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2019 WRLA BUYING SHOW

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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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Enhancing and Improving: The Top 3 Reasons to Attend the Buying Show

By *Liz Kovach, WRLA President*

AS WE PUT THE final touches onto the upcoming WRLA Buying Show, I'd like to extend a thank you to all those who attended the WRLA Show Strategy Session. Member engagement, and investment of time and energy is critical to ensure we continue improving this very important event that brings the industry together as a community.

MEMBER FEEDBACK IDENTIFIED THE TOP THREE REASONS FOR ATTENDING THE WRLA SHOW:

1. Networking
2. Learning about new products
3. Taking advantage of show specials

These new or enhanced initiatives were selected to address these member priorities head on.

1. INDUSTRY AWARDS NIGHT – NETWORKING

In the past, the WRLA invested time and resources into hosting multiple events. Rather than spread events over multiple evenings, the WRLA has chosen to reinvest resources into enhancing other aspects of the show, including hosting one large industry event for prime networking time as well as awards presentations. What better way to bring the community together and enhance the comradery of the event than to recognize peers who strive for excellence? This year the WRLA Networking event will be expanding its industry awards with the addition of the Sales Representative of the Year Award. Running alongside the Industry Achievement Award, the evening will be a wonderful opportunity to recognize those creating a positive change in the LBM industry.

2. LAUNCH PAD LIVE STAGE – FEATURING NEW PRODUCTS

The WRLA has enhanced the new product area by not only showcasing new products in the middle of the show floor, it will also provide vendors the opportunity to showcase new products under development and provide retailers with the opportunity to provide feedback during the development phase of the product.

3. SHOW SPECIALS

Show specials are a great opportunity for both retailers and exhibitors. Retailers have access to amazing deals and exhibitors can boost sales. To help highlight the specials, the WRLA is collecting and printing show specials in the *Buying Show Guide*. Pick one up as you enter the show floor. We also encourage retailers to talk to their sales reps in person at their booths – there may be a last-minute special not advertised in the Guide.

KNOWLEDGE IS POWER

In addition to working on the three key areas that attendees have indicated are priorities, it is also important to address one other: education sessions on topics that are relevant to our members.

Business owners face a lot of challenges and ongoing change and as a result we want to ensure that they, along with some of their key staff, are provided the opportunity to attend some education sessions that provide them with the tools they need to keep their business relevant and successful.

For a full listing of sessions please log into the member section of the website.

Thank you to all the attendees of the strategy session: the WRLA Board of Directors, Graham Hooper from Taiga, Geoff Keates from AFA, and Peter Kozak from Metrie.

I look forward to seeing you all in Calgary! Feel free to drop me a line or call me anytime. I'm always happy to listen to your feedback.

Liz Kovach

Phone: 1-800-661-0253

Email: lkovach@wrla.org »



CALENDAR OF EVENTS

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

Online
January 7 – February 1

WRLA BUYING SHOW

Calgary
January 16, 17, and 18, 2019

ANNUAL GENERAL MEETING

Calgary
January 17

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

Online
February 4 – March 1

WRLA NEXGEN STUDENT TOUR (DETAILS SHARED SOON)

Edmonton
February/March

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

Online
March 4 – March 29

MANUAL ESTIMATING LEVEL 1 (DECKS & GARAGES)

Winnipeg
April 29 & 30

MANUAL ESTIMATING LEVEL 2 (RESIDENTIAL CONSTRUCTION)

Winnipeg
May 1 & 2

PRINCIPLES OF YARD & WAREHOUSE OPERATIONS

Winnipeg
May 3

MANUAL ESTIMATING LEVEL 1 (DECKS & GARAGES)

Saskatoon
May 6 & 7

MANUAL ESTIMATING LEVEL 2 (RESIDENTIAL CONSTRUCTION)

Saskatoon
May 8 & 9

PRINCIPLES OF YARD & WAREHOUSE OPERATIONS

Saskatoon
May 10

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The Ultimate Deck Shop

By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager



SOMETIMES HAVING DINNER WITH

a friend can completely change your life. Wade Laurent and Shane Chapman were longtime friends catching up over a meal in 2015. They had plenty to talk about and the conversation centred around the construction industry. Wade owned his own contracting business as a finish carpenter and Shane was a part-time deck building contractor with a full-time day job. Each had experience within the industry. As they ate, they identified an opportunity within the decking niche that they knew was experiencing healthy growth and innovation. The opportunity was there for two new guys to step in and put a focus specifically on that outdoor space – and open a new kind of deck store. Their vision was to become a leader in selection, service, and innovative new products in Saskatchewan. Within five months, the doors opened to The Ultimate Deck Shop.

“We are continuously looking for new, innovative, and quality products to bring to our customers. We strive to be the place that customers go for all their options in one stop and the place that vendors look to first when they have new products they are excited about,” said Shane.

Part of being a leader in innovation is taking advantage of online sales and the digital space. “Offering some products online was always part of the plan too. Obviously in this industry, it’s a little different than your typical retail purchases that have seen a significant percentage of purchases move away from the brick-and-mortar store. It’s easier to ship a tube of toothpaste from Mississauga to Yorkton than it is to ship a deck package. But there are many products that we carry that can fit that model. We are aware of the convenience it can provide to people in some places.”

Both Wade and Shane grew up in small town Saskatchewan and have community pride and a “help-thy-neighbour” attitude deeply ingrained in them. It’s evident that they care about their community though a recent project they are part of. When a group called Build Love approached them about joining their initiative for a family called the Kennedys, they were excited for the opportunity. Build Love brings several local companies together in the spirit of collaboration to make a meaningful difference in someone’s life. They do this through building or renovation projects. This year, Build Love’s major project is for the Kennedy family. They are transforming the Kennedy’s home with a major renovation that will improve the ease of mobility for eight-year-old Vienna and empower her independence. Vienna lives with a congenital syndrome called arthrogryposis that affects joints and creates complex mobility challenges for her. This means Vienna explores the world differently because she experiences challenges with extending and flexing joints in her body. “The Kennedy project is far bigger than

just us. The community at large has really stepped forward to collaborate on this and we absolutely love being part of it,” said Shane. “It all started because the Kennedys were getting quotes on a bathroom remodel to improve accessibility for Vienna, but due to the nature of the construction of the home, the renovation would have far exceeded their budget. There was an overwhelming response of people wanting to help and Build Love decided to scale this to a whole home renovation, inside and out, upside and down. And they did. And that is awesome.”

“When Wade and I first decided to open a niche lumber yard, we had no idea what ‘WRLA’ was,” said Shane. “We had a little guidance from others in the industry and given that we were rookies entering the retail side of the business, they suggested we should seriously consider two organizations – the WRLA and a buying group. We had a lot of questions along the way, and of course the most important part of business – any business – is your network of people you surround yourself with. The WRLA has been exactly that for us. Thankfully, the industry has accepted us and we enjoy being one of the gang now. We look forward to once again shaking hands with the members at the next event.”

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KNOW BEFORE YOU GO

Focusing on Business Development

By Jessica Cranmer, WRLA Trade Show and Events Manager



Launch Pad Live Stage.

WHAT IS THE WRLA BUYING SHOW?

It's the place to do business. This is the WRLA's annual convention that facilitates business development for the LBM industry. The WRLA hosts the WRLA Buying Show where suppliers, service providers, and retailers gather

in the same room and conduct business worth millions of dollars. It is the biggest event on the WRLA calendar, bringing together thousands of industry professionals.

This annual convention takes place in January, making it the first buying show of 2019. We are going back to the

basics in 2019 with a focus on business development for our members.

WHAT'S NEW Launch Pad Live Stage:

The demo stage for cool new products. Each 30-minute presentation will showcase a product that is new or coming

to market soon. This is your opportunity to see the latest trends in the LBM industry and retailers can ensure they have the latest products on their shelves.

Where can you find the complete schedule?

- In your onsite guidebook.
- Signage beside the stage.

New Product Feature Area, sponsored by TimberMart

Don't forget to check out the latest and



greatest new and coming-soon-to-market products in the New Product Feature Area sponsored by TimberMart. Located in the centre of the show floor, plan to stop in and check it out.

New Product Floor Stickers

Looking to find new products on the show floor? Keep your eyes open for the featured floor stickers right in front of the booths – the stickers are your cue that exhibitors have a new product for you.

- Check your guidebook for new product listings.
- Keep looking for floor stickers as you walk the floor.

WRLA Booth

While you are at the New Product Feature Area, pop into the WRLA booth located directly beside it. Come meet the team and say hello.

Lunch on Both Show Days, sponsored by Sexton



Free lunch for all attendees will be served on January 17 and 18.

11:30 a.m. – 1:30 p.m. in Hall D.

Zen Lounge, sponsored by Acceo



Put your feet up and take a load off in the Zen Lounge. We know walking the show floor can be exhilarating – and exhausting! Take a break in the Zen Lounge with comfy chairs, a water refill area, and on January 17, a massage from Mount Royal University massage therapy students who will be ready to take away any pain.



At the Zen Lounge.

WRLA ANNUAL GENERAL MEETING

January 17 at 2:00 p.m. in Hall D.

All are welcome.

FLIGHTS TO CALGARY

Booked your flights to the WRLA Buying Show 2019 yet? We are delighted to offer discounts on two airlines this year – Air Canada and WestJet have given WRLA members special discounts for travel. Visit the Member Area at wrla.org for the codes. Look under the Buying Show 2019 tab.

For all the latest information, resources, and details, please visit the member area website. Go to wrla.org and click on Buying Show to access the site (password is required).

Only WRLA members have received the password. To get the password, contact Wynne Au at WynneA@wrla.org or call 1-800-661-0253.

NETWORKING AND AWARDS NIGHT

With a totally new format and new date, this is your prime time for networking. Join us for free on Thursday, January 17 for an evening of building relationships, growing business, refreshments, and appetizers.

The highly-anticipated **Industry Achievement Award** along with all-new **Sales Representative of the Year Awards** will be given to the winners. Celebrate your colleagues' achievements in the industry.

Don't forget your badge – access inside the site will be for attendees with their badges only. Access is included with your registration, just wear your show badge to be allowed in. Access will be strictly monitored due to regulations.

NETWORKING & AWARDS NIGHT

Thursday, January 17

7:30 – 11:00 p.m.

Event includes appetizers and food stations.

Networking 7:30 p.m. – 8:30 p.m.


Industry awards at 8:30 p.m. – 9:00 p.m.

More networking post-awards.

Hosted by the WRLA at the Hyatt Regency Ballroom.

EDUCATION SESSIONS

We are proud to add education sessions to the line-up. Industry experts will be talking about industry trends, merchandising, marketing strategies, maximizing social media, and much more. On January 16 (before the show opens its doors to the floor), there will be sessions located at the Hyatt.

Once the show opens at the BMO, the classroom will be located behind a glassed area to keep the room quiet and away from the bustle of the show floor. Now is your chance to ask questions in an intimate gathering and gain valuable insights to help your business succeed. We've brought in industry experts to share their knowledge with you. Take the opportunity to meet speakers after each session. 

SESSIONS INCLUDE:

- The Amazon Effect: How Independent Retailers Fit into Today's Online Landscape.
- Retail Accounting 101: Basic principles of retail accounting including the income statement, balance sheet and key financial ratios.
- Home Sweet Home: Leveraging your local brand to compete against Amazon.
- Merchandising for Profit: The impact of merchandising on sales and shares research about average sales lift generated by different merchandising techniques.
- Social Media 101: How and when to use social media to impact your business.
- The Value of Print Advertising – Discussion of the landscape of print advertising in a digital world.

And more to come. Keep checking the members' area on our website, wrla.org, for the latest details.

See you at the Show!

January 17 and 18, 2019

BMO Centre,

Calgary AB

Register today: wrla.org

Pre-Show Education Sessions:

January 16

Hyatt Regency Calgary

60 minutes with time for Q & A

Show Floor

Education Sessions :

January 17 and 18

30 minutes with time for Q & A



KNOW BEFORE YOU GO

Exhibitor and Retailer **Checklists**

Your checklists for making the most of your Buying Show experience

By Jessica Cranmer, WRLA Tradeshow and Events Manager

We've streamlined the Buying Show preparation process for you. Use these easy checklists to ensure you are ready when you arrive at the BMO Centre in Calgary.

EXHIBITOR CHECKLIST

One month to go and now is your chance to do your final preparation for record-breaking sales at your booth.

- ☐ **Register your exhibiting team.** Get through the doors in a breeze by pre-registering. Once you do that you'll have plenty of time to set up your booth, prepare your team, and get ready for the dealers. If you haven't gotten the registration link email, call or email the WRLA to get the link. Registration deadline is January 4, 2019.
- ☐ **What's the game plan?** It's not too late to do some good prep work. Have you promoted your booth? Did you send out a direct mailing or email to your clients? WRLA offers all exhibitors a copy of the pre-registered retailer list upon request. Download the app and collect your client's contact information straight from the show floor. Use the resources available to you to maximize your sales potential.
- ☐ **#Hashtag?** How are you promoting your presence on social media? Are you doing Facebook live, live tweeting, Instagram stories, or maybe a cool vlog at the Show? There are plenty of social media options open to you – choose the one that makes the most sense and run with it. Use #WRLABuyingShow2019 and #WRLAConnects.
- ☐ **Did you download your exhibitor app?** This app is here to help YOU! You can scan your retailers' badges and create an automatic follow-up list of clients to touch base with post-show. The app is designed for iPhone or Android.



- ❑ **It's all about the swag!** Got your booth swag ready? Retailers love to stop in for a little swag and stay to learn more.

RETAILER CHECKLIST

It's time to complete these last-minute details and ensure that you maximize your buying time at the show, get the best deals, and take in a few education sessions while you're at it.

- ❑ **Pre-register.** No one wants to wait in line when you could be on the show

floor snapping up show specials. Register your whole team now to avoid any delays or lineups when the show opens. If you haven't received the email with the registration link, call or email the WRLA to get it. The deadline for registration is January 4, 2019. Make the most of your time at the show by pre-registering.

- ❑ **Did you download your attendee app?** This app is here to help YOU! You can scan your exhibitors' badges and create an automatic follow-up list

of new companies to connect with. You'll always have your contacts with you in this handy little app. This app is designed for iPhone or Android.

- ❑ **Plan of Attack.** Do you know the Show Specials? Use the *Buying Show Guide* to highlight your must-see products and must-visit booths. The guide is available for free to attendees and is yours to keep so be sure to use it for notes and keeping all your important information in one place.
- ❑ **Want new products?** We are bringing new products to you – front and centre. Visit the New Product Area in the middle of the show floor to see all the latest and greatest products. Check out the Launch Pad Live Stage for live demos. Then vote for your favourites.
- ❑ **Education Sessions.** This year we have a great selection of education breakout sessions on the floor. In addition to planning all your booth visits, don't forget to check out these valuable 30-minute sessions. These quick sessions are tailored for our retailers' schedules – they don't take too much time from your day but they are full of amazing tips you'll want to implement immediately. Be sure to add these to your daily schedule.

ONE MORE ITEM FOR ALL MEMBERS

- ❑ **Bring your business cards to the Networking and Awards Night on January 17, 2019.** The event is now geared toward better networking opportunities for everyone as well as a night of recognition. Bring your business cards and enjoy the event. ➤



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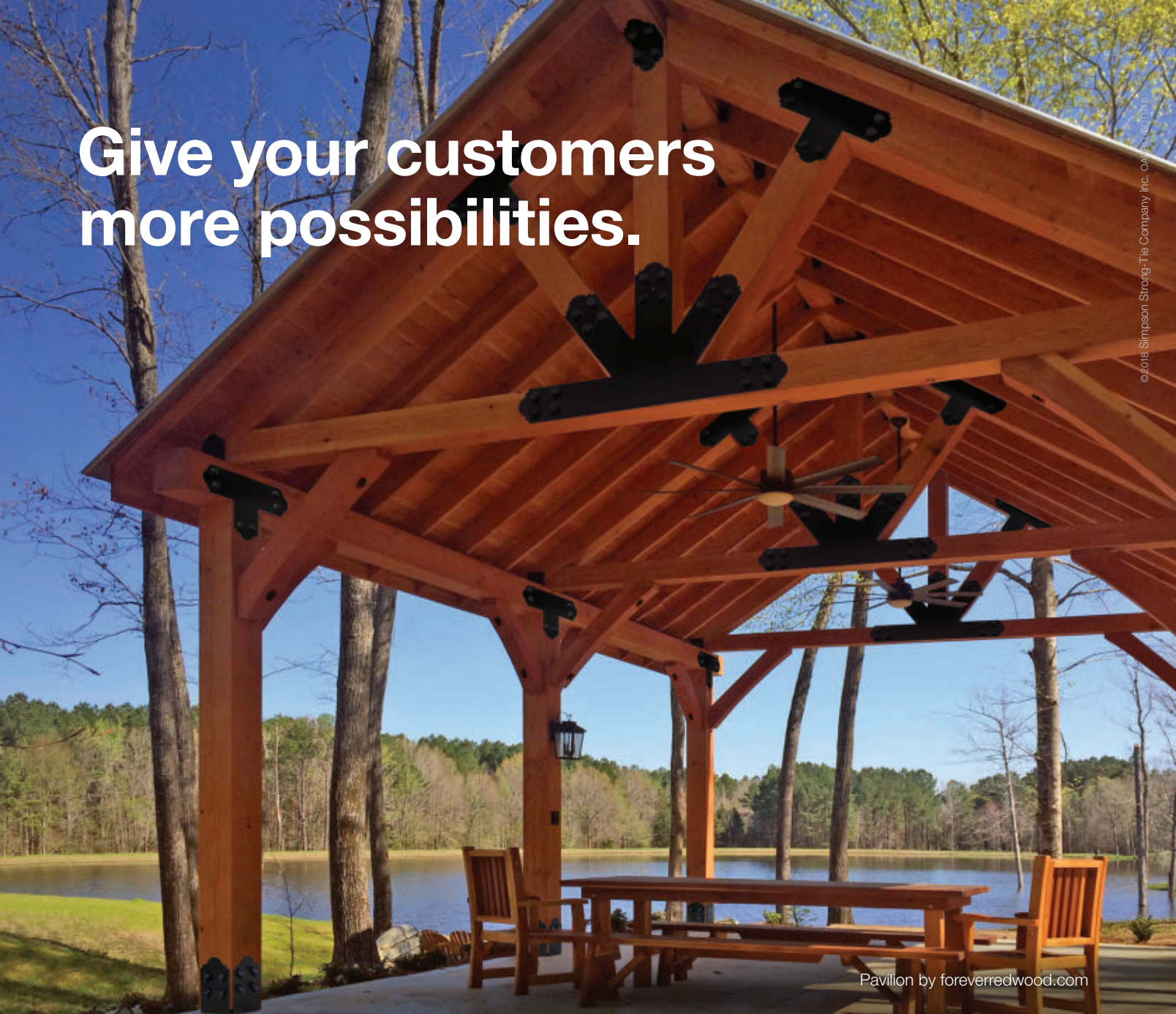
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7 Tips to Drive Traffic to Your Booth

By The Winnipeg Chamber of Commerce

In the world of business and sales, nothing is more effective than one-on-one networking. As an exhibitor, you'll make new connections, promote your business, and generate quality leads.

But before that, you need to get people to stop at your exhibitor booth.

To help you prepare for the 2019 WRLA Buying Show, our friends at The Winnipeg Chamber of Commerce have put together seven tips to help you drive traffic to your booth. The Winnipeg Chamber of Commerce hosts After Business Mixers three times a year, bringing together more than 40 exhibitors and over 250 attendees at each event. The following list consists of The Chamber's suggestions to help your business succeed at the show.



ALL PHOTOS SUPPLIED BY THE WINNIPEG CHAMBER OF COMMERCE.

1. DO SOMETHING FUN

Drive traffic to your booth with something fun and interactive. Who doesn't enjoy a giant spinning wheel or even a simple beanbag toss? How about a hockey skill challenge or a fun

quiz? Games and contests are a great way to break the ice with attendees and open a door to talk about your business and what you have to offer.



2. GIVE AWAY FREE STUFF

People love free stuff. Host a draw for tickets to the next big sporting event, or give away a tablet. Also, don't forget to invest in quality and practical company swag. Think about who is coming to the event. What is something that will be useful to them?

Remember, your giveaways at a business mixer (e.g. a tote bag to carry promotional items) may be different from something you'd hand out to runners at a marathon (e.g. a water bottle to satisfy their thirst). Consider your audience first.

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3. KNOW YOUR KEY MESSAGES

It is important to practice, memorize, and master your key messages. You may only have a few minutes to draw in attendees who are making their way through each booth. You'll be competing with

a number of other businesses and it's important to get your message across right away. You'll need to tell them about your business and how you can make their life easier in just a few impactful sentences.

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Come see what's NEW for 2019 at Booth# 891 in the WRLA Buying Show



4. PROMOTE YOUR BOOTH

Before the event even takes place, spread the word about your booth and the Buying Show. The bigger the crowd, the better! Draw your clients and network in by offering something exclusive to the tradeshow attendees, such as an exclusive discount. Don't forget to

mention the cool activities at your booth and prizes to be won! Send personal invitations to those you want to attend or spread your reach by sharing WRLA's posts on social media. Use content that has already been created for the Buying Show and share it with your clients.

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5. GET OUT THERE

Stock up on business cards. You'll want a handful on you to not only give to potential customers and enter any fun contests, but also hand out to different WRLA members you'll meet. It's important to take the opportunity to get out there

and introduce yourself to the other booths. When collecting business cards, take notes on their cards to remind yourself later about your conversations and how your businesses can work together.



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6. SET GOALS

Just like any good strategy, you need clear and measurable objectives. Are you at the show to find two new clients, or are you looking to build stronger relationships with existing clients?

Perhaps you're looking to find a specific service provider. Before the event, review the retailer list and make a note of who you want to talk to and prepare some questions for them.

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7. FOLLOW UP

Now for the most important tip – don't forget to follow up with your leads as soon as possible. Review the business cards you collected and reach out to them, especially while you're still fresh in their memory. Send a friendly email and schedule a follow-up meeting to continue the conversation you started. »

Founded in 1873, The Winnipeg Chamber of Commerce is the largest organization representing the voice of business in Winnipeg. They have a membership of more than 2,000 companies, representing close to 90,000 employees. The Chamber is about making connections whether in person at events, through their membership directory or introductions through Chamber staff. Visit www.winnipeg-chamber.com for more information.



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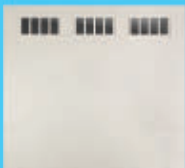
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Flush Series



RanchCraft Series



Elite Series Charcoal



Esteem Series



CarriageCraft Series

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



6 SWAG Items People Actually Like

By The Winnipeg Chamber of Commerce

Did you know the term swag is an acronym for “stuff we all get?” Swag will always be available at all types of events. Event swag is a must, but is your swag working for you? It is a valuable marketing tool – when used correctly it can actually work for you.

If you provide quality items that are thoughtful and match your audience, your clients are more likely to use your product and your name will become unforgettable. But, if your swag is low-quality and random, it likely won't give you any return-on-investment.

Here are six ideas for swag that people actually like:

1. TOTE BAG



Event attendees always need a place to put their swag, and what a better place to put them than your branded tote bag?

2. BLUETOOTH SPEAKER



Power your company with tech products like this portable speaker from Chartered Professional Accountants Manitoba.

3. STRESS BALL



Think outside of the box when it comes to stress balls - we love this polar bear stress ball from Assiniboine Park Zoo.

4. USB FLASH DRIVES



Everyday items, like this USB flash drive from Manitoba Building Trades, are great swag gifts because your customers will always see your brand's name.

5. MINI OFFICE DIFFUSER



Unique swag items, like this mini office diffuser from Chartered Professional

Accountants Manitoba, get people talking about your brand.

6. HIGH-QUALITY PENS



Investing in high-quality pens, like these Pitblado Law pens, means people will actually use them and remember your brand. Investing in poor quality pens actually puts your brand's name at risk – you don't want people associating your brand with inky hands.

A few other ideas that can be creatively used and handed out to event attendees include branded popsockets for phones, toys (like paper airplanes), socks, candy, or even bags of coffee beans.

As a bonus, swag items that are playful, useful, or strike an emotional chord are more likely to be shared on social media. Use your imagination and your swag will be a hit. »

Founded in 1873, The Winnipeg Chamber of Commerce is the largest organization representing the voice of business in Winnipeg. They have a membership of more than 2,000 companies, representing close to 90,000 employees. The Chamber is about making connections whether in person at events, through their membership directory or introductions through Chamber staff. www.winnipeg-chamber.com

One Year Later: Winning Strategies

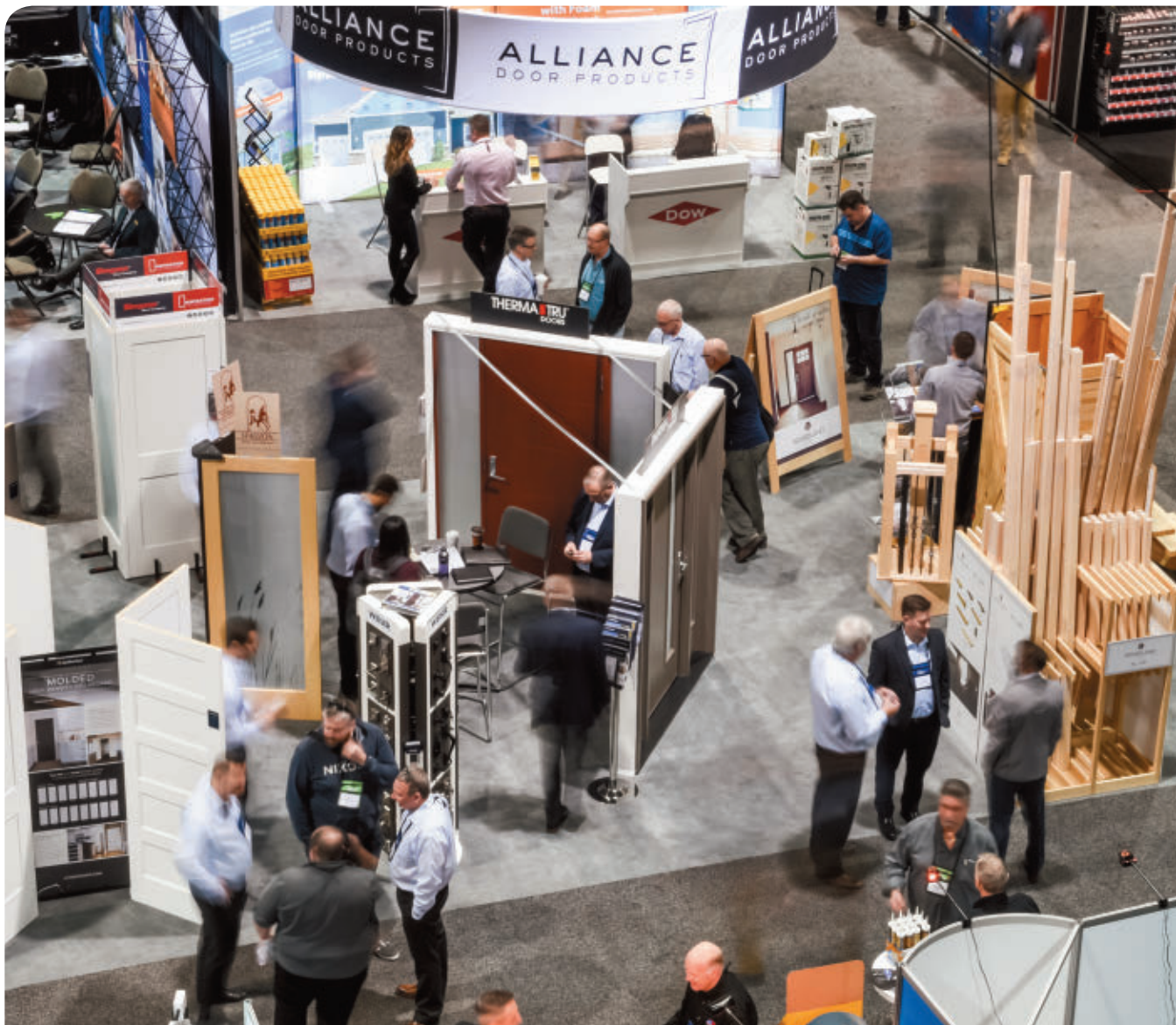
By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager

WRLA Members Alliance Door Products and EcoPoxy know a thing or two about marketing

their booths and products to their clients. What were their winning strategies? Yardstick spoke with Hardy Rahn, Director of Sales for Canada at Alliance

Door Products, and Jack Maendel, CEO of EcoPoxy, for some tips.

At the end of the day, it's the dealers who vote on the Best Booth and Best New



Alliance Door Products won Best Booth 2018.

“Within a few short years we have changed our strategy at the WRLA Buying Show from sales into maintaining and building our customer relationships.”

Product. It's all up to them and depends on their criteria, but there are some hints as to what retailers are looking for that may help this year's exhibitors shine on the show floor.

2018 BEST BOOTH WINNER: ALLIANCE DOOR PRODUCTS

Hardy Rahn's Exhibitor Booth Tips

Products are the stars: Our number one strategy was to showcase the products and brands that we distribute and put them out in such a way that dealers can touch, see, and feel the products. That way they can get an understanding of the product lines that we carry.

What's new? Another key focus was showcasing the new products front and centre. There are products that are coming out or just coming to market. Many dealers don't have a lot of product at their location and they don't have an opportunity to see these products from all our manufacturers up close. It's important to highlight the new products for them.

Get the space you need: We try and have enough space for dealers to come in and visit with us in our booth, so it's not too crowded. We try to have enough space so that dealers feel welcome. That's why we have one of the larger booths at the show – we need that floor space to cover all the brands that we distribute as well as having space to ensure dealers feel welcome and not too crowded.

Invest in signage: We also have signage and visuals that make it easy-flowing and easy for dealers to come in and see our products. They can see very clearly the products that they are



EcoPoxy won Best New Product 2018.

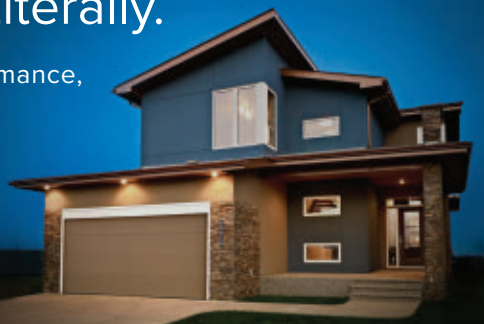


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looking for. The WRLA Buying Show is a key marketing venture for us because it provides us the opportunity to see a lot of people at one time.

2018 BEST NEW PRODUCT WINNER: ECOPOXY

Jack Maendel's New Product Tips

An interesting product with a bit of luck: We were lucky; we had a great product that people loved, and our name was top of mind last year. A lot of my customers from retail stores and lumber yards have told us that EcoPoxy has revolutionized its business because it no longer carries scrap lumber. In fact, the scrap lumber is sold for much higher profit than the new lumber itself. EcoPoxy has provided a whole new revenue stream out of what was considered waste in the past.

Keep creating: We have another cool addition to our line-up for the 2019 Buying Show, where it will be unveiled. If customers loved the glow-poxy last year, we think they will be equally happy with the new product this year. We're hoping (and expecting) that we will be acknowledged again in 2019 for Best New Product.

Keep learning: Each year we learn too, and we will be more prepared for 2019. We have ideas and plans to improve the presentation of our product. We visualize walking through the New Product section and looking at how everything is presented in the layout. We try to organize our product to jump out so that when people get to it they stop and say, "OK that's unique, I've never seen that before." It's a combination of making people stop and think by helping them to remember our product the moment they vote.

Change your strategy when the time is right: In previous years our focus was on getting sales. This year is completely different – the pressure is off sales. We're there to meet our existing customers, to say, "thank you for your business," show them what's new for the coming year, and answer questions face-to-face. One year, our goal was to pick up one retailer, and we ended up with 15. Within a few short years we have changed our strategy at the WRLA Buying Show from sales into maintaining and building our customer relationships.


Good luck on the show floor! **»**

Education sessions

The WRLA is proud to add education sessions to the Buying Show line-up. Industry experts will be talking about industry trends, merchandising, marketing strategies, maximizing social media, and more. On January 16

(before the show opens its doors to the floor), there will be sessions located at the Hyatt.

Once the show opens at the BMO, the classroom will be located behind a glassed area to keep the room quiet and away from the bustle of the show floor.

Now is your chance to ask questions in an intimate gathering and gain valuable insight to help your business succeed. We're bringing these experts in to share their knowledge with you. Take the opportunity to meet the speakers after each session and ask questions. 

DATE: Wednesday, January 16 **LOCATION:** Hyatt Regency Calgary **LENGTH:** 60 minutes with time for Q & A

TOPIC	SPEAKER	TIME
The Amazon Effect: How independent retailers fit into today's online landscape.	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/ <i>Hardware Retailing</i>	2:30 - 3:30 p.m.
Networking Made Easy: First impressions matter. Identify communication styles, develop your 20-to-45 second conversation starters, identify questions to engage with, understand body language, and learn to follow up in a timely fashion.	Jolene Watson, President, Clarity Coaching and Development	3:30 - 4:30 p.m.

DATE: Thursday, January 17 **LOCATION:** Buying Show Floor Classroom **LENGTH:** 30 minutes with time for Q & A

TOPIC	SPEAKER	TIME
The Value of Print Advertising: Discussion of the landscape of print advertising in a digital world.	Kim Davies, Group Publisher, Naylor Association Solutions	12:45 p.m.
Home Sweet Home: Leveraging your local brand to compete against Amazon.	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/ <i>Hardware Retailing</i>	1:30 p.m.
British Columbia Energy Step Code: Building toward net-zero homes in B.C.	Emilia Coghill, ROCKWOOL	2:15 p.m.
Top Five Tips for Networking Made Easy	Jolene Watson, President, Clarity Coaching & Development	3:00 p.m.
Retail Accounting 101: Basic principles of retail accounting including the income statement, balance sheet, and key financial ratios.	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/ <i>Hardware Retailing</i>	3:45 p.m.

DATE: Friday, January 18 **LOCATION:** Buying Show Floor Classroom **LENGTH:** 30 minutes with time for Q & A

TOPIC	SPEAKER	TIME
Merchandising for Profit: The impact of merchandising on sales and shares research about average sales lift generated by different merchandising techniques.	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/ <i>Hardware Retailing</i>	10:30 a.m.
Your Online Presence: How and when to use social media to impact your business.	Taylor Hicks, Marketing Account Specialist, Naylor Association Solutions	11:15 a.m.
The Five Numbers Every Retailer Should Know: A basic overview of key profit variables that impact retailers' overall health.	Dan M. Tratensek, Executive Vice President/ Publisher, NRHA/ <i>Hardware Retailing</i>	1:00 p.m.

More sessions are being added – check the *Buying Show Guide* and the members area website portal at wrla.org for the latest information.

Meet the Presenters



Dan M. Tratensek
Executive Vice President/
Publisher,
NRHA/Hardware Retailing
Indianapolis, Indiana

Dan Tratensek is Executive Vice President with the North American Retail Hardware Association and publisher of *Hardware Retailing* magazine. In his different positions at NRHA and *Hardware Retailing*, Tratensek has had the opportunity to visit with independent retailers of all types and sizes from across North America. In addition to his role as Publisher of *Hardware Retailing*, Tratensek currently oversees NRHA's research, communications, marketing and training program development. In his role, Tratensek is a frequent industry speaker and also hosts NRHA's annual State of Independents Conference. Tratensek has worked as an editor and reporter for *Hardware Retailing* and has been involved in business journalism and news reporting for the past two decades.



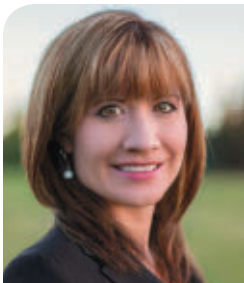
Kim Davies
Group Publisher,
Naylor Association
Solutions
Winnipeg, Manitoba

Kim Davies, Group Publisher at Naylor Association Solutions, works directly with the WRLA related to their communications, including *Yardstick* magazine, the annual *Directory & Product Source Guide*, the WRLA website and the WRLA News e-newsletter. With more than 15 years under her belt at Naylor, Kim has seen the important role print communications play in marketing your business. She lives in Winnipeg, Manitoba where she spends most of her free time cheering on her son Aidan and his hockey team at the rink. Don't miss her educational session *The Value of Print Advertising* at the Buying Show.



Taylor Hicks
Marketing Account
Specialist,
Naylor Association
Solutions
Gainesville, Florida

Taylor Hicks is a B2B marketer with a passion for effective communication. She specializes in branding, research, and digital marketing, including social media and email marketing. At Naylor Association Solutions (publisher of *Yardstick*), Taylor develops marketing strategies for clients across multiple industries, including retail, forestry, and construction. She received her B.S. in Public Relations from the University of Florida and resides in Gainesville, Florida, where she enjoys mild winters and never having to shovel snow. Catch Taylor's educational session titled *Social Media 101* at the Buying Show.



Jolene Watson
President,
Clarity Coaching
& Development
Saskatoon, Saskatchewan

Jolene Watson is a professional speaker and facilitator/teacher at the Edwards School of Business, Praxis School of Entrepreneurship, and Saskatchewan Polytechnic. She became certified as a Myers-Briggs Practitioner through Psychometrics Canada Ltd. where she graduated with a 99% average. Jolene has worked with Dale Carnegie Training and is a graduate of their effective communication, leadership training for managers, high impact presentations and sales courses. She received her Advanced Communicator and Competent Leader awards from her years of being a dedicated member of Toastmasters International. Jolene has over 18 years of office management experience in a variety of industries.



Emilia Coghill
Insulation Sales and
Product Manager,
ROCKWOOL
British Columbia

Emilia Coghill has been in the manufacturing side of the building materials industry for 20 years. Her vast experience in insulation, cladding and sales/marketing has brought her to Western Canada as Insulation Sales and Product Manager in 2012. She now works for ROCKWOOL (formerly ROXUL) and looks after all commercial and residential insulation sales in British Columbia for the company. ▶

Meet the **WRLA** Team

By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager



Liz Kovach, President



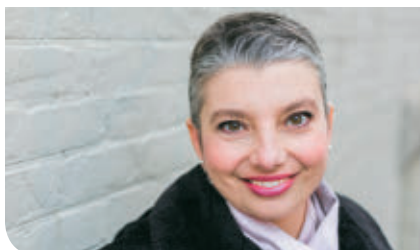
Wynne Au, Member Services Manager



Jessica Cranmer, Trade Show & Events Manager



Phu Nguyen, Accounting



By Stasa Veroukis-Regina, Marketing & Communications Manager



Board of Directors: (left to right) Randy MacDonald, Mark Westrum, Shawn Schwartz, Marc Palsson, Sheila Carr, Rick Kurzac, Joel Seibert, Wendell Gillert, Gregg Chester, Tom Bell, Andrew Reimer, Liz Kovach, Ed Stoll, Don Wygiera, Scott McKee, and Mark Kuzma.

The WRLA booth will be located at the centre of the show floor next to the New Product area. Please drop by and meet the team in person. The Buying Show is an excellent opportunity for in-person meeting time – we are always happy to speak with members. It's also a great opportunity to learn more about becoming a board member. Get involved with your association, help lead the WRLA into the future, and get on the board.

WRLA SOCIAL MEDIA

Follow @wrlainc on Facebook, Instagram, Twitter, and LinkedIn for up-to-the-minute information, event reminders, and some behind-the-scenes footage.

USE OUR HASHTAGS AND JOIN THE CONVERSATION!

Hashtags are great ways to connect to the online conversation. The WRLA team will be connected to social media during the show and we will be answering questions, reposting, and replying to comments. Have a question, comment, or suggestion? Reach us online and we will be happy to help!

#WRLABuyingShow2019

#WRLAConnects 

BMCC Careers: Easy as 1-2-3!



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Careers are now posted on the BMCC website directly by members. This gives members the freedom and control of their own job postings.

The new page is a national platform that job seekers can access across Canada. This means member job postings now have a much larger audience and therefore members gain a much larger employee pool from which to choose the best candidate.

It also allows those looking for a career to view all jobs available in the industry and perhaps opening up a new avenue to those who are able to move or looking to relocate.

TO POST A JOB:

1. Visit the BMCC website.
2. Enter the WRLA code: The code can be obtained by contacting Wynne Au at wynnea@wrla.org.
3. Fill in the online form and post.

Be sure to have your company logo and job description ready.

This service is free to WRLA members but the ads can be viewed by anyone. This is a FREE benefit of membership. **»**

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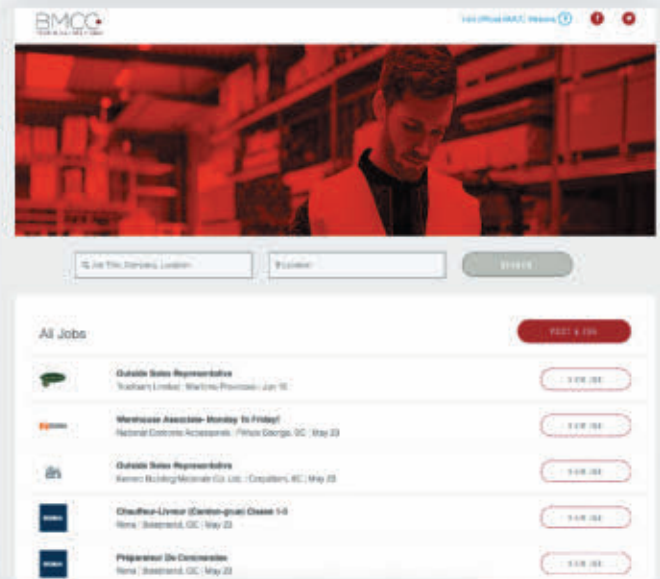
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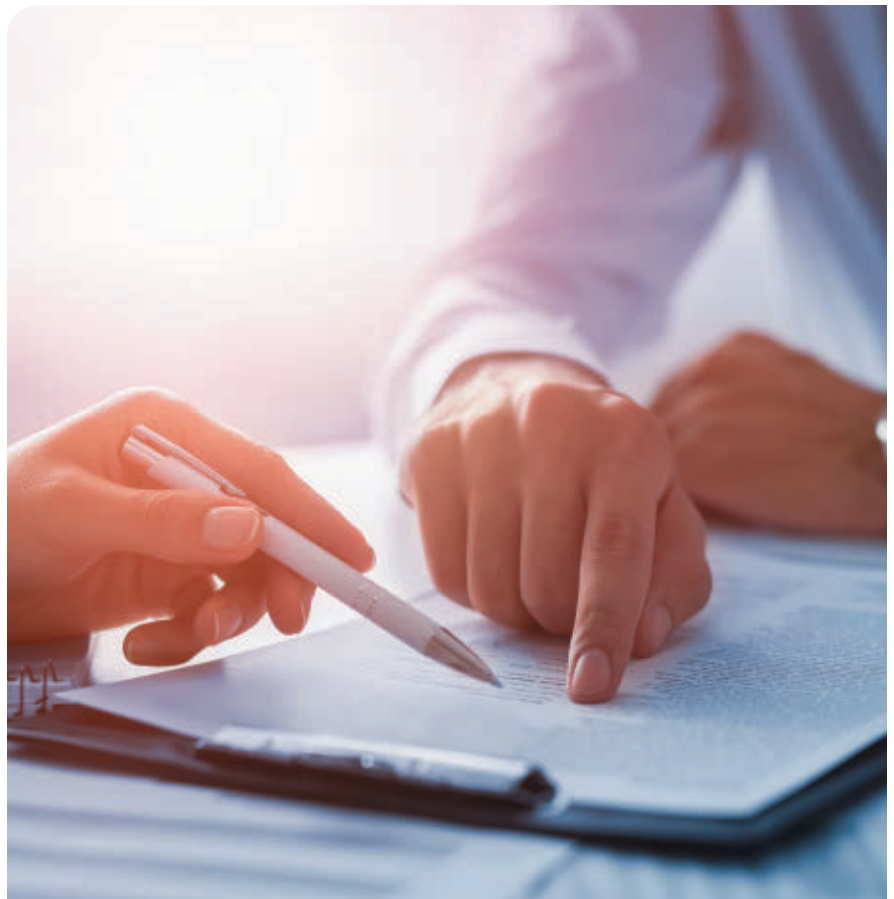
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WRLA Group Property and Liability Program: What's New for 2018

By Rob Robinson, Cherry Insurance



Cherry Insurance's claims servicing has recently improved with the assignment of two control adjusters dedicated to the WRLA program who specialize in managing property and liability claims.



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AS WITH ANY BUILDING, your business property policy must be built on a strong foundation. The WRLA Property and Liability Insurance program has been created to provide coverage designed specifically with the interests of your business in mind.

Cherry Insurance Ltd. and the program insurer Intact are continually looking for ways to improve coverage while maintaining a competitive and sustainable rate. The program for 2018 is no exception with another year of no increases to the rating and the introduction of the new EDGE Complete 3.0, which is an enhancement to the previous core group of extension coverage. To further improve claims

service, Intact has also committed additional claims staff dedicated to the WRLA program. In addition, the interest-free premium payment plan, the disappearing deductible clause and other exclusive coverage provisions and options continue to benefit our insureds.

The new EDGE Complete 3.0 is a comprehensive extension package that features over 60 different coverages. These extensions provide coverage

that gives you peace of mind that your business is covered for both losses you anticipate and those you don't. The enhanced package uses large blanket limits that can be applied to a number of categories giving the insured the flexibility to use coverage where it is most needed. Insureds benefit from two different types of limits: blanket limits for the claims most commonly experienced by businesses (Sections 1 and 2) and additional coverages with individual limits (Section 3). Below

are a just a few examples of where the coverage can be applied in the event of a loss.

The first section provides a blanket limit of \$750,000 that can be used for:

- Providing coverage for additional costs to collect accounts receivable if records are damaged.
- Covering costs to upgrade to more efficient/environmental systems.
- Firefighting, police expenses, and recharging or upgrading fire suppression systems after a loss.

- Expediting repairs or replacement of property.
- Professional fees.
- Extra expense to re-create valuable documents, records, and computer data.

The second section provides a blanket limit of \$250,000 that can be used for:

- Storage charges.
- Arson or theft rewards.
- Temporary property away from premises.
- Property on exhibition.
- Fines, damages, and penalties for breach of contract.
- Installation floater – materials in the process of or awaiting installation.
- Mortgage-rate guarantee.

The third section provides individual limits for 33 different extensions of coverage including (additional limits available):

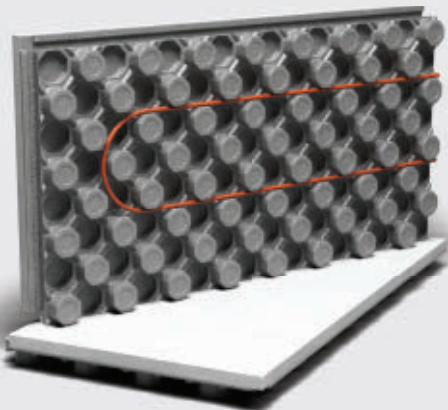
- Catch-all clause, \$50,000. The insured can apply this limit to increase any one or more of the Section 3 extensions.
- Computer systems, \$100,000; computer media, \$50,000; and data breakdown, \$50,000.
- Crane operator's insurance, \$25,000 (value of goods per lift).
- Extra expense, \$100,000 (costs incurred during restoration to maintain business activities).
- Building bylaws, 10%/\$1,000,000 for increased cost of construction or cost of demolition/clearing of undamaged portions of the building arising out of any bylaw.
- Consequential loss to stock on premises due to change in temperature/atmosphere included.
- Peak season increase, 25%.
- Property in transit, \$100,000.
- Office business contents, \$50,000.
- Debris removal, 10%/\$1,000,000.
- Tool floater, \$15,000.
- Roadways, sidewalks, and parking lots, \$100,000.

Business Interruption Coverage:*

- Contingent loss of income, \$100,000 (caused by damage to the recipient's premises or supplier's premises due to an insured peril).
- Contingent loss of income, \$50,000/90 days (caused by damage to a neighbouring premise due to an insured peril).
- Ordinary payroll – 90 days included.

**For these extensions to apply, a base business interruption form must be on the policy.*

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All WRLA policies holders are protected by the Commercial General Liability Max, one of the broadest liability wordings in the industry:

- No general aggregate limit (*products and completed operations aggregate limit only).
- Broad form completed operations.
- Broad definition of named insured.
- Full employer's liability.
- Worldwide coverage territory (suits brought in Canada and U.S.).
- Blanket contractual coverage, including written or verbal agreements (reduced to writing within 90 days).
- Bodily injury includes mental injury and shock.
- Personal injury includes humiliation and discrimination.
- Broadened coverage for in-house architects and engineers.
- Legal liability for damage to hired vehicles (rentals), \$75,000.

EXCEPTIONAL CLAIMS SERVICE

Our claims servicing has recently improved with the assignment of two control adjusters dedicated to the WRLA program. These adjusters offer specialized service in managing property and liability claims and will provide the expertise required to process claims in an efficient and effective manner.

WAIVER OF DEDUCTIBLE

Any losses exceeding \$25,000 are not subject to a deductible (except earthquake, flood, sewer backup, or other water damage).

CYBER LIABILITY


New Canadian privacy breach notification rules are in force effective November 1, 2018. These rules have sweeping compliance, legal risk, and related impacts. All WRLA policies have a base limit of \$25,000 for first-party cyber liability coverage, an additional \$25,000 for legal expense, and access to breach response support. With the expense of remediation, notification, business interruption, and third-party liability, increased limits are recommended and available

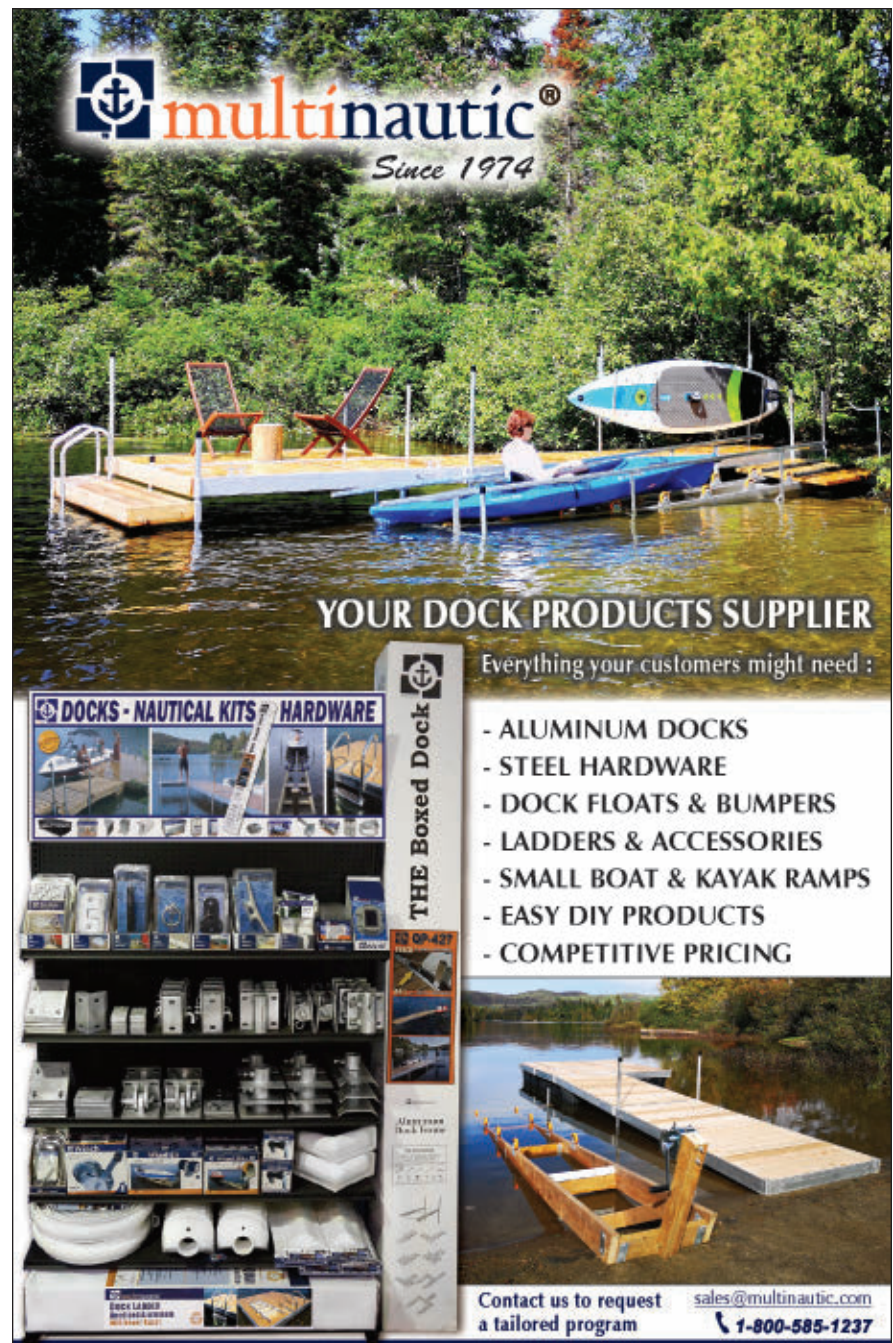
up to \$100,000 without application. Higher limits are also available if required.

FLEXIBLE PAYMENT OPTIONS

Choose how and when you pay. An interest-free monthly withdrawal plan or three payment plans are available. For your convenience, various methods of payment are acceptable including EFT withdrawals, internet, and credit cards.

In addition to the property and liability insurance, Cherry Insurance is able to provide solutions for all your commercial insurance needs including commercial automobile, course of construction, bonding, and other specialty insurance products.

If you are interested in a proposal or you would like to review your current insurance package, please contact Rob Robinson at 800-667-3919 or stop by the Cherry Insurance booth (Booth 946) during the WRLA Buying Show. 



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WRLA Remembers



The WRLA wishes to honour the memory of members who have passed away. This is our tribute to departed members who made contributions in the industry.

The Buying Show issue will be the issue where this feature will be placed in future years, where it will be an annual feature. If you would like to include the name of someone you wish to honour, please get in touch with the WRLA.

TONY MATIC, MATIX LUMBER, HEADINGLEY, MANITOBA

It is with great sadness that the Matic family and Matix Lumber announce the passing of founder and leader Tony Matic. After a short battle with cancer, Tony passed away peacefully surrounded by his

wife Zora, children Sue and Michael, and other close family.

Tony was a father, first and foremost, to both his immediate family and those he mentored throughout his career. He always strived to make sure everyone knew the importance of family, hard work, and honesty both in their personal and professional lives. He had a clear-cut method of giving advice, often changing viewpoints and influencing people as he went.

In business, Tony was known as someone you could count on, who would always fulfill the promises he made. Those who worked with him knew that Tony looked for the result that would benefit every party and leave everyone feeling like progress was made. Tony was

an inspiration for all those looking to combine business development with a kind heart.

Tony was also well known for developing strong bonds in the First Nations community. Many of his close friends were Chiefs and council members who shared a vision of First Nations community betterment. Tony created his own brand of social activism, employing many First Nations peoples to work in their own communities and spearheading projects to improve structural development on reserves.

Despite his passing, Tony's kindness and sense of duty will stay with those who knew him for a long time to come. He will be greatly missed by both his family and colleagues alike. **»**

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Never Too Late to Change Your Strategy

By Tom Bell, WRLA Chair

HELLO EVERYONE,

Where has 2018 gone? It's hard to believe my first year as chair has come and gone. Lots of changes have happened. It has been a crazy year of price increases. Business started a little quiet then became crazy busy and is finishing off quiet. What better way to start 2019 than by attending the WRLA Buying Show? There are lots of new and exciting offers and programs for you to see and attend.

RUNNING A BUSINESS IS A LOT LIKE FISHING

I was sitting in my boat fishing one day, trying to catch that one big master angler. I was trying different bait, different hooks, different lures, different line, different rods, and then began thinking. I like to fish because I like a good fish fry. The master-angler fish, yes, brings some excitement, but I am not going to do anything with it but throw it back in the water and maybe take a picture to brag to my friends. Plus, the big fish don't taste that good.

I changed my strategy. I set up my tackle to catch smaller fish, the good-tasting fish. There are more of them and they are easier to work with. I set up rules for which fish I can keep: 12 to 18-inch-sized fish – that's all. The other rule is that I am only allowed four fish in possession. I also need to keep in mind that there are plenty of other fishermen on the water.

HOW IS THIS KNOWLEDGE APPLIED TO BUSINESS?

Do you try and get that one big job that will be difficult to complete, will require a lot of work, long receivables, and will make little to no money? Or do you get the jobs that you can work with the contractor and the homeowner and help them by providing your knowledge and services all while making good money?

Do we race to the bottom with price or do we understand our sales and make some money?

Do we try and get every job? At what cost?

Do we pick our jobs and work hard to make them right and profitable?

Do we turn some jobs back because they just don't make any sense?

These are all important questions to continue asking yourselves as retailers. Always remember that it's never too late to change your strategy.

MY THOUGHTS ON DISTRIBUTION

As business keeps changing and more and more products are available, in different sizes and colours, the importance of distribution should grow for all members. My experience with my own mid-sized lumber yard tells me that we could not have done so well without distribution and the salespeople in every region. Sometimes we forget the importance of distribution by trying to save a few percentages. But distribution is a major contributor to the success of all our businesses. Distributors help us control our inventory, help us with our logistics, and help us with knowledge and training. Distributors come set up at and support the WRLA Buying Show. We expect our contractors and customers to support us. We need the big orders, not just the fill-ins. Just like our distributors.

It is time to remember and appreciate our distributors. Take time to say thank you and show them how important they are to our business.

The WRLA has started an award for Sales Representative of the Year in each region. We recognize the importance of distribution and their personnel. I hope you took time to nominate your best salesperson. Join us on January 17 for the Networking and Awards Night where the inaugural award will be presented.

As always, my phone is on: 204-479-9386. Have a very Merry Christmas and a Happy New Year.

See you at the WRLA Show in January.

Take care,

Tom 

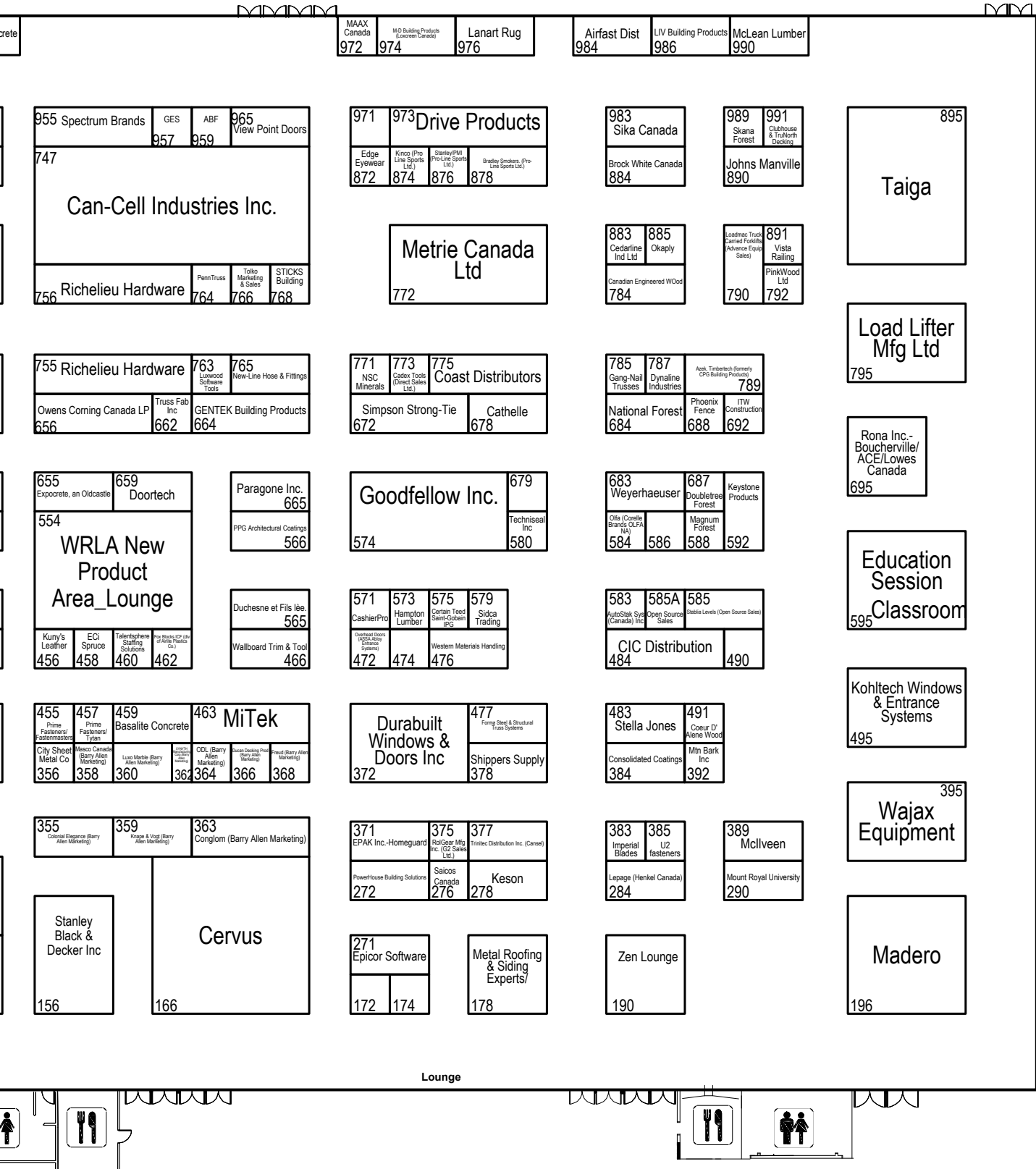


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FLOORPLAN

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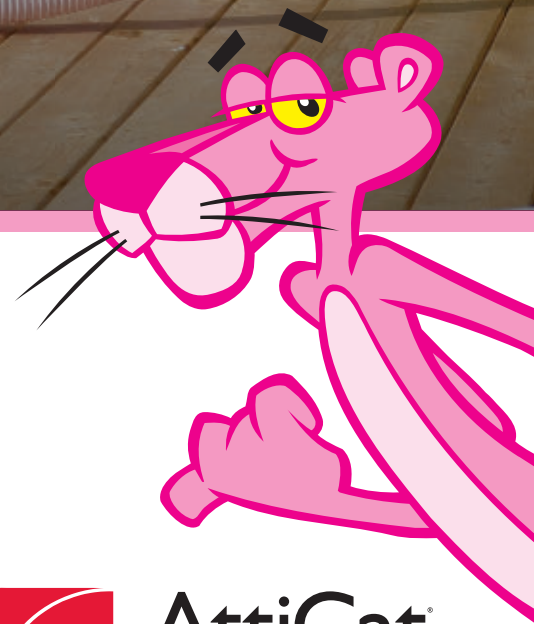
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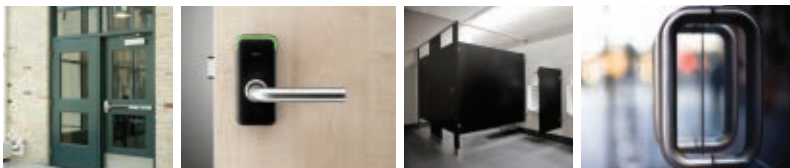
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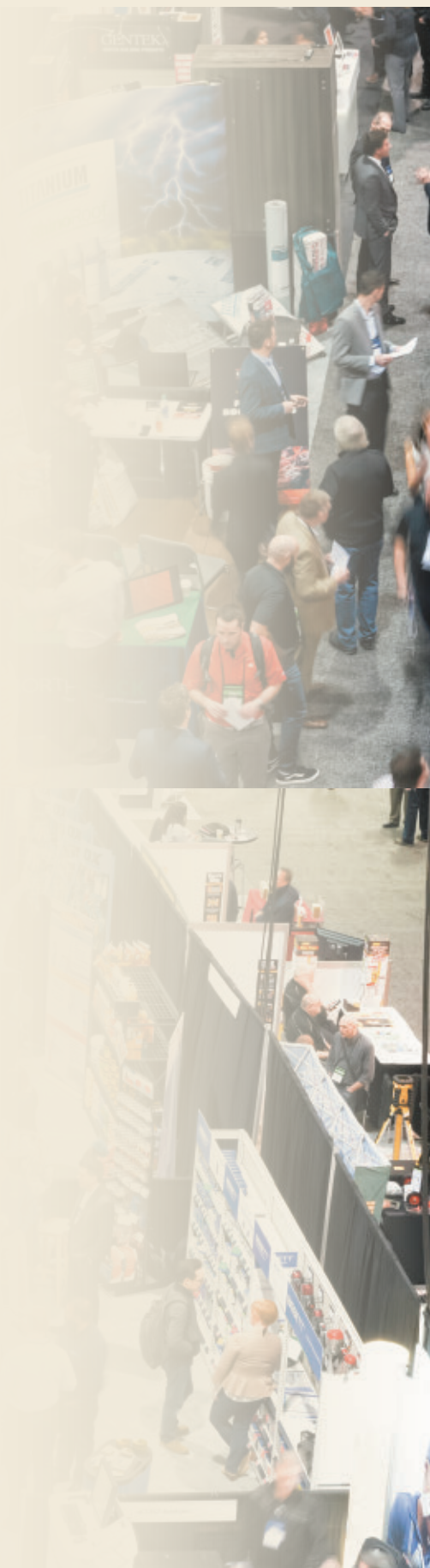
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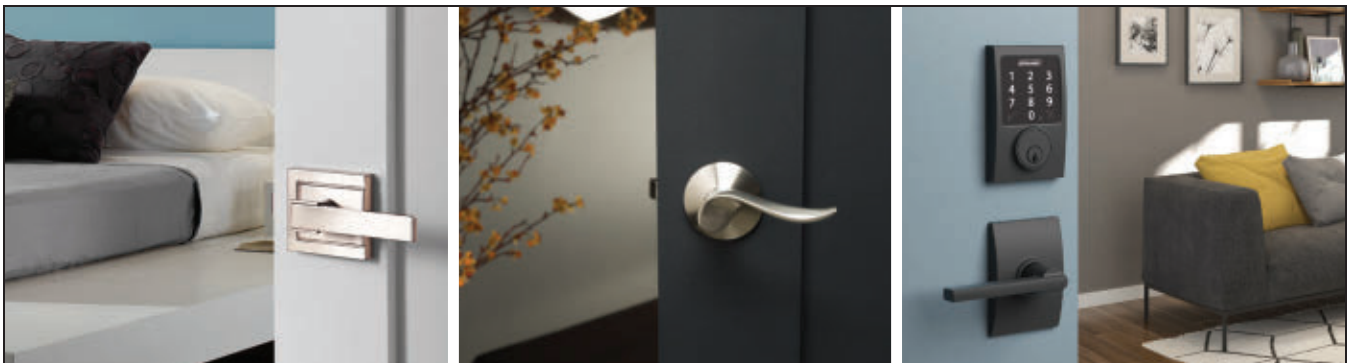
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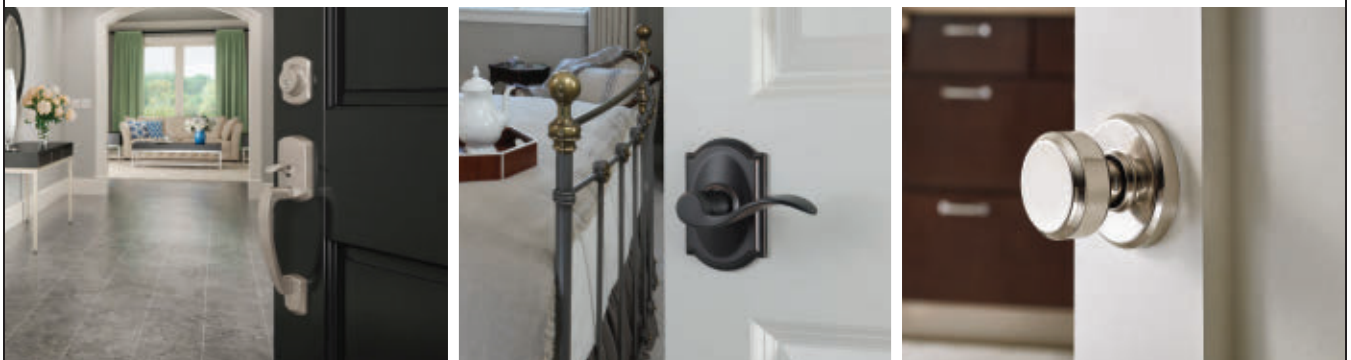
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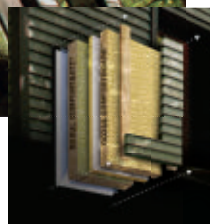
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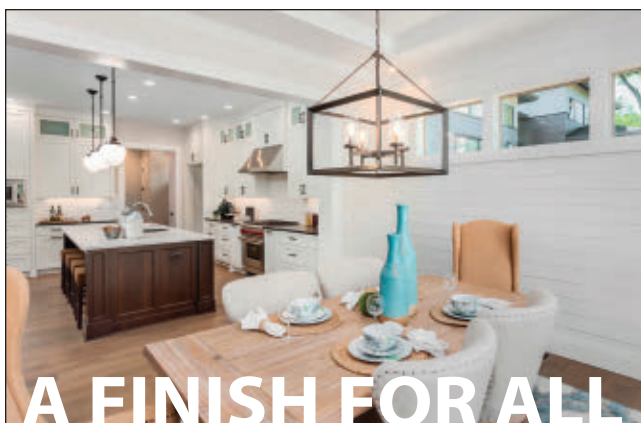
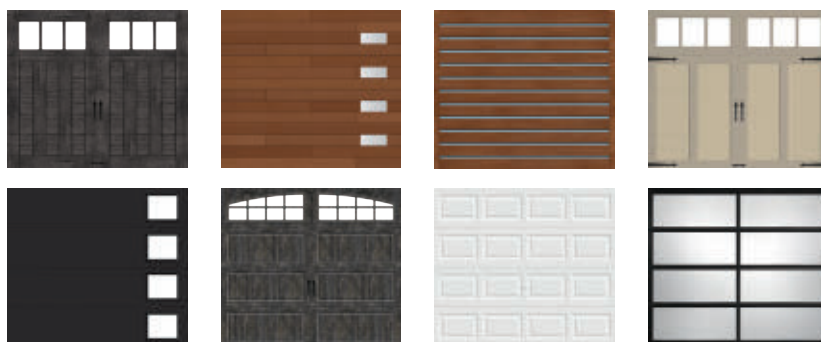
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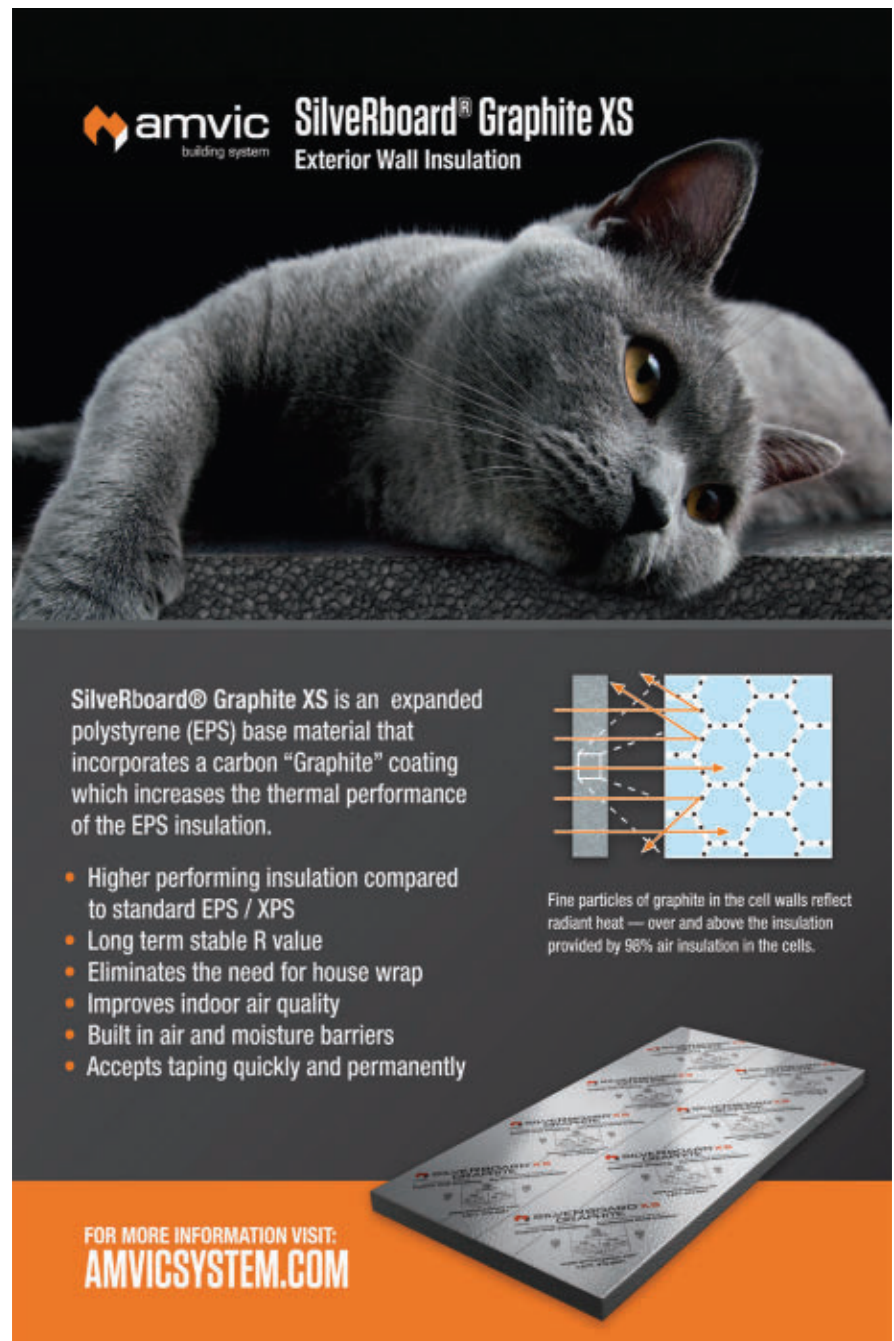
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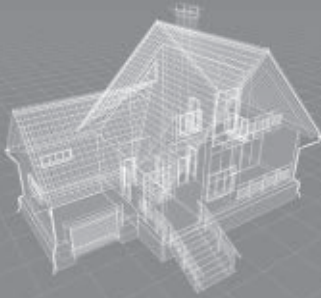


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