



# 2024-2025 Annual Report

**Attract. Connect. Educate. Advocate.**



# 2024 – 2025 President's Message



## Growth Through Change: Raising the Bar Together

“We can’t be comfortable and grow at the same time” sums up the year we had as an organization. We went through monumental changes on many fronts. Members who have invested the time to get to know our team and our culture understand we don’t create change for the sake of creating change. There is always a purpose, and that purpose always keeps our members at the centre.

Our rebranding has been validated again and again since the announcement in January. With the geopolitical state we face, Supply-Build Canada has been invited to represent the industry in the media and to sit at the table of discussions necessary to tackle the softwood lumber agreement file. It has also allowed us to build credibility with other associations, many of which are in the US and seek the same outcomes as our Canadian producers and suppliers. Stay tuned for announcements and opportunities to join our efforts.

Recruitment, retention, and workforce development continue to be a top priority. We’re moving forward with offerings such as career fairs and internships to help engage the next generation into the LBM workforce. We have many more opportunities on the horizon for 2025, so stay tuned for ways you can engage!

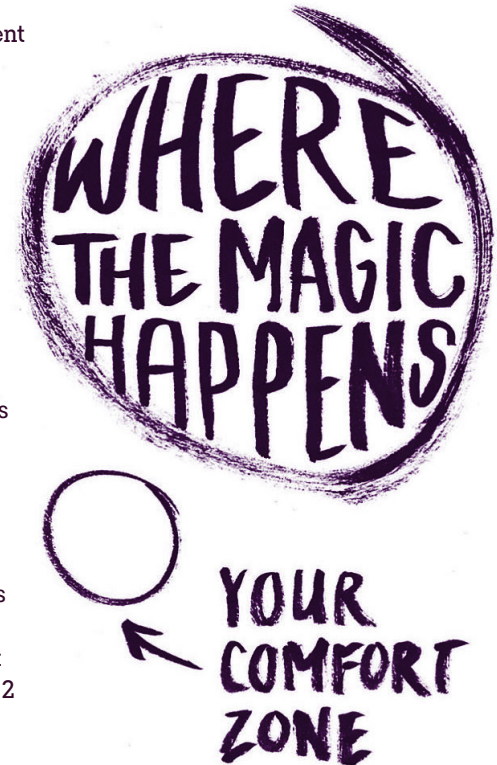
From our HR series, online courses, podcasts, executive mastermind, workshops and keynote speakers at the Showcase this year, we continue to deliver programming to help level up your teams—at every stage! Business leaders and owners regularly look after the professional development needs of their staff but often overlook the need to invest in their own development. The Executive Mastermind is a game changer for business leaders who want to be their best selves not only personally but for their teams. We are offering 2 cohorts in the coming year, and still have a few spots left for the Fall Cohort!

Thank you to Team GSD (that’s Team Get Sh!t Done!) for all the work you put in to look after our members and to all the members who continue to engage in our programming and support. You make the work we do so enjoyable and I can’t wait to see how we can collectively raise the bar again this coming year.

Remember, you get out what you put in!

A stylized, handwritten signature in dark ink that reads "L Kovach".

Liz Kovach,  
President of Supply-Build Canada



# 2024 – 2025

## Welcome Message



**W**elcome to Supply-Build Canada—the next chapter in our journey, and yours. Formerly the Western Retail Lumber Association (WRLA), our new name reflects the bold, forward-thinking community we’ve built together. As a member, you belong to a powerful network of retailers, distributors, and manufacturers who are shaping the future of Canada’s building supply industry.

**This is more than a membership—it’s a movement.**

At Supply-Build Canada, we believe that when we connect, learn, and lead together, we all rise. The opportunities ahead are vast, and the impact we can make—on our businesses, our teams, and our communities—is even greater when we work as one.

**Here’s how you can make the most of your membership:**

- Inspire the next generation to join our industry by amplifying the Let’s Go Build and our national Job Board.
- Empower your team’s growth with training that fast-tracks experience and builds confidence.
- Grow your network through participating in exclusive events that spark ideas, partnerships, and progress.
- Be a voice for change by joining advocacy efforts that drive government policy and protect our future.
- Save smart by utilizing preferred programs that deliver real value to your bottom line and can help your staff save some cash too!
- Your involvement fuels the momentum. When you show up, speak out, and share your insights, you not only strengthen your own business—you help elevate our entire industry.

Together, we’re building more than materials. We’re building possibility. We’re building legacy. We’re building Canada.

Let’s keep going—stronger, smarter, and united.

With gratitude,

A handwritten signature in black ink, appearing to read 'Amanda Camara', with a horizontal line extending to the left.

Amanda Camara,  
VP of Business Development & Marketing





### ATTRACT

**16k** **37k**

Searches  
on the  
Job Board

Eyeballs on the  
**Let's Go Build**  
Campaign

**4 NEW**

**Scholarships for Women, Indigenous Students & Newcomers to Canada**

Based on Financial Need Launching in 2025/26

**4 Career Fairs**

3 Alberta  
1 Manitoba

With **4800**  
**Future Hires!**

**5 Part HR Webinar Series**  
Launched with  
Natalie Bell Consulting



**12 \$1,500 Scholarships**  
awarded from the  
Supply-Build Canada  
scholarship program

### CONNECT

**17**

**Rural Road Trips**  
where we connected  
with 80+ members

**154**

Women in the  
Industry connected  
at buildHER events  
across **6 cities**

**HOSTED**

**3 sold-out** golf tournaments

**20 Supply-Build Canada**  
**25 Building & Hardware**  
**Showcase**

**889**  
Dealers

**201**  
Exhibitors



**“Know Your Pro”**  
**events for**  
**Retailers**



Exciting product knowledge  
sessions and plant tours over lunch

**3**

**Delivered**  
at Quik-Therm Insulation,  
ABI Mouldings, and  
Durabuilt Windows & Doors

**60**

pints of Local Beer  
Sampled by Members at  
**2 AMEX Brewery Tours**

**WRLA becomes**  
**Supply-Build Canada**

**1k+**  
of Products

**77**  
New Products

**7 Professional**  
**Development**  
**Sessions**

**\$50k**  
Raised in  
Charitable Giving

### 10 WEBINARS

Including Building Codes Demystified, HR Series, Marketing, and Responsible AI with 466 members in attendance



# 2,864

Streams of Across The Yard

ACROSS  
THE YARD  
PODCAST

Supply-Build  
Canada

### EDUCATION

# 20 FREE

Building Materials Fundamentals courses released to supercharge your product knowledge

↳ 265 Dealer Registrants

# 1

exclusive new partnership with NHPA to provide Retailer Education across Canada

### Executive Mastermind Coaching Launched

Elite level coaching for leaders in the industry, promoting continuous education at every career level



# UFA

# NEW

Now Includes Supply-Build Canada courses as part of their onboarding suite

**\$2,500 WOLF Scholarship** for women in post-secondary interested in the lumber industry

### ADVOCACY

Sent statements on behalf of the industry to the federal government on:

- Case for Canadian Economic Reform
- Rail Lock Out
- Port Strike
- Carbon Tax
- Softwood Tariffs



# 21

Government Officials Directly Engaged

# 15

Memorable Media Interviews About the Industry in Canada's Economy

Formed provincial-level advocacy committees to better focus our advocacy efforts



Held BCWLA and Supply-Build Canada Lumber Leaders Forum & Awards Gala in Vancouver featuring expert panel discussion on industry issues

# \$100k

Educating & Recruitment Grant received from Saskatchewan Government

# \$495k

Workforce Development Grant received from Alberta Government

# 2024 – 2025 Finance Message

## Growth, Reinvestment, and a Vision for the Future

Dear Members and Stakeholders,

As we wrap up another fiscal year that was defined with growth and evolution, we are proud to report that our association remains financially sound and mission focused. Our commitment to supporting the Lumber and Building Materials industry, while delivering value to our members, continues to be the guiding principles of our day-to-day financial decisions.

In alignment with our not-for-profit status, all revenue generated by the association—through membership dues, event participation, sponsorships, education and other initiatives—is reinvested directly back into programming and services that benefit our industry. These funds enable us to expand educational offerings, attract and retain talent into the industry, advocate on behalf of our members at the local and national levels and deliver networking opportunities that strengthen business ties across our industry.

This past year, we significantly increased funding for workforce development programs through provincial grants with the Alberta and Saskatchewan government, addressing one of the most critical challenges facing our industry today, an aging workforce. We also enhanced our educational offerings by launching and expanding the Building Material Fundamentals courses—a powerful onboarding tool for your staff—and preparing to launch the new business series courses, designed to help owners and managers better understand and navigate their businesses lifecycle. Our recent partnership with the North American Hardware and Paint Association creates further education offerings for our member businesses to train and upskill their staff.

In addition, we went through a full rebrand to better reflect our growing national presence and the evolving needs of the building supply industry. Our new name and branding embodies a broader, more inclusive vision—uniting suppliers, dealers, and industry professionals from coast to coast under a shared commitment to building a stronger, more connected future.

Transparency and fiscal responsibility remain core to our operations. We continue to monitor expenditures closely, ensuring that administrative costs are kept low and that the maximum possible share of our revenue goes directly into impactful programming. Our financial snapshot in this annual report reflects this disciplined approach and I encourage all readers to review these numbers and follow up with me about any questions you may have.

Looking ahead to next year and beyond, we are exploring new ways to generate value for our members and invest in long-term industry resilience. Every dollar we receive supports our shared mission: to build a stronger, more connected, and future-ready lumber and building materials sector.

Thank you for your continued support and engagement.

Sincerely,



Travis Waite  
Director, Finance & Administration



# 2024 - 2025 Financials

