

YARDSTICK

WWW.WRLA.ORG | ISSUE 1 | FEBRUARY/MARCH 2019



2019 WRLA BUYING SHOW RECAP

**INTRODUCING NEW TALENT
TO THE LBM INDUSTRY**

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NEEDS SOCIAL MEDIA**

**ARE EMPLOYERS IN A NEW
WORLD OF DRUG TESTING?**

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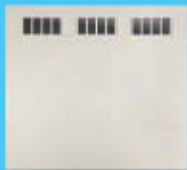
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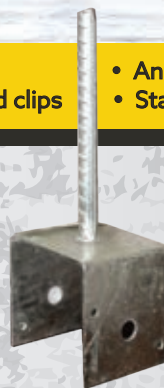
Steel Stair Raiser
1-9 Steps



Shrink Wrapped
Tiewire



Bolt Downs



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Post Holder



No Sag Gate Kit



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YARDSTICK



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LinkedIn

Want to be featured or included in an upcoming issue? Celebrating a special occasion or company milestone? Contact Stasa Veroukis-Regina stasav@wrla.org with your request.

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[**PRESIDENT'S MESSAGE**]

WRLA Connects. WRLA Educates. WRLA Advocates.

By Liz Kovach, WRLA President

AS WE GET OFF to a positive start in this new calendar year, we look forward to working with our member partners to evolve our programming focused to better meet the needs and represent the industry.

As this magazine goes to print various members responded to our calls to action and are participating in strategy sessions to develop initiatives that will enable us to:

- Increase the awareness of the industry as a career path and the diverse opportunities within
- Deliver educational programs that meet the needs of members
- Create a voice for the industry

Having now completed my second term with the WRLA, there are common themes in the feedback and conversations I have had with many of you and that the theme is – the industry is under-represented on so many levels.

This needs to change.

I am encouraged by the response and increased engagement from our members who want to take an active role in initiatives that will make a direct impact on their business as well as their colleagues.

We will continue to update you on our progress and new initiatives as we move forward.

Also new this year will be the addition of the WRLA Annual Report. The report will focus on the progress made in relation to our three key pillars of the organization, which are: WRLA Connects, WRLA Educates, WRLA Advocates.

It is important to highlight all program areas of the association as the trade show is not the only benefit we have to offer members. A copy of this annual report will be attached with the membership renewal invoice and will be available on our website as well.

Membership renewal invoices will be issued April 1, 2019, if you have any staff changes that impact WRLA communications, please be sure to contact Phu at accounting@wrla.org to ensure that we can make the appropriate changes and ensure we have correct contact

information for invoicing purposes.

Free job postings are available to members at buildingsupplycareers.ca. This is a national job board created to be the career awareness hub for the industry.

The success of this page relies on the support of our members ensuring all job openings are posted here as it enables us to share the diverse opportunities within and elevate the industry as a viable career path.

To post a job, please visit buildingsupplycareers.ca. The access code for WRLA members is WRLAJOB57273. Don't forget to share on social media outlets once complete.

Thank you for taking time to read this message. Should you have any feedback you'd like to share with me at any time, please feel free to reach out as I'm always happy to hear from you.

Make 2019 a great year.

Liz Kovach

Phone: 1-800-661-0253

Email: lkovach@wrla.org 



CALENDAR OF EVENTS

MARCH 4 – MARCH 29

WRLA Fundamentals of the Lumber and Building Supply Industry Certificate

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

CERVUS Operator Safety Training: visit wrla.org for full details. Available at the CERVUS Equipment Training Centres, and on your own jobsite.

Look for your WRLA Membership renewal letter starting April 1, 2019. Please pay your membership by April 30 to continue all your benefits including access to education, events, rebate programs, and connections to over 1,200 of your fellow WRLA Members. **▶**

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BMCC

BMCC Call to Action: We Need Your Help

By Liz Kovach, WRLA President • LKovach@wrla.org • 1-800-661-0253 ext. 1



FIRST OFF, I WOULD like to welcome Powerhouse and ACCEO, both of which have signed on as emerging partners to help support national initiatives for the LBM industry. We appreciate the contributions of our partners as investments into the LBM industry are also an investment in their own future success.

If you are interested in helping shape the future of the industry, I would be happy to set aside some time and meet with you and discuss how your investment can help.

The BMCC has focused on the following key areas in response to member feedback:

- Career awareness
- People/HR
- Advocacy

To ensure that we can maximize efforts to achieve desired outcomes we need you to:

1. **Spread the word** and increase industry awareness. Engage your staff in following our social media outlets and share opportunities in the industry within your networks. Social media links are listed below.

2. Support our advocacy efforts – please **consider joining WRLA's newly formed Government Relations Committee**. We need engagement from members to bring forward issues to ensure advocacy efforts are relevant and effective.

3. **Use the Building Supply Careers** page to post job opportunities and promote them through social media. If you are a WRLA member, please visit buildingsupplycareers.ca and use code WRLAJOB57273 to post your job.

Visit the BMCC website at www.bmcc-ccmc.ca and search for careers or people at buildingsupplycareers.ca. **▶**

Thank you to our newest funding partners:

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Building Material Council of Canada



An Opportunity to See Things from a **Different Perspective**

Introducing Allan Hall, Heritage Co-op in Manitoba, new WRLA Board Member

By Stasa Veroukis-Regina, WRLA Marketing and Communication Manager



ALLAN HALL TAKES A broader look at the Lumber and Building Materials Industry (LBM) and appreciates the opportunities to expand his horizons. His belief is that every perspective produces new ideas – from wholesalers, retailers, manufacturers, and others involved within the industry. “I’ve always appreciated the benefits of moving outside my comfort zone,” he said. His willingness to learn from people and new perspectives is evident from his career trajectory.

Allan’s introduction into the LBM Industry started when he and his wife started to renovate their farm house and discovered he needed help. He hired someone to help him and that turned into a 10-year relationship where Allan worked for him as a carpenter. After that he transitioned into a retail job, starting as a clerk with the local Home Hardware. That business eventually came under the Rona banner and Allan moved into Contractor Sales. When the opportunity came along, he moved to Heritage Co-op, where he is currently the Home Centre Division Manager, and works with three Home Centres in Manitoba.

Allan sees similarities more than differences. “Manitoba, Saskatchewan, and Alberta are all distinct but very similar. I prefer to think more globally, and I think I can offer a perspective of being a retailer on the prairies. My hope is that I will meet some very interesting people who are passionate about our industry and learn from them.”

He likes the customer collaboration, the sales process, and ultimately helping people. Although his current role sees him dealing with his staff and vendors more so than customer interaction these days, he’s clearly a relationship builder and values the human element in business. That’s where he sees the future of the industry too.

“Over the last few years we have seen increased pressure from the rise of larger/big box stores into the market. But people still need to touch and see products in person. Customers look for that unique experience,” he explained. “Commonly, what we hear from our customers is they like to be able to talk

Customers look for that unique experience.

Commonly what we hear from our customers is they like to be able to talk to people in a smaller location and build connections with their local retailers.

to people in a smaller location and build connections with their local retailers. And I see that continuing.”

Allan has built his business around relationships – from long-term relationships with established builders to short-term relationships with a customer undergoing a home renovation. “The retailers that the WRLA represents are the ones that fill that niche. They all look to build meaningful relationships with their customers, not focusing on price or size. That’s where I see the future of our industry,” he said.

The WRLA’s newest Board Member, Allan Hall, was elected onto the Board at the AGM on January 17, 2019. You can reach all Board Members via email at wrla@wrla.org, or visit www.wrla.org for a complete listing of all Board Members with their direct contact information. **»**



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Castle Building Centres Group Ltd.

Collaborating with members to find solutions

By Stasa Veroukis-Regina, Marketing and Communications Manager

“EVERYTHING WE DO IS geared at understanding the needs of the independent entrepreneur,” said Ken Jenkins, President of Castle Building Centres Group Ltd. As we sat down to discuss the future of Castle, Ken explained the importance of understanding his dealer network. “Our only need as a group is to support their best interests and ensure they are successful. The realities around independent entrepreneurs is that their markets dictate what they need to become successful. We take our lead from our dealers then we build programs and deliver strategies that are built around their market need,” explained Ken. One of the most compelling initiatives is their point-of-sales (POS) strategy. He and his team have collaborated and worked with dealers on developing this initiative.

Wood Country Building Services – three locations in Saskatchewan, one of over 300 Castle member locations across Canada.

“POSs can be both a point of opportunity and significant frustration for independent retailers. Working with both our members and consultants in the POS field, we have built a POS structure that meets the needs of the LBM hardware dealers,” said Ken. Castle recommends the Epicor BisTrack model and has spent a considerable amount of time and resources to implement this strategy with dealers. It’s one of the ways that Castle is helping its dealers by understanding their needs. At the recent dealers’ meetings in January, Castle’s corporate staff met with dealers directly, ensuring that the Castle team was at the service of its dealers.

Through working with dealers and understanding the market, Ken believes that the future of the industry is full of opportunities. “The independent entrepreneur is alive and well,” he said. Home improvement dealers have a unique opportunity to create relationships with their customers and keep those customers coming back.

Technological advances have created efficiencies for retailers but have also created a disruption in the marketplace that retailers must respond to. Consumers can research product information before ever stepping into a store. This makes it even more important for retailers to achieve high standards of service and knowledge to ensure their customers find the right products. It’s all about developing good business strategies. “Communicate what your service value is. Communicate what your value is in the community.”

From an employment standpoint, Ken offers this piece of advice: “Whenever I look at hiring an individual, I think of a runway of about five to eight years,” he said. “Knowing that typically an employee will have about five to eight years where they will stay focused and driven. I don’t have a problem hiring someone at any age if I think about that five-to-eight-year runway. As an industry we will have to adapt to the coming changes: much more turnover, many more new faces coming through our doors, but that is the new reality of employment.”

The Castle team takes care to support their dealers’ initiatives when it comes to giving back, taking the lead once again from their dealers. “There are a myriad of very singular and very special stories coming from our dealer communities,” said Ken. One story in particular jumps out for Ken, that of a young Quebec boy with multiple brain injuries. The community rallied around the dealer who spearheaded an initiative to create a new home environment for the young boy and his family. It’s those types of stories that Castle is thrilled to support. “These types of stories mean a lot to each community and can only be done by a community member. They may not get national headlines, but these are the initiatives we support because they mean so much to each community.” »





CONGRATULATIONS
to Lorrie Hackett of Timber Mart
on winning the survey incentive!
Enjoy your gift card.

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

Introducing New Talent to the LBM Industry

By Joel Seibert, WRLA Board Vice-Chair

On Friday, January 18, the WRLA Buying Show hosted students from SAIT's (Southern Alberta Institute of Technology)

Supply Chain Management and Marketing programs. Students toured seven vendor booths and were treated to presentations from each company. The students learned what these companies do and how their work pertains to their chosen field of studies.

As with every year since SAIT has taken part in the WRLA Buying Show Tour, students were encouraged to interact with their presenters and ask many questions. Following the guided portion of the tour, students ventured onto the show floor on their own. Armed with resumes and a lifetime of potential, there is no doubt that students continue to see value in these tours. Above all, the students were briefly exposed to a new industry that they may never have considered for a future career.

Vanessa Morin is the President of the Marketing Student Group at SAIT and has been coming to the WRLA Shows for several years. "Attending the WRLA show as a student is an incredible way to learn about how my in-class learnings apply to the industry," she said. "When I think of the lumber industry it can be hard to comprehend the number of jobs and job roles within the industry. Each trade show, students from SAIT are exposed to a wide variety of companies within the industry that represent a unique and viable employment opportunity."

In 2016, Vanessa felt honoured to host the first group of students with the WRLA at the Buying Show. "We had over 60 students attend. It was incredible to see that level of interest in the WRLA. Since then we have hosted 15 to 30 students annually at



the show and on a local Calgary industry member tour in September 2018."

When asked about the future, Vanessa is hopeful. "Students are always grateful for the WRLA and we often see students attending events year after year. The partnership with SAIT has allowed the WRLA to gain access to the next generation of business leaders departing SAIT for their future careers."

The WRLA extends a special thanks to the following people and companies for donating their time and being such gracious hosts to the students:

- Brian Glenn and **Jeld-Wen Windows and Doors**
- Eric Palmer and Kayla McIsaac and the **Sexton Group**
- Johan Galeano and Wade McClelland and **Resisto**
- Bob Lloyd and **Regal Ideas**
- Andrew Reimer and **All-Fab Building Components**
- Tony Hedley and Travis Reynolds and **Steel Craft Door Products Ltd.**

We hope to see you sign up again next year! **▶**



WRLA Buying Show 2019

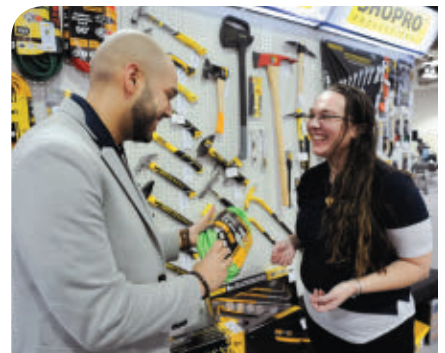
By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager

Thank you to all our members who joined us once again for the biggest event on the WRLA calendar. This year's show was buzzing with changes and opportunities and we hope that our members were able to take advantage of everything they could at the show. From education sessions, to downloading new apps, to the revamped Networking and Awards Night, there were plenty new and exciting things to take part in.

The biggest improvement was the implementation of digital technologies, which included a streamlined registration system in addition to applications that expanded opportunities for exhibitors and dealer attendees. The WRLA Show app was available for download for both iOS and Android and contained

up-to-the-minute show information. This year we also offered vendors a Lead Retrieval app to electronically scan and gather contact details for customers at their booths. We hope these applications were useful to members and with member feedback, we will continue to evolve these options in coming years.

With the implementation of digital scanning technology for badges and entry, we now have more accurate attendance counts. Statistics gathered will be presented in an all-new Annual Report, which will replace the Buying Show Report. The Annual Report will contain information on the Buying Show as well as all our other initiatives, including advocacy efforts, educational offerings, and golf and networking events, among others.





EDUCATION SESSIONS

Did you catch an education session? They were held the day before the show started and during the show hours. Sessions were open to all exhibitor and dealer staff, intended to address a variety of topics that support member operations. Please send suggestions for future topics our way.

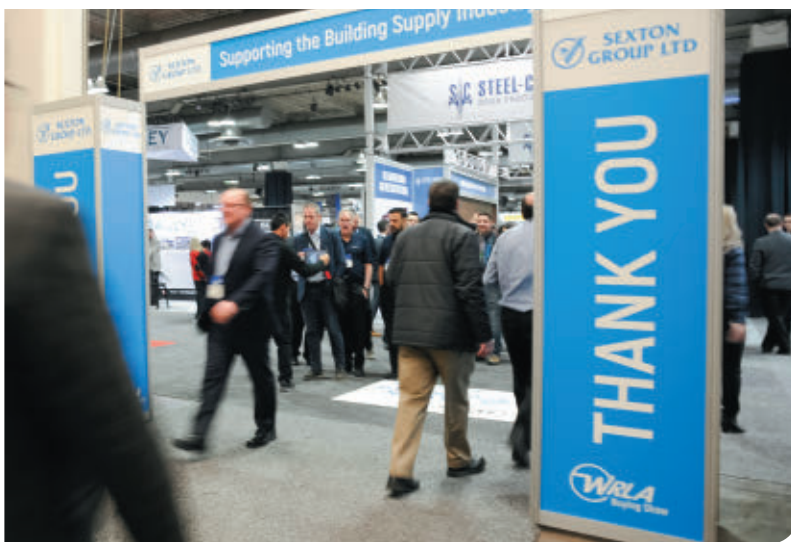


LAUNCH PAD LIVE STAGE

Thank you to our presenters who took the stage at the Launch Pad Live Stage, including Damon Bennet, HGTV star, who was presented by ITW and Prime Fasteners. Other presenters were Sika Canada, Bissett Fasteners, Keson, Osmo Canada, McLean Lumber, Vista Railing Systems, Johns Manville, EVOPaints, Expocrete an Oldcastle Company, Cervus, Metrie, VicWest, and Doubletree Forest Products.



THANK YOU TO SEXTON GROUP FOR SPONSORING THE WRLA BUYING SHOW LUNCHES



INDUSTRY ACHIEVEMENT AWARD: BRIAN KUSISTO, CEO OF THE SEXTON GROUP AND KENROC



Brian's personal mission statement is "Lead by example, to support everyone on our team where possible to make the difficult decisions if necessary, and to be true to the values I set out." It's clear that his strength of character will lead Sexton into the next generation with great success.



Brian Kusisto with Steve Buckle, Sexton President.



Tom Bell, WRLA Board Chair, Brian Kusisto, Industry Achievement Award winner, and Liz Kovach, WRLA President.

SALESPERSON OF THE YEAR AWARDS:

- Bill Fast from Orgill, Manitoba
- Darren Kiel from All Weather Windows, Saskatchewan
- Brian Torrens from AFA, Alberta
- Jason Cryderman from Trimlite, British Columbia



Tom Bell, WRLA Board Chair, Bill Fast, Salesperson of the Year Award winner, Liz Kovach, WRLA President.



Tom Bell, WRLA Board Chair, Darren Kiel, Salesperson of the Year Award winner, Liz Kovach, WRLA President.



Tom Bell, WRLA Board Chair, Brian Torrens, Salesperson of the Year Award winner, Liz Kovach, WRLA President.



Tom Bell, WRLA Board Chair, Jason Cryderman, Salesperson of the Year Award winner, Liz Kovach, WRLA President.

NETWORKING AND AWARDS NIGHT

With a format and date change, this year's networking event was dubbed "the Place" and designed to create a fun and casual place for post-show networking. There were plenty of spots to sit and relax with colleagues, gathering places to catch up after walking the show floor, and spaces to potentially close a deal. There was plenty to eat at the hot food stations including mac and cheese, steamed buns, pork belly, dumplings, a giant pickle bar, cheese and charcuterie, desserts, and more. Save room for food at next year's Awards event!



WRLA REMEMBERS

During the Networking and Awards Night, the WRLA paid respects to several colleagues within the industry who passed away in 2018. We regret that we missed Ed Fuhro who passed away in December, and sincerely apologize to Ed's colleagues and family. Ed worked at North American Lumber.



DAY 2: BACK TO BUSINESS.

Congratulations to EcoPoxy and Regal Ideas for winning the dealers' choice awards and thank you to all the dealers who voted to select the 2019 Best Booth and Best New Product Awards. Kurt Norlen, National Procurement Manager for Timber Mart presented the winners with their awards.



Best Booth: Regal Ideas.

Thank you to our sponsors – your support is invaluable to the Show and to the LBM Industry!



Best New Product: EcoPoxy for "Snow White." This marks the second year in a row that EcoPoxy has won for Best New Product.

See you next year! Mark your calendars for January 22, 23, and 24, 2020 in Calgary. 



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Dealer Inquiries:

Dan Reynolds (306) 715-4434
dreynolds@cloverdalepaint.com



Cloverdale Paint

Why Your Business Needs Social Media

By Taylor Hicks, Marketing Account Specialist, Naylor Association Solutions

Social media is great for your business, but it's also a fun communication tool that keeps you connected to your industry and your buyers.



©ISTOCK.COM/MILOS DIMIC

There is a shift in consumer behaviour toward online buying, and businesses need to adapt in order to stay competitive. There are many reasons why your business needs social media, but perhaps the biggest is consumer engagement. Consumers want to feel more actively engaged with the brands they support. In fact, 71% of consumers who have had a good social media experience with a brand are likely to recommend it to others, according to Ambassador.com.

Social media also helps with:

- Thought leadership

- Brand recognition
- Tracking potential customers (lead sourcing)
- Customer service and relationship building
- Keeping up with your competition

SOCIAL MEDIA PLATFORMS

Take a look at your business goals and see which social media platforms make the most sense for you. There are a lot of platforms out there these days, and it may be hard to know where to begin. In 2012, the average internet user had three social

media accounts – now the average is closer to seven accounts, according to Sprout Social. The four platforms below are among some of the most popular with consumers and are a great place to get started.

- **LinkedIn:** A professional platform for business-related posts. Also doubles as a job search tool.
- **Twitter:** Best used for short, snappy announcements due to the character limit. Great for linking to fuller articles and other accounts.
- **Facebook:** The most popular platform among consumers. Great for posts of

any length and visual content, such as photos and videos.

- **Instagram:** A solely visual platform intended for photos and videos with accompanying captions.

FREE TOOLS AND RESOURCES

There are free tools and resources online that can help you streamline your social media presence:

- Content scheduling tools, such as **Buffer** and **Hootsuite**. Save time by scheduling a week's worth of posts all at once. Pick the date/time you would like your posts to go out, and attach whatever media you so please.
- Visual content tools, like **Promo**, **Typito**, or **Giphy**. These are free services that allow you to create custom videos with captions/text to promote your products or services. Visual content is more than 40 times more likely to get shared on social media than other types of content, according to HubSpot.
- Analytics tools, such as **Tweetreach**. TweetReach is an analysis tool to measure hashtag reach. When creating a custom hashtag for your

brand, product or service, you can use TweetReach to measure how many impressions the hashtag has received in order to measure whether the hashtag is successful.

CONTENT IDEAS

You may be wondering what kind of content is appropriate to share on a business social media account. The sky is the limit and creativity is encouraged, but the content ideas below may help inspire some of your posts:

- Industry-related news and articles (like relevant articles from the *Yardstick*)
- Customer testimonials
- Specials/discounts
- Product launches
- Employee profiles
- Trending content (like fun industry hashtags/challenges or crazy holidays)

When looking for writing inspiration, consider how you want to come across to your audience. How do you want to represent your brand? Take on that voice, and get inspired by brands you love and support. How do they craft their posts? How do they come across?

It's important that your social media presence is consistent and well-rounded, or else your audience will eventually tune out your posts as white noise. When writing your posts, take cognizance of what you have recently posted. To simplify this, you can track the types of content you post in an Excel/Word document to ensure that you're not posting the same content over and over.

Mix it up, be fresh, and have fun. Social media is great for your business, but it's also a fun communication tool that keeps you connected to your industry and your buyers. **▶**

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Are Employers in a New World of **Drug Testing**?

By Kristin Gibson, MLT Aikins LLP

A note from the WRLA: The recent legalization of cannabis in Canada has implications for our members. From HR issues regarding employee management to health and safety concerns on a lumberyard, this issue impacts the LBM industry. We've asked MLT Aikins to provide some clarity on what's new, what employers can expect, and what to expect in the future.



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News coverage on October 17, 2018 featured lineups at Canadian cannabis retailers and quotes likening the date to the lifting of Prohibition in 1933. At the same time media reports are talking about the limitations on supply and performance of roadside testing devices, and each province is dealing somewhat differently with the details of cannabis legalization. Employers cannot be blamed for being concerned about losing control of workplace performance and safety in light of this information.

THERE IS GOOD NEWS AND BAD NEWS ON THE LEGAL FRONT

The good news is that the comparison to the lifting of Prohibition holds – in

the sense that most of what we know and do about workplace possession of and impairment by alcohol can be relatively easily adapted to recreational cannabis use. If employees cannot possess, sell or be impaired by alcohol while performing their job duties, similarly they cannot possess, sell or be impaired by cannabis.

The bad news is the challenge for employers in determining cannabis impairment. Even the roadside testing devices used by law enforcement officers cannot reliably prove present impairment, and it is expected that a combination of those devices, behavioural observation by officers and further testing of blood or urine will be necessary. Due to the unpredictable and very individual response of people to cannabis, science

Drug and alcohol testing is allowed when an employer has reasonable cause to suspect that an employee is impaired while at work or performing duties on behalf of the employer.

is not yet able to conclusively link levels of THC in the body to impaired judgment or behaviour. Cases that have been heard by arbitrators have quite consistently rejected – or refused to accept as evidence – the results of drug testing alone to prove impairment in the case of cannabis.

WHEN CAN TESTING BE DONE?

Canada is quite different from the U.S. on the issue of the legal right of employers to insist on drug and/or alcohol testing of their workforces. Canadian courts and adjudicators are very clear that what is commonly known as “random” or “unscheduled” testing is essentially never legally permissible outside of a return to duty agreement with an employee who has disclosed an addiction and obtained treatment. Similarly, pre-employment testing, even in workplaces that are inherently dangerous is almost never legally acceptable.

Drug and alcohol testing is allowed when an employer has reasonable cause to suspect that an employee is impaired while at work or performing duties on behalf of the employer.

You do not have to be a doctor or a police officer to come to a common-sense conclusion about likely impairment – just be reasonable, get a second person involved to verify your impressions, document your observations, and of course talk to the employee to determine if there is another plausible explanation for what you are observing. If the signs

point to alcohol impairment alone, it is only appropriate to test for alcohol and not drugs, particularly as drug testing is more invasive of an individual's personal privacy.

Training supervisors and managers to feel confident assessing impairment is an important part of a testing protocol and is even more important in the case of possible cannabis impairment as testing may not be conclusive. Observational proof of cannabis impairment may be sufficient to base disciplinary or other employment decisions on.

Testing may also be legally permissible in the wake of a workplace accident, but employers must take care to promptly and properly investigate the situation.

An employer cannot just simply demand that anyone with any level of possible involvement be tested. Assuming the investigation does not rule out the possibility of drug and/or alcohol impairment as a causal factor, employees who were directly involved in the chain of causation may be able to be tested. Reasonable cause is not required to support post-incident testing, assuming the investigation leads in that direction; however, if an involved employee exhibits reasonable cause, that alone should be sufficient to trigger a test demand.

Some employers in safety critical workplaces – airlines, active duty military, and RCMP to name a few – have come out with policies that either prohibit any use of cannabis or dictate the amount of time that must pass between consumption and work. The time periods are significant – weeks rather than days or hours. It remains to be seen whether these restrictions will be upheld by courts and arbitrators in Canada.

Canadian law on the issue of drug testing and on dealing with the impacts of both recreational and medical use of cannabis in the workplace is continuing to develop. There is a tension between burgeoning privacy rights and the legitimate need of employers to ensure employees are not impaired while at work – which will continue to provide challenges and ultimately require more guidance on these issues. »

Kristin Gibson is a labour and employment lawyer with MLT Aikins LLP, Western Canada's Law Firm. Reach her at 204-957-4692 or kgibson@mltaikins.com.

Note: This article is of a general nature only and is not exhaustive of all possible legal rights or remedies. In addition, laws may change over time and should be interpreted only in the context of particular circumstances such that these materials are not intended to be relied upon or taken as legal advice or opinion. Readers should consult a legal professional for specific advice in any particular situation.



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Reflecting On a Revitalized Show and Looking Ahead With Purpose

By Tom Bell, WRLA Chair

HELLO EVERYONE,

What an amazing show we just had. I hope you had a chance to attend. If not, please take time to talk to someone who did. Here is a note I received from a WRLA member:

"I just wanted to let you know how much I enjoyed the WRLA this year. I found the buying show absolutely valuable to us, which doesn't happen a lot as we usually buy most of our product before the show but with our new facility, we went with the objective to look for new products.

The gala night was the best thing I have attended at the WRLA ever. You and your team nailed it. The function was entertaining, and the atmosphere was perfect. You had wonderful food and great volume of the music that allowed everyone to carry on a conversation. I wish I had known about the great food stations as I would not have eaten a dinner before.

Anyway, just thought you should know how I felt about the WRLA event this year.

Many thanks to all the WRLA executive and admin staff who put this together.

Sincerely,

*Mitch Wile
General Manager
The Cedar Shop"*

The Thursday night function was indeed an amazing night. I am still hearing from members that it may have been the best night event the WRLA has ever hosted. The food, the setup, the ambiance, the bar – everything flowed very well.

Congratulations to Brian Kusisto, CEO of Sexton, on winning the Industry Achievement Award. The award was very well deserved. Your speech was very inspirational and brought tears to all who know you.

Congratulations to the four winners of our first Salesperson of the Year Awards:

- Bill Fast from Orgill, Manitoba
- Darren Kiel from All Weather Windows, Saskatchewan
- Brian Torrens from AFA, Alberta
- Jason Cryderman from Trimlite, British Columbia

It was an exciting show with many changes and most went very well. Registration was awesome and attendees registered and entered the show faster than ever before.

Thank you to our sponsors: Sexton Group, Timber Mart, Meetings + Conventions Calgary, Regal Ideas, Cervus, Acceo, Jeld-Wen, Naylor Association Solutions, Castle, All Weather Windows, Ply Gem Building Products, Can-Cell Industries, All-Fab Building Components, Harris Rebar, Steel-Craft Door Products Ltd., Techniseal, MLT Aikins, Home Hardware, Norske, Resisto, Delroc, Cherry Insurance, and Seljax.

Thank you, Sexton, for sponsoring the lunches.

A special thank you to the WRLA Staff. Liz, your leadership and interest in our members is noticed and appreciated. Jessica, awesome job on your first WRLA show. Your calm exterior and your ability to just get it done was noticed. Stasa, your help and friendly smile was a great greeting for all. And Phu, I am guessing you didn't know that this was part of the job description, but you were always there to help in any way needed. You are an amazing group and have set the bar high. I can't wait to see what our members ask for this year and how you fulfill the requests.

Attendance was down and we need to continue to be aware of this. I believe the economic downturn is the biggest contributor to this trend.

We have a busy spring ahead as 2020 will be the last year of the Buying Show

contract in Calgary. We have RFP's from all five major centres: Calgary, Edmonton, Saskatoon, Regina, and Winnipeg. The WRLA Board will look at all the information with open minds and with all our members in mind (Retailers, Associates, and Affiliates).

I would like to thank all board members for their time and commitment; 2018 was an exciting year for us and 2019 will be challenging as we have some major decisions to make.

This is your show and your Association – your comments and feedback are always appreciated.

My phone and email are always on: 204-479-9386 and tombell@mymts.net.

Take care,

Tom 





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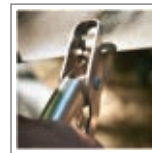
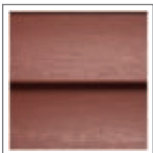
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