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ISSUE 2 | APRIL/MAY 2019



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YARDSTICK



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Advertising Sales Director: Ralph Herzberg **Marketing:** Taylor Hicks **Account Representatives:** Brian Hoover, Meaghan LeDressay, Angela McDougall, Robyn Maurant
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There's no doubt that consolidation has cut down on the number of product manufacturers. For independent dealers like me, that means less competition between suppliers for my business and less leverage for me to get more competitive pricing for my customers. That's where I rely on Sexton's strength to negotiate programs that keep me competitive."

—**Charlie Hotham**, Owner, Hotham Building Materials



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WRLA goes to Ottawa

By Liz Kovach, WRLA President

AS YOU MAY HAVE read in our newly-created *Advocacy Bulletins*, the WRLA had an opportunity to go to Ottawa and join colleagues from the Canadian Home Builders' Association for a Day on the Hill, during which meetings and discussions took place with more than 80 members of Parliament, senators and staffers to advocate for changes to the federal housing policy.

The key ask focused on the need to adjust the stress test, and a return to 30-year insured mortgages for first-time home buyers. The current rules have knocked approximately 147,000 home buyers out of the market.

When homes are not being built, it has an effect on a variety of businesses particularly on the building supply side, which the industry has clearly felt.

The 2019 federal budget released in March contained several positive initiatives for our industry, which are the result of the lobbying that has been done over the past several months. These additional incentives to increase the supply of housing, while making more houses more affordable for more Canadians, are good news for you, our members, and our industry colleagues across Canada.

Some of the favourable measures for our industry in the budget include increasing the housing supply and a first-time home buy incentive.

As mentioned in our first *Advocacy Bulletin*, the months leading up to the October 24 election are critical for us. We need to ensure we carefully and strategically lay out the key policy positions of our members and our association before candidates and the leadership of political parties.

While we are pleased with the measures in the federal budget, there is a great deal more the federal government can and must do in order for our industry and you, its members, to thrive. We intend on mounting an aggressive advocacy and lobbying campaign to get our messages across to the government and key candidates running for office in the upcoming federal election. In order to do this effectively, we will need your ideas and your support. Let us know what you think of our plans. What are some of the key issues you feel we should be advocating for with federal candidates and their party leadership? Would you be prepared to assist us in this effort? If so, in what way do you think you could be most

helpful? We have a great deal of work ahead over these next several months, and we need your support.

Please feel free to provide your thoughts and your feedback to us as it's so important and most welcome. I can be reached at 204-770-2416 or lkovach@wrla.org. »



CALENDAR OF EVENTS

APRIL 1, 2019

Membership Renewals

APRIL 29 & 30

Manual Estimating LEVEL 1
(Decks & Garages) – Winnipeg

MAY 1 & 2

Manual Estimating LEVEL 2
(Residential Construction) – Winnipeg

MAY 3

Principles of Yard & Warehouse
Operations – Winnipeg

MAY 6 & 7

Manual Estimating LEVEL 1
(Decks & Garages) – Saskatoon

MAY 8 & 9

Manual Estimating LEVEL 2
(Residential Construction) – Saskatoon

MAY 10

Principles of Yard & Warehouse
Operations – Saskatoon

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Commitment to Canada and an Entrepreneurial Spirit Result in 45 years in the LBM Industry

Sustainable Practices and Staying On Top Of Trends to Head into the Future

By Stasa Veroukis-Regina

KAYCAN

KAYCAN LTD. IS CELEBRATING

45 years in the industry this year and the WRLA Yardstick is shining a light on the Canadian-owned and operated company. Kaycan produces and distributes vinyl, aluminum and engineered wood siding and accessories, and coil. In the last 10 years, the company grew and began distributing windows and patio doors. In fact, Kaycan is the only vinyl siding manufacturer in Western Canada. The company's operations are impressive – plants operate 24 hours a day almost every week of the year (only closed one week a year). Kaycan operates more than four million square feet of manufacturing facilities in 18 plants and 2.5 million square feet of distribution space in 60 centres across North America, with 30 of those in Canada.



PHOTOS SUPPLIED BY KAYCAN LTD.

"We are committed to Canada," said Lionel Dubrofsky, President. "All our distribution centres and our manufacturing plant in Alberta is Canadian owned and operated. Over the last five years we have invested over \$150 million back into the Canadian facilities and operations."

"I consider ourselves a multi-national company that still retains that entrepreneurial spirit, with customer service being the most important thing," Lionel said. "It's been 45 years of responding to our customers' needs with innovative products that help them grow their business."

What sort of products do customers want? "Our customers are looking for products that can be easily installed, they are looking for products that last and are durable and we are on target with those requirements with our Helios technology," Lionel explained. "The Helios technology is unique to the industry in that we offer a 25-year no-fade warranty on our dark colours on top of our lifetime warranty. We are the only manufacturers offering that in Canada."

Looking at colour trends, Kaycan is on point when it comes to predicting and offering the latest colour trends – their latest collection of dark, rich shades is highly sought after in 2019.

When a company engages all its employees to come up with an innovative solution it shows true leadership and trust within the organization. Kaycan did just that



when it asked all employees to develop a sustainability program – and they delivered an impressive program with one goal in mind: to bring more socially, economically, and environmentally responsible practices to their customers and to their colleagues. Employees developed the GreenSENSE program and the results speak for themselves – 100% of waste generated from the production of Kaycan vinyl products is re-ground and re-inserted into the manufacturing process. All scrap generated from Kaycan aluminum products are recycled. That's impressive. For customers looking for sustainable housing options, these initiatives are a big step in the right direction. And the number of customers looking for these environmental solutions is increasing.

Congratulations to Kaycan for 45 years in the LBM industry and continuing to provide excellent products and services. We wish you many more years of success! »

Kaycan Ltd.: www.kaycan.com

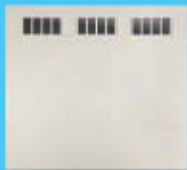
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Elite Series Charcoal



Esteem Series



CarriageCraft Series

For a complete list of products and specs, visit Steel-Craft.ca



Home Hardware

A clear vision for the future

By Stasa Veroukis-Regina



THERE HAVE BEEN MANY positive changes happening at Home Hardware lately. “Part of the journey we’re on is ensuring that Home Hardware has a clear vision for the future,” said Marianne Thompson, Vice President for Merchandise, Lumber and Building Materials. In fact, within the last 12 months the team at Home set about creating a whole new mission and vision for the company. “What’s really unique about the new mission and vision is that they encompass our dealers, our vendors, and the corporate offices all working together to achieve a common goal.”

From speaking to Marianne, one crucial thing remains the same: “Our number one priority is to provide our dealers with the best programs for independents in the industry,” she explained. “We have strategically re-organized our merchandising leadership creating two new dedicated merchandising teams responsible for all product sourcing. We know this dedicated merchandise leadership will drive our growth strategy in the coming months and years.

“We try and focus on Canadian products, along with innovative products that are exclusive to Home Hardware – those are all big generators of foot traffic to our stores,” she said. One of the cool, new products is a Kuraidori Sous Vide Precision Cooker. Ask any foodie and they will tell you that sous vide cooking is the latest trend for home chefs and at-home cuisine. In addition to exclusive products, Home Hardware is using an innovative sales program: live demonstrations. Customers see a live demo of a product either in-person or via a live feed on TV in-store. This has been a very successful set-up for their stores and something they will continue to provide to customers.

Well Made Here stickers will be placed on products so consumers can find out more about each item.

Part of the focus on products is launching the new Well Made Here program in April. With consumer movement toward supporting local businesses, customers looking for locally-made or Canadian-made products can find the Well Made Here stickers to find more information about each product. The program helps the consumer as well as people all along the chain, including the contractors, retailers, and manufacturers. With 100% of its stores being Canadian owned and operated, it is easy to see why Home Hardware wants to help boost other Canadian products.

Home Hardware already leads in operational excellence and was recently awarded Platinum status for Canada’s Best Managed Companies. Marianne explained the importance of the clear vision. “Our brightest days are ahead as we are building on our strong foundation to transform our business into an integrated customer-centric retailer in our multi-channel home improvement landscape – we’re not taking our foot off the gas.” »

“Joining Home gave the best of both worlds; we maintained control of our business, expanded our product assortment, benefited from Homes’ brand recognition, and received revenues that were not previously available to us.”

– Crystal Parsons, Avalon Home Building Centre



Crystal Parsons, Avalon Home Building Centre, Cupids, N.L.



Live feed video demonstrations have been very successful.

The Latest in Cabinetry

WRLA Members Euro-Rite Cabinets and Superior Cabinets Share their Expertise

The arrival of spring and summer means home renovations are starting up in Canada. In this issue, we feature kitchen cabinets and the latest in design trends. We asked Rick Clare from Euro-Rite Cabinets and Adam Taman from Superior Cabinets to sit with us and discuss what's new, share how to keep up to date on trends, and give their ideas on how to stay competitive in this market.



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WRLA: Kitchens are often considered the hub of the house. How are kitchens designed for the modern-day homeowner?

Adam Taman (AT), Superior Cabinets: Our belief is that the kitchen is a special place, a part of your lifestyle, and more than just cabinets. The kitchen has evolved to be where you live, socialize, interact, relax, and, yes, cook. Kitchens have also evolved to be open to the rest of the house, including function throughout. This includes LED lighting, modern accessories, and even charging stations.

Rick Clare (RC), Euro-Rite Cabinets: Some say the hub, we say the heart. Kitchens have traditionally been a place to prepare dinner and the dining room was where the family would eat. More and more, with the busy lifestyles we have all grown accustomed to, eating “on the fly” or in a less formal situation is the norm and breakfast bars and eating at the island is more frequently where we break bread. The dining room is being used less for day-to-day and more in a festive or entertaining capacity. The kitchen and living rooms have begun to coalesce into open plan or “great room” designs bringing a cohesive feel to the entire home.

WRLA: What are some of the trends in cabinetry in 2019? How have tastes changed over the last decade?

AT: Colours are always evolving. We are seeing a trend toward textures and intricate geometric lines. Hot colour trends are black (or I guess that is absence of colour), as well as mixing textured

wood alternative products with warm grains combined with painted cabinets.

RC: Trends we have seen in cabinetry in 2019 have been driven in large part by the technology that has been provided to our industry. Soft-closing pistons were a separate mechanism that sat alongside the hinge. This added cost and was sold as an extra or an upgrade. But now the soft-closing piston has been integrated into the hinge itself, taking up less room and reducing the expense, which makes it possible for us to provide soft-closing hinges and drawers standard on all of our products. Another advancement that has affected overall market tastes is the quality, texture, and beauty of the synthetic product that is being offered. We launched 30 new doors in May 2018, all synthetic in nature. We introduced a Super Matte series, which looks and feels like a painted product but is far more durable and consistent. We also added a Brushed Elm series, which, again, is a thermofoil door that has subtle colour variances and fantastic texturing that gives it the feel and uniqueness of wood without the drawbacks. All that being said, a traditional white shaker cabinet is still far and away our best seller.

WRLA: Product innovation is important to you – what is the most unique product your company produces?

AT: Superior Cabinets has been focused on our Fusion MDF for several years, and pushing many boundaries on this very versatile product. Our new and innovative product – Fusion Evolution – was launched in late 2018, and is gaining loads of attention. Available in over 30 on-trend painted finishes, this collection is an industry game-changer as wire brushing in cabinetry used to be reserved strictly for oak or rift-cut oak cabinets.



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RC: We are constantly testing new and improving existing products. Products that we have recently brought to market that, although are not completely unique to Euro-Rite, are new and exciting nonetheless are items such as floating shelves. Open any design magazine and you will see these as accents in contemporary and traditional kitchens alike. They offer a design aspect as well as functionality and bring life to areas that regular cabinetry can't.

WRLA: What cabinetry trends have surprised you most in the past 10 years?

AT: The cabinetry trend that has most surprised me over the past 10 years is the resurgence of brass and gold hardware. Mixed with black cabinets, this trend has really gained momentum. I wouldn't be surprised to see a move to golden oak, but with a more contemporary flair, in the near future (hello 80s!).



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RC: Kitchen design trends are like anything else pertaining to fashion, though perhaps just a little slower. Lately we have seen colours such as green, red, blue, orange, and other bright hues that haven't been seen since the 70s or 80s. Though white and grey make up the lion's share of sales, these colour trends are becoming more and more prevalent.

WRLA: How do you keep your clients up to date on new trends to help them increase their sales?

AT: Superior Cabinets is always focusing on our social media channels to keep our dealers up to date with fresh designs, and new kitchens featured. Also, keeping up to date with accessories allows our dealers to upsell and get a larger share of wallet.

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RC: We are in constant contact with our clients with information and ideas freely flowing between us. With the industry trends changing more rapidly than ever before, product knowledge sessions and trade shows help us communicate changes in all areas quickly and efficiently.

WRLA: In a world where knockdown cabinets are growing in popularity, how can other retailers compete or stand out?

AT: I feel dealers can stand out from knockdown cabinets in three main ways.

One: focusing on locally made and locally sourced product. In the current economic climate, we are seeing a trend moving back to shop local – shop a store with a door. The second way is to offer a total cost-of-ownership approach. The initial price tag of a knockdown kitchen looks very appealing. However, it has many hidden costs, including stock outs, assembly required, travel time, money, and long-term warranty. A retailer can offer a full-priced solution that will limit some of these downfalls.

Last, build your business around a reputation that is second to none. Doing this will lead to multiple referrals, and you will not be able to keep up.

RC: These companies sell a look and not necessarily a quality. If people are looking for a new kitchen and are comparing us to them then I have no fear that we will compete and likely stand above the line. We basically have four weapons that we can use to make ourselves competitive, not only against knockdown retailers, but any cabinet supplier. These are cost, quality, customer service, and speed. Putting equal value on these factors gives me great confidence that we will win out on most cross comparisons. We wouldn't

have been in business for 35-plus years if we couldn't compete head-to-head with the giants.

WRLA: Is product innovation driven internally or do you solicit feedback from consumers that test your products?

AT: Product innovation is a two-way street. We are always soliciting feedback, good and bad, from our dealers to ensure we are constantly evolving. Superior Cabinets is focused on Lean manufacturing and continuous improvement and was the first company in Saskatchewan to achieve a Lean Certification. With continuous improvement, it is always a two-way street.

RC: Product innovation is symbiotically driven with us doing our homework but also listening to and relying on the front-line designers that form our dealer network to keep us informed of what they are seeing or being asked for. We supply cabinets all across Canada and the United States and as varying as the landscape is, the same applies to what is trending in a specific area with urban areas usually setting the trend.

WRLA: To help dealers manage the budget/expectations of their customers, do you have recommended guidelines in terms of what percent of the total renovation budget should be allocated to hardware, lighting, accessories etc.? For example, is five percent of the total budget the appropriate allocation for hardware?

AT: Budget allocation is a very subjective topic. The best advice I have here for homeowners, is make a budget, and stick to it! Don't over extend yourself, and ensure you are seeking multiple quotes if possible. The biggest mistakes here are just not having a budget. If you have a budget, you are on the pathway to success. On the sales side, if you are not comfortable asking for a budget, try using the word "allowance" as this is sometimes a more comfortable word for some clients.

RC: On average I would estimate that accessories such as pullout drawers, hardware, recycling bins, etc. would run about 10% of the cost of the kitchen.



SUPPLIED BY SUPERIOR CABINETS.

WRLA: Has e-commerce had a noticeable impact on kitchen cabinets and hardware sales and, if yes, what is the most noticeable trend?

AT: I wouldn't say e-commerce has had a noticeable impact on kitchen cabinet sales in Canada yet. However, with the availability of information and ideas on platforms such as Houzz, Pinterest, and Instagram, homeowners are able to really expand on their design. This also allows us to turn their kitchen project into the kitchen of their dreams.

RC: E-commerce is everywhere and the cabinet industry is not immune to this trend but what we are seeing is that people have been reluctant to purchase kitchens online. The tactile nature of our product invites the consumer to touch and feel the quality of our cabinets and as the kitchen is a substantial investment, few consumers are willing to buy sight unseen. We have a comprehensive website (www.eurorite.com) that speaks to the modern consumer and allows them to get as much information as they need in order to come in as an educated purchaser. We have seen people looking to save money by purchasing hardware online but what seems to win out is one-stop shopping. If they can go and get everything they need

for their entire project in one place, the convenience often outstrips the savings as time, naturally, has a cost as well.

WRLA: What are some of the challenges you've seen in creating a plan for new cabinets or a full-on kitchen renovation in an existing home?

AT: Not planning accordingly – this will be, on average, a six-to-nine-month process or more. Give yourself the time to make this an enjoyable experience! Not budgeting – again, set a budget, and stick to it. Not hiring the best or right people – make sure you check references, and get a couple of quotes where needed. Prepare for the unexpected – something will go wrong. But it is how we react in the long run that will make the renovation a memorable experience!

RC: People tend to get overwhelmed by the magnitude of disruption that kitchen renovations can cause. We recommend breaking large projects down into bite-sized pieces, being realistic with cost expectations and timelines, and leaning on your designers or contractors. We have seen every type of renovation under the sun and would love to lend our expertise. »

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Are You on Track to Retire in 10 Years?

Do these 5 Things Right Now to be Sure

By Sandra Mann, CPA, CGA, FPSC Level 1

With 10 years to retirement, your daydreams may be turning to a morning latte on your deck instead of a tepid coffee on your commute. But before you buy that “Life Begins at Retirement” bumper sticker and toss out your alarm clock, you have some work to do. It’s imperative that the financial decisions you make in this last decade before retirement are forward focused and carefully planned.

Here are five things you must do now to ensure a smooth transition into the next chapter of your life.

1 FORECAST WHERE YOU WILL BE IN 10 YEARS

You may (or may not) have worked with a financial planner in the past to determine what your needs will be in retirement. If you haven’t taken that step, you absolutely must, and sooner rather than later. If you have a plan in place, it’s important to see how well you are progressing toward your goals. If you

discover that you are not on track, you still have 10 years to do something about it.

Some financial planners suggest a simple formula to determine how much of your current income you will need in retirement. It’s suggested, as a rule of thumb, that you save enough to provide roughly 70% of your pre-retirement income in your golden years. To reach this goal, you would need to accumulate

“It’s important to remember, that your retirement may start in 10 years, but your retirement could last for 30. There is still a lot to gain from investing for growth.”

roughly 12 times your current income by age 65. Of course, factoring in CPP, OAS, a company pension (if you’ll have one), and any other income streams, reduces the amount you will have to save in RSPs, TFSAs and other income investments.

However, at Money Coaches Canada, we don’t believe in such a standardized, common approach to retirement planning. To ensure you have an enjoyable

retirement, one aligned with your unique goals and lifestyle requirements, we believe you should focus on carefully determining your cash flow needs in retirement, and worry less about trying to save enough to replace an arbitrary amount of your pre-retirement income.

If, after this assessment, you feel that you are going to have to play some catch-up to get back on track, don't panic, there are things you can do.

You can reduce your current expenses significantly, and start saving more. Diligently done, 10 more years can make a big difference. The additional benefit of reducing your spending pre-retirement is that you won't have to save as much, because good spending habits will serve you well in retirement, too.

Doing these calculations and finding solutions can be challenging, it would be wise to get an unbiased perspective. Even if you have an investment advisor, have a fee-for-service planner/money coach work through various scenarios to come up with your optimal plan.

2 LEVERAGE YOUR HOME EQUITY

Your home can be a significant source of income in retirement, especially for Canadians living in one of the country's elevated housing markets.

There are several ways to monetize the equity in your home; whether or not these options are available to you will depend on your personal situation. You could:

- **Borrow against your home through a second mortgage or a home equity line of credit**

Pro: Money-in-hand.

Con: Monthly payments that may become a burden.

- **Apply for a CHIP "reverse" mortgage**

Pro: Money in-hand and no payments to make as long as you or your spouse are living in the home.

Con: Initial fees that can cost as much as \$2,500. Plus, the high interest rates on these mortgages can eat up your equity over the years, reducing the value of your estate and legacy.

- **Downsize your home**

Pro: Money-in-hand and the option to buy or rent a smaller home or apartment. Plus, a smaller home is easier and less expensive to maintain

(If you think you are likely to downsize in retirement and you live in one of Canada's elevated real estate markets, you may want to consider downsizing sooner and taking advantage of the soaring prices that are not likely to last forever).

Con: There are substantial costs associated with a move. Also, some people are very emotionally attached to their home and neighbourhood and find this decision difficult.

3 IF NECESSARY, RECALIBRATE

It's possible that when you look at your numbers, you'll have to confront the truth that you are further from your goals than you imagined. It may seem like the dream of retirement is only a dream. Don't go into denial or get angry with yourself; be happy that you still have time to make changes.

It's important to figure out what about your relationship to money allowed you to veer off plan. Take the time to complete our 7 Stages of Financial Well-Being® Quiz (found here: www.moneycoachescanada.ca/resources/7-stages-financial-well-money-quiz). Your answers will give you insight into what your next steps should be.

I also strongly advise that you get the help of a financial professional. Someone you feel comfortable with, who can provide encouragement, expert advice, and accountability.

4 DON'T GIVE UP ON STOCKS

With 10 years to retirement you don't want to invest your nest egg in a risky start-up or fledgling company. But, that said, you are probably in a position to retire in 10 years because of the growth you enjoyed through the stock market.

It's important to remember, that your retirement may start in 10 years, but your retirement could last for 30. There is still a lot to gain from investing for growth. Depending on your goals and risk tolerance, a balanced growth portfolio is generally considered to be 50% to 60% of your savings invested in conservative high-quality stocks, and the rest in bonds. This equation can be tweaked to 40% in stocks, if, at 10 years out from retirement, you are within 10% of your ultimate savings goal.

5 CONSIDER ADJUSTING OR STAGGERING YOUR RETIREMENT AGE(S)

While couples generally look forward to more time together in retirement, it may not be the best plan, emotionally or financially, to both retire the same year.

Retirement takes adjustment. It's almost always listed as one of life's most stressful events. Having both spouses dealing with it simultaneously can create even more stress. But stress aside, depending on your ages and your particular employment situations; there may be financial benefits to one of you working one or even a few years, longer than the other.

It may be that working longer will allow for increased pension benefits. It's also likely that there will be less dependence on retirement savings and more opportunity for continued investment, if one spouse is still bringing in his or her full salary.

REMEMBER YOUR "WHY"

A clear vision of what you want from retirement will keep you focused when challenges arise. I've given you five things to do, starting right now, to help ensure that your plan to retire becomes a reality. If you discover that you need to make some changes in your financial habits, you are not alone. So, I want you to do one more thing. I want you to get excited about something you have planned for retirement, whether it's a trip, an event, or more time for people and activities you enjoy. Making changes will be easier when you remember your "why."

A well-planned retirement is one of the best gifts you can give yourself. ▮

This article was originally published at moneycoachescanada.ca. Sandra Mann has spent more than 20 years working in the financial services industry in Toronto. As a money coach, Sandra brings her own personal appreciation for the challenges people might face in managing life's demands on their time and money. She draws on her life experience, extensive training and professional expertise to guide individuals and couples on their own financial journeys, and to guide small businesses and entrepreneurs as they navigate their financial worlds.



SURVEY SAYS...



83% of respondents think the content in *Yardstick* is relevant to their jobs.

65% of respondents keep the *WRLA Annual Directory & Product Source Guide* on hand for easy reference.



69% of respondents value *WRLA News* as part of their WRLA membership.

Nearly half of members refer to WRLA.org once a month or more often.

“

“WRLA has a well established member group, and the info in their publications is always relevant, timely and helpful.”

Craig Aldcroft,
Domtek Building Products

”

“I have found the WRLA and their publications to be an outstanding industry resource!”

Darrell Berard, Alta-Wide Builders Supplies Ltd. Timber Mart

To learn how WRLA and its publications can fit into your marketing plans, contact Angela McDougall at amcdougall@naylor.com or (204) 975-3625.

NAYLOR 
ASSOCIATION SOLUTIONS

Easy as 1-2-3!

By Liz Kovach, WRLA President



DID YOU KNOW THAT when you become a member of the WRLA you are also a member of the Building Material Council of Canada?

The Building Material Council of Canada (BMCC) is a national association comprised of passionate individuals who represent the interests of the Canadian building supply industry as a whole. It provides a platform for collaboration to build a healthier industry and strong unified voice.

BMCC's vision is to collaborate with our strategic partners to lead change and increase awareness of the many career opportunities within our industry.

BMCC's mission is to collaborate with our national partners and through our collective power to improve the health of the building supply industry through Advocacy, Career Awareness and Education.

The BMCC launched its career awareness campaign **Where will the building supply industry take you?** and the free job board, **buildingsupplycareers.ca**, in 2018. We need our members to support this initiative by:

- Spreading the word by sharing our posts through social media, and
- Using the free job board to list current opportunities available.

The WRLA has been directing students at various career fairs to visit this page regularly. We need you to post your opportunities and help spread the word to ensure we can continue to engage the interest of the talent pool that exists and keep the industry on their radar.

It's as easy as 1-2-3!

Step 1: Visit buildingsupplycareers.ca and select "post a job."

Step 2: Indicate you are a WRLA member by using the code WRLAJOB57273 and complete the job profile.

Step 3: Share the posting on social media to maximize your reach.

Finally, thank you once again to our strategic partners who believe in coming together to invest in the growth and success of our industry.

If you are interested in supporting our national agenda and would like to become a strategic partner, please feel free to reach out. »

Liz Kovach
204-770-2416
lkovach@wrla.org





It's
Membership
renewal
time!



Questions? Comments? Suggestions?

Contact: membership@wrla.org



Grow

Increase sales

Build your business relationships

Members like doing business with fellow WRLA members



Engage

WRLA Buying Show

Golf Tournaments

Networking & Special Events

The Yardstick Magazine & WRLA News newsletter

Education courses to stay current

Free career ads on buildingsupplycareers.ca



Save

Rebates for training, travel, and accommodation

Buying Show deals for retailers

Insurance plans

Many other partner discounts

Facing 2019 with a Good Attitude and Effort

By Tom Bell, WRLA Chair

HELLO ALL,

Welcome to spring, it has been a long, cold winter. Canadians experienced a lot of crazy weather so I'm sure everyone is welcoming spring.

This year is forecasted to be a challenging one for business, but challenges typically present business leaders with opportunities to help run their businesses better should they choose to do so. One of my favourite quotes is: "The two things in life you are in total control over are your attitude and your effort" (Billy Cox). This quote has helped motivate me over the years. Tough times have helped me become sharper and smarter about the way I do things such as watching my inventory more closely, controlling my accounts receivables.

As many of you are aware, the WRLA is in the midst of RFPs to choose a location for the 2021 to 2023 WRLA Show. This is a big decision that the board and staff do not take lightly and several aspects have been taken into consideration. The show is a large event and we have taken into consideration the varied needs of our members as part of the process. We have been evaluating costs, ease of travel, venues for gatherings and networking, parking and many more factors. All locations present their pros and cons and we look forward to announcing the location this summer.

I had the chance to attend the ABSDA Expo in Halifax this past March. Congratulations Denis and his team for a job well-done. There was a great vibe created by attendees, purchases were made, good conversations were had and both evening events were sold out. I'd also like to congratulate Dunc Wilson from Home Hardware for receiving the Industry Achievement Award. This is a well-deserved recognition as Dunc has been in the industry for a very long time. Dunc has taught me a lot over the years, and I am proud to call him my friend.

While it may seem early to be talking about golf, registration is just around the corner. Be sure to mark your calendars for the upcoming WRLA industry golf tournaments

as they do tend to sell out. Not only do the tournaments support the education grants program, but they also provide the vendor community the opportunity to make it a great business event. I encourage you to bring your customers out for a great day and if you haven't already, please consider becoming a sponsor, it's a great way to get your company name in front of a sell-out crowd. The WRLA Memorial Golf Tournament will be held on Wednesday, Aug. 21 at the St. Boniface Golf Course in Winnipeg. The golf committee has planned some new and exciting events and contests for the day.

The Calgary Classic (date TBD) and the Kenossee Golf Tournament (Wednesday, Sept. 11) are the other tournaments that support the WRLA. More details and registration will follow.

As always I'm happy to chat with members. I can be reached at 204-479-9386 or tombell@mymts.net.

Take care,
Tom »



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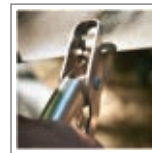
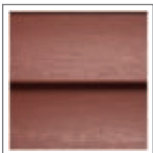
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