

2025 WRCLA 71ST AGM & CEDAR SUMMIT

MAY 14-16, 2025, KELOWNA, BC

AGENDA

WEDNESDAY

WRCLA GOLF TOURNAMENT

Black Mountain Golf Club
 575 Black Mountain Dr,
 Kelowna, BC V1P 1P7

- 6:15 am** **SHUTTLE BUS PICKUP**
 Pick up at Delta Grand Hotel Lobby.
 Departs promptly @ 6:30am.
- 8:00 am** **WELCOME SPEECH**
 All golfers in carts for hole assignment.
- 8:30 am** **GOLF TOURNAMENT COMMENCES**
 Shotgun Start. (for those who pre-registered)
- Lunch** Complimentary lunch vouchers will be provided at the registration table. Redeemable on the course and at the kiosk at any time.
- 1:00 pm** **RECEPTION (after tournament concludes)**
 Wrap up reception with golf winner announcements and prizes. Pending weather will be on patio or in restaurant.
- 2:00 pm** **SHUTTLE BUS PICKUP (after reception concludes)**
 Pick up at Black Mountain Golf Club with drop off at Delta Grand Hotel.

WRCLA WINE TOUR

- 10:15 am** **SHUTTLE BUS PICKUP**
 Note: for pre-registered attendees only
 Meet in lobby at Delta Grand Hotel.
 Departs promptly at 10:30am
 - Lunch will be provided
 - Drop off back at Delta Grand Hotel by 3pm.

WRCLA WELCOME RECEPTION & DINNER

CRAFT Beer Market Kelowna
 257 Bernard Ave,
 Kelowna, BC V1Y 6N2

- 6:00 pm** **REGISTRATION OPENS**
 Easy walk taking path behind hotel directly to restaurant or hop in a cab/uber/drive yourself.
- WELCOME RECEPTION & DINNER**
 Casual mix and mingle event with food and drinks offered throughout the night!
 Host bar from 6pm-8pm.
 Cash bar to follow

THURSDAY

WRCLA CEDAR SUMMIT BUSINESS SESSION

- 7:30 am** **BREAKFAST**
 Okanagan Ballroom
- 8:30 am** **BUSINESS SESSION**
 1/3 South Ballroom
 – next to breakfast location
- 8:35 am** **INTRODUCTION**
 WRCLA Managing Director,
 Brad Kirkbride
- 9:00 am** **KEYNOTE SPEAKER**
 Kevin Mason, Managing Director
 – ERA Forest Products &
 Kelly McCloskey, President
 – Wood N Frog Communications
 Topic: The Elephant in the Room!
- 10:00 am** **FIRE CODE & SPECIES COMPARISON**
 Jay Poppe, WRCLA

 < Break for 10 minutes >
- 10:30 am** **YEAR IN REVIEW**
 Bare Advertising & Marketing
- 11:25 am** **SPECIAL PRESENTATION**
 WRCLA Managing Director,
 Brad Kirkbride
- 11:45 am** **CONCLUSION**
 WRCLA Managing Director,
 Brad Kirkbride
- 12:00 pm** **CEDAR SUMMIT BUSINESS SESSION LUNCH**
 Okanagan Ballroom

WRCLA CEDAR SCHOOL

- 1:00 pm** **SCHOOL SESSION CONTINUATION (Students only)**
 1/3 South Ballroom

WRCLA CEDAR SUMMIT

- 1:00 pm** **AGM & BOARD OF DIRECTORS MEETING (Board Members only)**
 Mt. Boucherie Room – located off elevators near business session area

THURSDAY

WRCLA CHAIRMAN'S DINNER

Delta Hotels by Marriott
Grand Okanagan Resort
 1310 Water Street
 Kelowna, BC V1Y 9P3

- 6:00 pm** **VICE CHAIRMAN'S RECEPTION**
 Patio and Foyer (located out front of business session area)
- 7:15 pm** **JEFF DERBY CEDAR CHAMPION AWARD PRESENTATION**
- 7:30 pm** **CHAIRMAN'S DINNER**
 1/3 South Ballroom

FRIDAY

Delta Hotels by Marriott
Grand Okanagan Resort
 1310 Water Street
 Kelowna, BC V1Y 9P3

- 6:30 am** **OPTIONAL BREAKFAST**
 Okanagan Ballroom
 - Come and sit down for breakfast prior to your departure.
 - Or if you are on the run to catch a bus or flight, we will have a "to go" option as well.
- 9:30 am** **BREAKFAST CLOSES**

*Architect: DeForest Architects, pllc
 Photography: John Granen*



THANK YOU SPONSORS!

On behalf of the WRCLA Staff and Members, we would like to thank all the member companies who gave their support and sponsored these great events!

GOLF TOURNAMENT SPONSORS

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bare ADVERTISING
& COMMUNICATIONS



Longest Drive



Closest to the Pin #1



Closest to the Pin #2



CEDAR SUMMIT SPONSORS

Welcome Reception & Dinner



Cedar School Coffee Break



Cedar School Luncheon



Business Session Breakfast



Business Session Presentation



Business Session Lunch



BOD & AGM Coffee Breaks



VICE Chairman's Reception



Chairman's Dinner



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