 am on February 22nd. Please indicate your desire to play hockey by completing that section of the registration form. Those playing hockey will pay an additional fee to participate. Thanks to JP Lupien, who is making the hockey arrangements.

## **SHARE THIS INFORMATION WITH YOUR COLLEAGUES**

We look forward to seeing you at this first CHB meeting of 2012. Please do not hesitate to contact us if you have any questions. We encourage you to share this information with all those on your contact list. We have had lots of interest in this Montreal event, and anticipate that a significant crowd, like last year, will participate. .

Best Regards,

Brent Stief, Huron Forest Products,  
Chairman, Canadian Hardwood Bureau.

For more information – email Brent Stief, Chairman, Canadian Hardwood Bureau at [info@canadianhardwoodbureau.com](mailto:info@canadianhardwoodbureau.com). 130 Albert Street, Suite 1208, Ottawa, ON, K1P 5G4 Tel: 613 567 9171, Fax : 613 567 4664