

OSSGA

ONTARIO STONE, SAND  
& GRAVEL ASSOCIATION

# ROCKS ROCK

*Taking Stock of our Industry*

**2016 OSSGA  
CONFERENCE  
AND ANNUAL  
GENERAL MEETING**

Sheraton on the Falls Hotel  
Niagara Falls, Ontario  
February 24 – 26, 2016





# 2016

OSSGA CONFERENCE AND ANNUAL GENERAL MEETING

# ROCKSTOCK

## Taking Stock of our Industry



Members of the Ontario Stone, Sand & Gravel Association have accomplished so much this past year and over the course of our history, that it's time we take "STOCK" of our successes! So, get in the groove and join your fellow industry leaders (the coolest of cats) for the Ontario Stone, Sand & Gravel Association Conference and Annual General Meeting, February 24 to 26, 2016, in the heart of Niagara Falls at the Sheraton on the Falls Hotel. OSSGA has put together one rockin' funkadelic agenda. So be cool daddy'o and join us for:

### WHAT'S HAPPENING?



- Keynote speakers Stephanie Guthrie and Gerry Visca
- Outstanding industry speakers from across the province and beyond
- Chair's Dinner and Show Thursday night with entertainers Colin Mochrie and Deb McGrath
- Welcome Lunch with Exhibitors Wednesday afternoon
- Opening Night Reception with Exhibitors and Dignitaries Wednesday evening
- Woodstock RockStock Party at Hard Rock Night Club Wednesday night
- Wine and Cheese Tasting Thursday afternoon
- Companions Program – Tables, Tours and Tastings



### Incredible Speakers



### Exhibitors to Meet all your Needs

### Woodstock Themed Party

### Wine Tasting and Networking Social

### And Much More!



# OSSGA SOCIAL ACTIVITIES



## WELCOME LUNCH WITH EXHIBITORS

Wednesday, February 24

11:30 am - 12:30 pm

This is your first opportunity at the Conference to begin networking with your peers. Join us for our kickoff lunch with all of the exhibitors.



## OPENING NIGHT RECEPTION WITH EXHIBITORS AND DIGNITARIES

Wednesday, February 24

5:00 pm - 6:30 pm

Network with OSSGA exhibitors and mingle with your fellow cool cats (delegates and invited government dignitaries). Take this time to make new connections and rekindle old ones.

## WOODSTOCK ROCKSTOCK PARTY AT HARD ROCK NIGHT CLUB

Wednesday, February 24

9:00 pm - 11:00 pm

All right all you hip brothers and sisters, it's time to get down! Get dressed in your best Woodstock outfit – groovy glasses, tie-dye shirt and bellbottom pants! Plan to get your groove on as we take over Hard Rock Night Club for a night of mixing and mingling.



## WINE AND CHEESE TASTING WITH EXHIBITORS

Thursday, February 25

3:00 pm - 5:00 pm

Niagara's best wineries will be onsite to give you a taste of their latest VQA products while you network with exhibitors.

## CHAIR'S RECEPTION, DINNER AND SHOW

Thursday, February 25

6:30 pm - 9:30 pm

Famous Canadian comedians Colin Mochrie and Deb McGrath will entertain you at this year's incredible Chair's Dinner and Show Thursday night. Get dressed up and prepare to be engaged in more ways than one.

## GERRY VISCA BOOK SIGNING AND LUNCH

Friday, February 26

12:30 pm - 2:00 pm

Every full package and Thursday/Friday package attendee will receive a copy of Gerry's latest book, which he will personally sign for you during the final Conference lunch.

## HELICOPTER TOURS OF NIAGARA FALLS AND VINEYARDS

Wednesday Morning and Friday Afternoon

See Niagara Falls in a whole new way when you board National Helicopters for a 20-minute tour of the region. Rides will take place on Wednesday morning before the start of the Conference and Friday after lunch. Book direct and take advantage of OSSGA's discounted rate of only \$110 per person. See back page for more information.

# KEYNOTE SPEAKERS



**STEPHANIE GUTHRIE**  
SOCIAL MEDIA AND ACTIVISM

It's no secret that social media can be a great tool for getting the word out about a cause or issue, but that only scratches the surface of how useful it can be. Social media isn't just for broadcasting your initiatives (in fact, that's a pretty old-school way of thinking). Find out how it can also be used for brainstorming ideas, finding collaborators and volunteers, and identifying the timely issues, moments and problems that are ripe for intervention.

**GERRY VISCA**  
ZIGZAG™ THE POWER TO DIFFERENTIATE

It's time the aggregate industry focuses on the power of building a brand experience through "buzz-style" marketing techniques designed to engage your audience with a fresh coat of inspired ideas. Gerry will educate you on how to differentiate yourself within the marketplace by sharing new ideas to help build momentum through inspired action.



Can you dig it!



# \* HOTEL

*Come early and stay late*

## MAKE NIAGARA YOUR HOME AWAY FROM HOME!

OSSGA's Conference will be held in the heart of Niagara Falls at the Sheraton on the Falls Hotel. Situated at the foot of the Falls and right on Lundy's Lane, the hotel is close to restaurants, shopping, entertainment and attractions.

We invite you to extend your stay before and/or after the Conference with special OSSGA group rates.

A block of rooms is being held until January 22, 2016, for all participants of the Conference on the nights of February 23 to February 26. Rates are based on double or single occupancy.

### ROOM RATES:

FALLSVIEW \$139.00

(please note the rate increases to \$149 Friday night)

CITYVIEW \$119.00

(please note the rate increases to \$129 Friday night)

Attendees are responsible for making their own reservations by contacting the Sheraton on the Falls Hotel toll free at 1 (800) 519-9911. Please book your room no later than January 22, 2016, to guarantee the OSSGA group rate. When booking, please ensure you inform the reservations agent you are with the Ontario Stone, Sand & Gravel Association (OSSGA). Alternately, you can go online to book your room by using the link below:



[CLICK HERE FOR HOTEL BOOKING LINK](#)





# AGENDA

## WEDNESDAY, FEBRUARY 24

11:30 am - 12:30 pm	Official Welcome Lunch with Exhibitors
12:30 pm - 12:40 pm	Welcome to Day One of the Conference <i>James Gordon, Fowler Construction Company Limited and OSSGA Chair</i>
12:40 pm - 1:05 pm	OSSGA Welcome and Year in Review
1:05 pm - 1:15 pm	Welcome to Niagara Falls <i>Jim Diodati, Mayor of Niagara Falls</i>
1:15 pm - 1:45 pm	Working on a Social Licence: OSSGA's Definition and Guidance <i>Glenn Harrington, Harrington McAvan Ltd.</i>
1:45 pm - 2:15 pm	"3 Plans of Peace & Harmony" Update on the Provincial Plan Review <i>Brian Zeman, MHBC Planning</i>
2:15 pm - 2:35 pm	TOARC and MAAP Update <i>Bruce Semkowski and Danielle Solondz, The Ontario Aggregate Resources Corporation</i>
2:35 pm - 2:50 pm	Introduction to Heartland Forest <i>Elisabeth Graham, Heartland Forest</i>
2:50 pm - 3:15 pm	Coffee Break and Networking with Exhibitors
3:15 pm - 3:45 pm	Taking Stock of Rehabilitation - Lots to be Proud of! <i>David Charlton, Stantec Consulting Inc., and Kevin Trimble, Brandy Creek Consulting Ltd.</i>
3:45 pm - 4:45 pm	Industry Recognition Awards <i>Steve Bisson, Nelson Aggregate Co., and John Moroz, CBM Aggregates</i>
4:45 pm - 5:00 pm	Welcome from Ontario Progressive Conservative Party <i>Patrick Brown, Ontario PC Party Leader</i>
5:00 pm - 6:30 pm	Opening Night Reception with Exhibitors and Dignitaries, including a Welcome Address from Minister Bill Mauro, Ministry of Natural Resources and Forestry <i>(Dinner will be provided on Thursday only)</i>
9:00 pm - 11:00 pm	Woodstock RockStock Party at Hard Rock Night Club <i>(Light snacks and two drink tickets will be provided)</i>



## THURSDAY, FEBRUARY 25

8:00 am - 9:00 am	Breakfast with Exhibitors
9:00 am - 9:10 am	Welcome to Day Two of the Conference <i>Steve Bisson, Nelson Aggregate Co.</i>
9:10 am - 9:20 am	Ministry of Transportation Update <i>Shael Gwartz, Director, Ministry of Transportation</i>
9:20 am - 10:00 am	Winning the War over Water <i>Tecia White, Whitewater Hydrogeology Ltd., and David White, Devry Smith Frank LLP</i>



# AGENDA

10:00 am - 10:45 am	Economic Outlook 2016 <i>Derek Burleton, Vice President and Deputy Chief Economist, TD Bank</i>
10:45 am - 11:15 am	Coffee Break and Networking with Exhibitors
11:15 am - 11:35 am	"With a Little Help from our Friends" OSSGA Official Plan Guide for Producers <i>James Parkin, MHBC Planning</i>
11:35 am - 11:50 am	Keep on Truckin' - Axle Weight Update <i>Angelo Muscillo, Bulk Transfer Systems Inc.</i>
11:50 am - 12:20 pm	Popouts in Exterior Concrete Flatwork – Can Perfection be Specified? <i>Bart Kanter, Concrete Ontario</i>
12:20 pm - 12:50 pm	Lunch Reception with Exhibitors
12:50 pm - 3:00 pm	<b>Lunch with Keynote Speaker</b> <b>Stephanie Guthrie, Social Media and Activism</b>
3:00 pm - 5:00 pm	Niagara Vineyards Wine Tasting and Exhibitor Networking
3:15 pm - 3:45 pm	OSSGA Annual General Meeting – Active and Associate
6:30 pm - 7:30 pm	Chair's Reception
7:30 pm - 9:30 pm	Chair's Dinner and Entertainment

## FRIDAY, FEBRUARY 26

8:00 am - 9:00 am	Breakfast
9:00 am - 9:10 am	Welcome to Day Three of the Conference <i>Dan O'Hara, Dufferin Aggregates</i>
9:10 am - 9:40 am	ARA Review Update
9:40 am - 10:10 am	Putting Stock in Young People: Voices of the Future Panel MODERATOR: <i>Greg Sweetnam, James Dick Construction Limited</i> PANEL: <i>Caitlin Port, Skelton Brumwell and Associates; Aynsley Anderson, Barriston LLP; Victor Giordano, Vicdom Sand and Gravel Limited</i>
10:10 am - 10:30 am	Update from Aggregate Recycling Ontario <i>Brian Messerschmidt, Aggregate Recycling Ontario</i>
10:30 am - 10:50 am	OSSGA Marketing Plan - Putting Stock in our Message <i>Sharon Armstrong, Ontario Stone, Sand &amp; Gravel Association</i>
10:50 am - 11:15 am	Coffee Break and Networking
11:15 am - 12:15 pm	<b>Keynote Speaker</b> <b>Gerry Visca, The Power to Differentiate</b>
12:15 pm - 12:30 pm	Closing Remarks
12:30 pm - 2:00 pm	Light Lunch and Book Signing by Gerry Visca

# COMPANIONS PROGRAM

**O**n Wednesday afternoon join fellow companions for a hands-on casino Learn to Play lesson. Find out how to play blackjack and poker from the best in the business. Later that evening, join all Conference attendees for the Opening Reception, and then get ready to Rock On at the Woodstock RockStock Hard Rock Night Club party.

Start your day right Thursday with a hearty breakfast before hopping on our private coach, which will take you to Niagara-on-the-Lake so you can shop 'til you drop. From there you will be whisked away to Trius Winery. Here you will have a wine tasting followed by an incredible lunch in their Red Barrel Cellar. The day's not over! Thursday evening, before the Chair's Reception and Dinner, OSSGA has booked hair and makeup stylists to help you look smashing for the evening festivities.

On Friday morning, enjoy breakfast and take the morning off to relax or shop at your leisure. But don't wander too far – you won't want to miss our keynote speaker Gerry Visca, followed by a light lunch.



## AGENDA

### Wednesday, February 24

2:00 pm - 4:00 pm	Casino Learn to Play Lesson
5:00 pm - 6:30 pm	Opening Night Reception with Exhibitors
9:00 pm - 11:00 pm	Woodstock RockStock Hard Rock Night Club Party

### Thursday, February 25

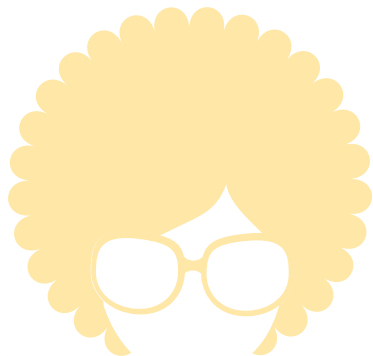
7:30 am - 9:30 am	Breakfast (at your leisure)
9:30 am - 11:30 am	Shopping in Niagara-on-the-Lake
11:30 am - 3:00 pm	Wine Tasting and Lunch at Trius Winery
3:30 pm - 6:30 pm	Get Glammed up with Hair and Makeup Stylists
6:30 pm - 9:30 pm	Chair's Reception, Dinner and Entertainment

### Friday, February 26

7:30 am - 10:30 am	Breakfast (at your leisure)
11:15 am - 12:30 pm	Keynote Speaker – Gerry Visca
12:30 pm - 2:00 pm	Light Lunch

\* \* Be there or be square





# EXHIBITION

## Calling all associate members



his is your opportunity to network with industry leaders in Niagara Falls! Showcase your products, services and technology to over 250 attendees. OSSGA Conference delegates are key decision makers looking to connect with you!

Exhibit space is very limited and will be confirmed on a first-come, first-served basis. Each space includes a 10' x 8' area, 6' skirted table, one chair, carpeting and one electrical outlet. There will be multiple food and beverage setups within the exhibit area to maintain networking opportunities.

The exhibit fee is \$1,799 and includes one full Conference delegate registration and one booth. An additional three staff members are permitted to work your booth at no extra cost. However, admittance to meetings and meals must be purchased separately. Visit [www.ossga.com/conference\\_exhibit](http://www.ossga.com/conference_exhibit) to book your booth today or contact OSSGA Training and Development Manager Julie Harrington at [jharrington@ossga.com](mailto:jharrington@ossga.com) or (905) 507-0711 ext. 208.

### EXHIBITION HOURS

WEDNESDAY, FEBRUARY 24  
11:30 AM - 6:30 PM

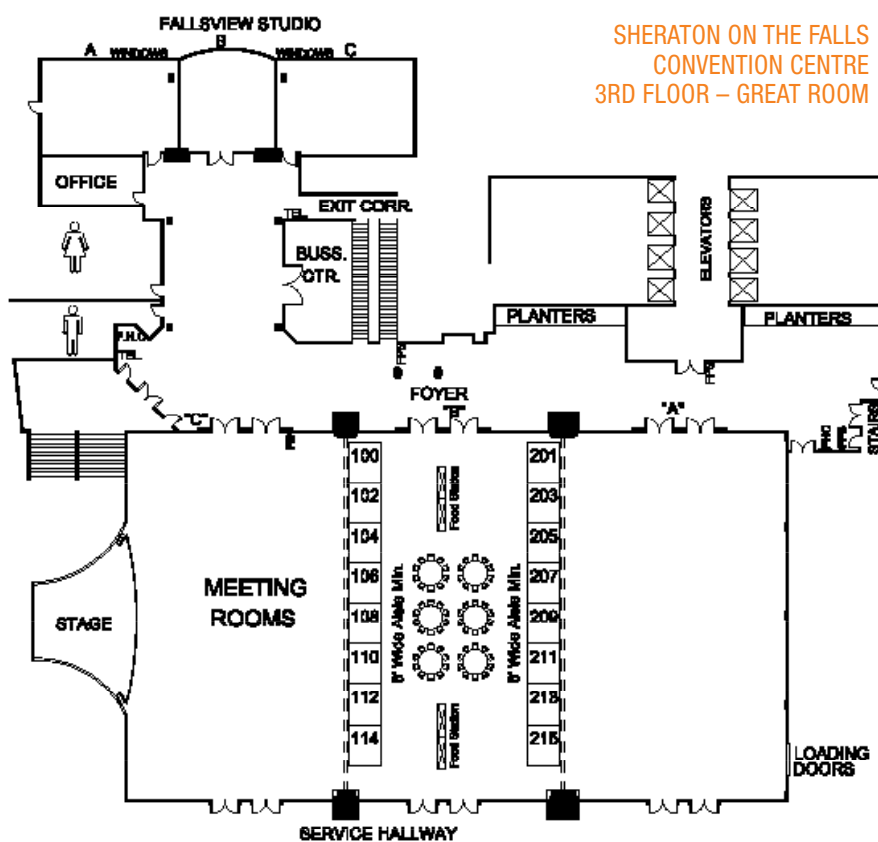
THURSDAY, FEBRUARY 25  
8:00 AM - 5:00 PM

### SETUP

WEDNESDAY, FEBRUARY 24  
9:00 AM - 11:30 AM

### TAKE DOWN

THURSDAY, FEBRUARY 25  
5:00 PM - 6:00 PM



SHERATON ON THE FALLS  
CONVENTION CENTRE  
3RD FLOOR - GREAT ROOM

# SPONSORSHIP

THERE IS NO BETTER WAY TO SHOW YOUR SUPPORT FOR THE CONFERENCE AND THE ASSOCIATION THAN THROUGH YOUR SPONSORSHIP!

**S**ponsors can choose from a number of outstanding opportunities and be recognized throughout the Conference for their contributions, based on their chosen level of support. A variety of options allow for great opportunities for any budget.

Explore the many sponsorship opportunities offered at [https://www.ossaga.com/conference\\_reg/](https://www.ossaga.com/conference_reg/) and select your level of support.

Don't see what you want?

Call OSSGA directly and let us customize a special package just for you. Be sure to confirm your support by January 22 to ensure you receive all the benefits associated with your sponsorship.

## ITEMS AVAILABLE:

Woodstock Party at  
Hard Rock Night Club  
Hotel Key Card  
Friday Lunch  
Chair's Reception  
Chair's Dinner Wine  
Niagara Vineyards  
Wine Tasting  
Stephanie Guthrie –  
Keynote Speaker  
And much more!

## THANK YOU TO THOSE COMPANIES THAT HAVE CONFIRMED THEIR SPONSORSHIP TO DATE:

### PLATINUM AND GOLD SPONSORS



**Walker  
Aggregates Inc.**

### SILVER AND BRONZE SPONSORS



**WeirFoulds LLP**

**TOMLINSON**  
FOUNDED ON STRENGTH GUIDED BY VISION

## CONTRIBUTORS

Skelton, Brumwell & Associates  
Pioneer Construction Inc.

# REGISTRATION



# INFORMATION



How to register a delegate, companion, exhibit booth or sponsor: Visit our website at [www.ossaga.com](http://www.ossaga.com) to book your registration type, companion package, exhibitor booth and/or sponsorship opportunities.

If you have any questions, please don't hesitate to contact our Training and Development Manager, Julie Harrington, at [jharrington@ossaga.com](mailto:jharrington@ossaga.com) or (905) 507-0711 ext 208.

## REGISTRATION DESK HOURS

The registration desk will be located outside the Great Room on the 3rd Floor of the Sheraton on the Falls Hotel.

Wednesday, February 24: 8:30 am - 6:00 pm

Thursday, February 25: 7:30 am - 4:30 pm and  
6:30 pm - 7:30 pm

## REGISTRATION OPTIONS

### DELEGATE FULL PACKAGE:

Early Bird Rate until January 15, 2016

\$999 MEMBER

\$1,350 NON-MEMBER

\$869 GOVERNMENT

Regular Rate from January 16, 2016 until February 26, 2016

\$1,100 MEMBER

\$1,450 NON-MEMBER

\$899 GOVERNMENT

Wednesday: Presentations, welcome lunch, coffee break, wine and cheese reception (dinner on own) and Woodstock RockStock Party. Thursday: Presentations, breakfast, coffee breaks, lunch with keynote speaker, Niagara Vineyards Wine Tasting, Chair's reception and dinner with entertainment. Friday: Presentations, breakfast, coffee break, lunch and keynote speaker.

### WEDNESDAY/THURSDAY PACKAGE – MEMBERS ONLY

\$869 Early Bird Rate until January 15, 2016

\$969 Regular Rate January 16, 2016 until February 26, 2016

Wednesday: Presentations, welcome lunch, coffee break, opening reception (dinner on own) and Woodstock RockStock Party. Thursday: Presentations, breakfast, coffee breaks, lunch with keynote speaker, Niagara Vineyards Wine Tasting, Chair's reception and dinner with entertainment.

### THURSDAY/FRIDAY PACKAGE – MEMBERS ONLY

\$869 Early Bird Rate until January 15, 2016

\$969 Regular Rate January 16, 2016 until February 26, 2016

Thursday: Presentations, breakfast, coffee breaks, lunch with keynote speaker, Niagara Vineyards Wine Tasting, Chair's reception and dinner with entertainment. Friday: Presentations, breakfast, coffee break, lunch and keynote speaker.

### COMPANIONS FULL PACKAGE – \$625

Includes access to all presentations and exhibitions plus the following activities:

Wednesday: Casino Learn to Play, Opening night reception (dinner on own) and Woodstock RockStock Party. Thursday: Breakfast at hotel, transportation to and from Niagara-on-the-Lake for shopping, tasting and lunch at Trius Winery, option to have hair OR makeup styled, Chair's reception, dinner and entertainment. Friday: Breakfast at hotel, keynote speaker and wrap-up lunch with delegates.

## PAYMENT

Registration cannot be processed without appropriate payment. When booking online you can pay by credit card or, if you are an OSSGA member, you can request to be invoiced. Registration will be accepted until February 21, 2016. Any member company not in good standing (i.e. outstanding balances owed 60+ days to OSSGA) will not be eligible to participate.

## CANCELLATION POLICY

Cancellations must be requested in writing via email, fax or Canada Post to the Ontario Stone, Sand & Gravel Association. Cancellations received by January 15, 2016, will receive a full refund minus a \$250 administrative fee. Cancellations received January 16 to February 8, 2016, will receive a 50% refund. There will be absolutely no refunds after February 8, 2016. If an attendee is unable to attend, payment is still due but a substitution can be made. Credit will not be given for late arrival or unattended events. Registration is for one individual and cannot be shared.

## DRESS

Meetings and Tradeshow – Business Casual

Companions Program – Business Casual

Social Programs – Casual

Woodstock RockStock Party – Woodstock Outfit or Casual

Chair's Dinner – Formal (not black tie)

## HELICOPTER RIDES

If you would like to take advantage of National Helicopters' discounted Niagara Falls and Vineyard Tour, contact Sheila at 1 (800) 491-3117 or [spiche@nationalhelicopters.com](mailto:spiche@nationalhelicopters.com) and indicate you are with the OSSGA Group. Tour price is \$110 per person for a 20-minute ride. Trip bookings, payment and free shuttles from hotel to helicopter pad are arranged only by calling National Helicopters directly.



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