

BUYING SHOW SNEAK PEEK + GOLF AND MEMBER EVENT PHOTOS

YARDSTICK

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YARDSTICK



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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.

COVER IMAGE SUPPLIED BY MILWAUKEE TOOL

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Well Connected.

Sexton Member's Story...



Ed Stol,
Penhold Building Supplies
Penhold, Alberta

"Our company involvement and support in our community is something we take great pride in. Over the years we have supported many projects and events in our surrounding communities. There is no greater feeling than having that support reciprocated back when you need it. These people are not only our customers, but friends as well. It's extremely comforting and uplifting to be part of this community."



Please Contact Steve Buckle: 1-800-665-9209

Go to www.sextongroup.com and watch what's going on in our dealers' communities.

Connect with us: join a committee, attend a networking event, take a class

By Liz Kovach

THE MISSION OF THE WRLA is to serve the needs and promote the common interests of the Canadian lumber, building materials, and hard goods industry in Western Canada. In fulfillment of this mission, WRLA's core functions are to:

- Provide forums for the exchange of ideas and information on the industry.
- Provide timely, relevant, and quality programs, services, and products to support and enhance the role of the membership in the industry.
- Represent, support, and protect the interests of the membership and the industry to governments, agencies, and the general public.
- Provide fellowship opportunities that enhance member relationships.

As the WRLA continues to evolve as a not-for-profit organization with its new staff team, there is a heightened focus on the mission of the WRLA to ensure that we are considering the needs of our members. To ensure that we are fulfilling our mission and core functions, the WRLA has been working to enhance opportunities it provides through existing programs and developing new programs.

We want to help your business opportunities grow. To help you reach your goals we encourage you to take advantage of opportunities to **connect, engage, and grow**.

CONNECT

It's not who you know, it's who knows you. Your network is your most valuable asset. To keep your network alive and your business top of mind, it is important to find ways to connect.

Take advantage of the opportunity to attend a local networking event in your area in the coming months. Dates, times, and locations will be published in the *WRLA News* so please stay tuned. To sign up for our WRLA newsletter please visit wrla.org and click on *Media Centre*.

Connect with the next generation of potential employees as the WRLA works to connect students in supply chain programs to our members in various communities.

Finally, please register for the WRLA Buying Show. The show takes place January 16 to 18 in Calgary, Alberta. It's the largest networking event the WRLA offers.

ENGAGE

The WRLA has initiatives underway to support the industry's needs in areas such as attracting new talent, providing educational opportunities, creating awareness of opportunities, and working as an advocate on behalf the industry at a national level.

We need members to join these important committees. These committees/task

forces provide members the opportunity to shape relevant and necessary programs that support their needs individually and on a larger scale:

- Government Relations – ensuring that industry needs are kept top of mind and a mechanism is in place to ensure issues that impact the industry are pushed to the forefront.
- NexGEN – connecting students to the LBM supply chain and specifically to opportunities that WRLA members have to offer.
- Education – ensuring that education and training opportunities continue to evolve to meet the needs of the industry including the development of a certification program with Mount Royal University.

Please contact me at lkovach@wrla.org to learn more about these opportunities and how you can get involved.

GROW

Your network is your most valuable asset and we are here to help you grow. Take advantage of all the opportunities the WRLA has to offer and if you have a story that you'd like to share with the industry and see published in the *Yardstick* magazine and *WRLA News*, we would be happy to hear from you!

Stay connected, stay engaged, and together we can help you grow! **▶**



CALENDAR OF EVENTS

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

October 29 — November 23

MANUAL ESTIMATING LEVEL 1 (DECKS & GARAGES)

RED DEER

November 5 & 6

MANUAL ESTIMATING LEVEL 2 (RESIDENTIAL CONSTRUCTION)

RED DEER

November 7 & 8

PRINCIPLES OF YARD AND WAREHOUSE OPERATIONS

RED DEER

November 9

MANUAL ESTIMATING LEVEL 1 (DECKS & GARAGES)

WINNIPEG

November 26 & 27

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

November 26 — December 21

MANUAL ESTIMATING LEVEL 2 (RESIDENTIAL CONSTRUCTION)

WINNIPEG

November 28 & 29

PRINCIPLES OF YARD AND WAREHOUSE OPERATIONS

WINNIPEG

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

January 7 — February 1, 2019

WRLA BUYING SHOW

January 16, 17, & 18, 2019

ANNUAL GENERAL MEETING

January 17, 2019

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

February 4 — March 1, 2019

WRLA FUNDAMENTALS OF THE LUMBER AND BUILDING SUPPLY INDUSTRY CERTIFICATE

March 4 — March 29, 2019

CERVUS TRAINING

Visit wrla.org for full details on Operator Safety Training, available at CERVUS Equipment Training Centres and your own jobsite.

EDUCATION

WRLA Education Grants Program Update

By Wynne Au, WRLA Member Services Manager

IN RESPONSE TO MEMBER feedback, the WRLA has revisited the newly-created Education Grants program. Education Grants will be available to **all students**, regardless of what program of study they are enrolled in.

Education Grants are available to:


1. Students enrolled in the WRLA Fundamentals of the Lumber and Building Supply Industry Certificate, the online certificate program through Mount Royal University (MRU).

2. Students enrolled in any program of study at any post-secondary education institution.

WRLA has plans to allocate Education Grant dollars to individuals pursuing the online certification program through MRU. This certificate program was developed to support WRLA's longstanding organizational mission statement: to serve the needs and promote the common interests of the lumber, building materials, and hard goods industry in Western Canada. By supporting students entering this program the WRLA helps create much-needed succession within the industry and continues to invest and support education initiatives that bring students, and assist those in career transition into the industry.

Registration is now open for the WRLA Fundamentals of the Lumber and Building Supply Industry Certificate program (C\$615, no applicable taxes). Apply directly through the MRU website (www.mtroyal.ca). The certificate program is easily accessible through Mount Royal University's online learning platform. The four-week online program consists of four courses: Industry Literacy, Industry Negotiation Skills, Industry Critical Thinking Skills, and Industry Relationship Management.

All other students wishing to apply for the Education Grants will also be considered. Students in other fields of study must be associated with a WRLA member organization.

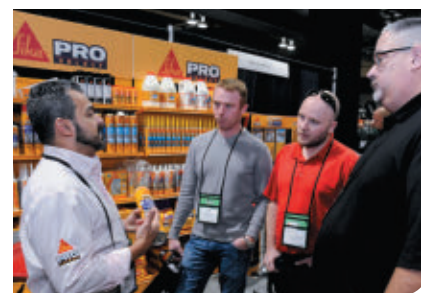
The updated Education Grants will be available next year. Application instructions and clear criteria will be finalized in February 2019. Stay tuned for important updates and details regarding WRLA Education Grants by subscribing to the *WRLA News*, WRLA's electronic newsletter. 

Buying Show: Sneak Peek

By Jessica Cranmer, WRLA Trade Show & Events Manager



January 16 – 18, 2019
BMO Centre, Calgary AB
Register today: wrla.org



THERE ARE PLENTY OF new and exciting developments in store for attendees of the 2019 WRLA Buying Show. From industry speakers to the Zen Lounge, be prepared to experience the Buying Show as you never have before.



LAUNCH PAD LIVE STAGE

This is 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 a great opportunity to see the latest trends in the LBM industry, while retailers can ensure they have the latest products on their shelves.

EDUCATION SESSIONS

We are proud to add education sessions to the 2019 lineup. Industry experts will be talking about trends, 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 BMO Centre, the classroom will be located behind a glassed area to keep the room quiet and away from the bustle of the show floor. This is your chance to ask questions in an intimate gathering and gain valuable insights to help your business succeed.

ZEN LOUNGE


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 recharge area and a massage from Mount Royal University massage therapy students ready to take away any pain.

NETWORKING & AWARDS NIGHT

With a totally new format and a 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 the all-new Sales Rep of the Year Award, will be given to the winners. Don't forget your badge – access inside the site will be for attendees with their badges only. Access will be strictly monitored and enforced.

SPONSORSHIPS

Sponsorships start at \$1,000. Help us market your business to a targeted audience with tailored sponsorship opportunities. The WRLA Buying Show attracts 3,000 members through its doors. These attendees are decision makers and come to the show to buy and learn about new products, new services, and new companies. Find the right marketing opportunity for your company – visit wrla.org for sponsorship information. 

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RONA

Federated Co-operatives Ltd.

By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager

FEDERATED CO-OPERATIVES LIMITED (FCL) is a different kind of business. As they celebrate 90 years in business, their model of working in partnership with nearly 180 independent, locally-owned and operated co-operatives across Western Canada is clearly working. Their business has evolved to suit the changing needs of their member-owners. Today, they are a diversified business in agriculture, energy, food, and home and building supplies. As the environment has changed around them, this company remains focused on a vision to build sustainable communities.

Looking to the future, Co-op continues to expand its portfolio of sustainable, locally-produced products. Co-op is known for the high-quality products and services it provides to consumers. Co-op is committed to working with local businesses to offer products that are made in Canada. This includes Co-op-brand products like Co-op Imagine paint applicators, which they work in conjunction with Ontario's Bennett Tools to produce – a partnership that is part of a TV advertising campaign that launched this fall.

This proud family business, run by Henry Silberman and his sons, has turned out to be a perfect fit since both Bennett Tools and Co-op share similar values. They both aim to be sustainable, with Bennett building a new facility to use 50 per cent less energy than their existing facility. Like Co-op, Bennett also shares profits, giving five per cent to employees and up to 10 per cent to charity.

This is the second year for the TV and social media campaign, which is proving that supporting Canadian businesses and working together pays off. Last year Co-op saw major sales lifts on the products featured in the campaign.

While local Co-ops own and operate home centre locations, FCL works with them to develop best-in-class facilities. Co-op Home Centres go beyond building materials and offer consumers the solutions they need for every room and space in their homes.

As you learn more about the organization, it becomes evident that FCL invests in communities across Western Canada. The Co-op Community

Spaces Program was launched in 2015, and since then the program has donated \$6.5 million to 88 projects related to recreation, urban agriculture, and environmental conservation. These are local, community-led initiatives, so there is diversity in the projects and communities that receive funding. "One of our favourite projects was to turn a paved courtyard into a green space for learning at Senator Patrick Burns School in Calgary because of the engagement and enthusiasm of the parents, teachers, and students involved," said Cody Smith, Director of FCL's Home and Building Solutions Department.

There's also the Co-op Communities in Full Colour Program, which helps enhance and beautify communities through the donation of paint, primer, and stain. Since it was launched in 2016, the program has donated more than 12,000 cans of Co-op Imagine paint to over 460 community projects.

All the community work is being recognized too – FCL won two major awards this year: the Award of Merit for Corporate Social Responsibility from the Retail Council of Canada (RCC) and the Gold Quill Award from the International Association of Business Communicators (IABC). The RCC Excellence in Retailing Award for philanthropic leadership is for retailers that respond creatively and collaboratively to a community's needs. "It was an honour to receive the award for the Co-op Community Spaces Program and be recognized among national retailers," said Cody.

Part of the WRLA since the 1980s, Cody said there are many benefits to membership. "One of the best benefits to being part of the WRLA is having access to training and knowledge resources for our team members."

Website: fcl.crs

YouTube: TV advertising campaign:
Co-op CRS

Social media: @CoopFCL



The **Top 7 Things** to See and Do in Calgary

By Meetings and Conventions Calgary

Wondering what you can do in and around Calgary while you are in town for the 2019 WRLA Buying Show? Why not partake in one of these fun activities? Here are the top seven things to see and do in Calgary.

1. CALGARY ZOO

Hear the roar of the wild at the Calgary Zoo year-round with nearly 1,000 creatures and exhibits. The new home to giant pandas, as well as giraffes, penguins, bears, tigers, gorillas, and lemurs, the Calgary Zoo is a leading conservation organization and the most visited zoo in Canada. Animal feedings, keeper and interpreter talks are just some of the free daily programs the Calgary Zoo offers.



An eight-minute drive from downtown, the Calgary Zoo is a convenient place to explore pre or post-conference. The Calgary Zoo also has a dedicated Calgary Transit C-Train station, just two-stops from downtown.

CONTACT

- **Visit:** www.calgaryzoo.com
- **Address:** 210 St. George's Drive NE
- **Connect on social:** @calgaryzoo

2. CANADA'S SPORTS HALL OF FAME

Get into the game and celebrate the legacy of sports in Canada at Canada's Sports Hall of Fame. Over 100,000 artifacts and 12 interactive galleries honour the history of Canadian sports, home to the largest collection of Olympic artifacts in Canada. Shadow box with Lennox Lewis, get an MLB pitching lesson from the mound, and be inspired by hockey pioneers like Cassie Campbell, Mario Lemieux, and Bobby Hull at this national shrine to Canadian sports.

Located in the same location as both WinSport and Skyline Luge, Canada's Sports Hall of Fame is a great addition to any day exploring Calgary attractions with free parking available on site.

CONTACT

- **Visit:** www.sportshall.ca
- **Address:** 169 Canada Olympic Road SW
- **Connect on social:** @CANsportshall



3. GASOLINE ALLEY MUSEUM AT HERITAGE PARK HISTORICAL VILLAGE

Gasoline Alley Museum is a celebration of industrial design illuminated by a storyline that follows the far-reaching social changes that resulted from the introduction and popularization of the automobile. The museum contains thousands of automobile memorabilia items, most dating from before the Second World War. It's an interactive museum that features vintage cars and oil-and-gas-related artifacts. Heritage Park is open on a seasonal basis, while Gasoline Alley Museum with its stunning collection of automobile memorabilia is open year-round.

Heritage Park offers paid parking at the park entrance and can also be accessed by the Calgary Transit 502 bus that runs between the Heritage C-Train station and the Heritage Park front gate.

CONTACT

- **Visit:** www.heritagepark.ca
- **Address:** 1900 Heritage Drive SW
- **Connect on social:** @HeritageParkYYC



4. CANADA OLYMPIC PARK

A truly world class winter destination right in the middle of the city: Canada Olympic Park is the place to be for all kinds of winter activities including skiing, snowboarding, bobsleigh and the TUBE PARK! Want to ski, snow board or bobsleigh right in the middle of the city? This is the place to go. The hill is divided into three sections: the downhill racing section, the casual section, and the terrain park. Acura Tube Park is the largest of its kind in Western Canada. Calgary's only tube park features 10 lanes, each 200 metres in length. The park is located on the main hill, which allows tubers to take advantage of the washrooms, eateries, retail store, and other amenities in the Frank King Day Lodge.



CONTACT

- Visit www.winsport.ca
- Address: 88 Canada Olympic Road S.W.
- Connect on social: @winsportcanada

5. CALGARY FLAMES GAME

Experience the energy of a hockey city with live NHL action in Calgary. Start the night with dinner and drinks on 17th Avenue, then cheer on the Calgary Flames with the C of Red. The Calgary Flames play more than 40 home games. Catch them play at home on January 16, 18 or 19. The Scotiabank Saddledome is conveniently located in the heart of downtown Calgary with the Calgary Transit C-Train making it accessible from almost anywhere in the city.

CONTACT

- Visit: calgaryflames.com
- Address: 555 Saddledome Rise SE
- Connect on social: @NHLFlames



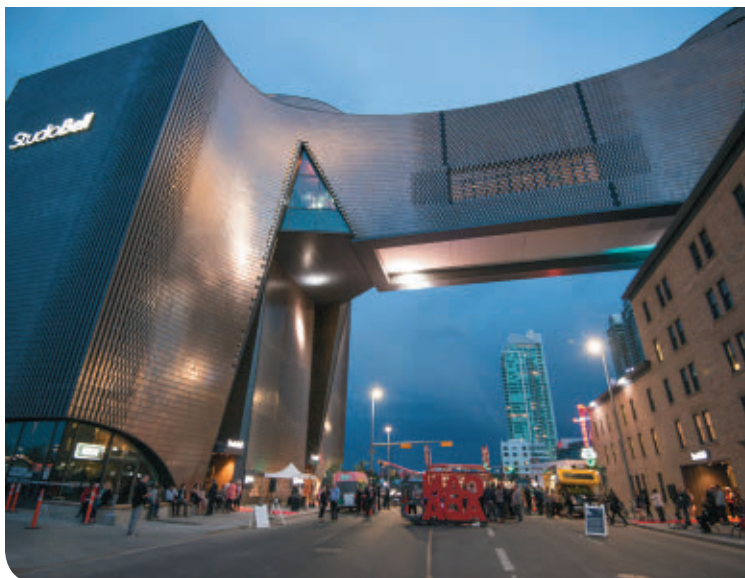
6. STUDIO BELL, HOME OF THE NATIONAL MUSIC CENTRE

Listen to the music at Studio Bell, home of the National Music Centre. Five floors of interactive exhibits, artifacts, instruments, and music memorabilia tell the story of music in Canada, with public tours available daily that are included with admission. Studio Bell is also home to the Canadian Songwriters Hall of Fame, Canadian Music Hall of Fame, and the Canadian Country Music Hall of Fame.

Conveniently located in Calgary's downtown East Village, the National Music Centre is a quick 10 minute walk from either of Calgary's meeting venues, the Calgary TELUS Convention Centre and BMO Centre at Stampede Park.

CONTACT

- Visit: www.studiobell.ca
- Address: 850 4 Street SE
- Connect on social: @nmc_canada



7 DAY TRIP: THE CANADIAN ROCKIES

Whether you like your day jam-packed with adventure or prefer a slower pace, a day in the Rockies gives you plenty of options. Just an hour west of Calgary, you will find Banff, Canmore, and Lake Louise with an abundance of mountain views and things to see and do.

CONTACT

• Visit: Canadatravelolution.com, Banffitours.com, and Skibanff.com



CALGARY FUN FACTS

- Calgary is Canada's sunniest city with 333 days of sunshine each year.
- Calgary is the 4th most livable city in the world (Economist, 2018).
- You can walk 18 km in downtown Calgary without having to go outside. The Plus 15, a feature unique to Calgary, is an inside walkway that connects 100 buildings with 60 suspended bridges 15 feet above the ground.
- The City of Calgary is the first jurisdiction in Canada to power all its infrastructure with renewable energy.



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Milwaukee Tool: Creating a High Standard of Excellence for 85 Years

By *Stephen Murdoch*

It began with A.H. Petersen, a young tool and die manufacturer. At the end of the First World War, Model T car magnate Henry Ford, a regular customer, came to Petersen with a challenge: to produce a small, portable light 1/4-inch capacity power drill. The challenge was met in the form of the Hole-Shooter, the industry's first, lightweight, one-handed drill.

Ford enthusiastically approved of the new Hole-Shooter. Previous models of two-handed drills were heavy and cumbersome tools that only the strongest mechanics could operate productively. The Hole-Shooter was game-changing for the industry.

When Petersen's facility was hit by a disastrous fire, his colleague A.F. Siebert bought the business with the aim of developing the HOLE-SHOOTER™ under his newly formed enterprise, the Milwaukee Electric Tool Company. Milwaukee first built a business in repairing tools, and through listening to the user, uncovered opportunities to provide new solutions to customers. The company's engineers constantly explored opportunities to provide innovative, electrical-powered solutions that would increase productivity for the user.

Using the findings of both competitive analysis and their own user feedback, the HOLE-SHOOTER™ was made more durable, just what the market wanted in the automotive industry and beyond into the heavier metalworking industrial sector. Milwaukee also started to produce its own fractional horsepower motors to provide the flexibility to customize its requirements, resulting in increased productivity, longer



PHOTOS SUPPLIED BY MILWAUKEE TOOL

lifespan, less maintenance, and better overload capacity. The high standards set for Milwaukee products soon enabled the company to gain equipment specification ratings from the American government, with machines such as electric sanders, portable hand grinders, and a 3/4-inch electric

hammer drill made to Naval specifications. Another major step forward was the company's invention of the SAWZALL® Recip Saw in 1951. This ground-breaking tool was the first portable electric hacksaw and employed a reciprocating mechanism with only three moving parts. Today, Milwaukee

continues to be defined by unprecedented speed, agility, innovation and quality.

"We strive for operational excellence in order to deliver best-in-class products that exceed the needs of end-users," said Scott Moore, Director Product Marketing, Techtronic Industries Canada Inc. "A further and much larger goal remains: disruptive innovation. Disruptive innovation changes the game. Creating fresh demand and new markets, disruptive innovation is about delivering new-to-world technology and unparalleled levels of performance and productivity to the user, changing the

way the job will be done in the future. As a company, we are always striving to soar to the next level of performance. It has been a hallmark of the company since its establishment in the 1920s."

Milwaukee was the first to introduce a fully-intelligent system in the industry by integrating electronics in the battery, tool, and charger. This investment in technology has provided M18™ and M12™ systems that are fully forward and backward compatible. The sophisticated battery electronics monitor individual cells, provide temperature and overload protections,

and allow optimized performance-based on-the-tool and pack combination. Milwaukee is committed to improving productivity by providing performance-driven and trade-focused solutions so users can perform an entire day's work on one battery system. The M18™ system includes more than 150 tools, and is a true testament to Milwaukee's focus on investing in technology to deliver breakthrough solutions for our users. Milwaukee is committed to providing corded solutions on



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MILWAUKEE TOOL FIRSTS

- 1924** A.H. Petersen produces the Hole-Shooter, the first lightweight portable, one-handed 1/4" capacity drill.
- 1949** The first right-angle drill hits the market.
- 1949** Spring clutch technology for sanders and grinders preventing backlash resulting in smoother running tools is introduced.
- 1951** The Sawzall® Reciprocating Saw, the first self-contained portable electric hacksaw, is available.
- 1970** Milwaukee introduces the Hole-Hawg® High-Torque Drill.
- 1979** The first U.S.-made 4 1/2" annular grinder is manufactured.
- 1991** The Super Sawzall® Reciprocating Saw, is the most powerful reciprocating saw in the industry, incorporating counter-balance technology for nearly vibration-free operation.
- 1994** Milwaukee becomes the first domestic power tool manufacturer with ISO 9000 certification at all of its facilities.
- 1999** Milwaukee introduces a revolutionary 7 1/4" Tilt-Lok® Circular Saw, making all other circular saws on the market obsolete.
- 2005** Milwaukee becomes the first power tool manufacturer to use lithium-ion battery technology, introduced in its V28 line of cordless tools.
- 2008** Milwaukee introduces M12™ and M18™ line of power tools, the most comprehensive lithium-ion platform system on the market.

a cordless platform — truly cutting the cord on any jobsite.

In 2012, Milwaukee continued to revolutionize cordless power tools with the introduction of M18 and M12 FUEL™.

"The exclusive lines of extreme-performance cordless power tools were designed to deliver unmatched productivity. We integrated three ground-breaking technologies: the POWERSTATE™ brushless motor, REDLITHIUM™ battery technology, and REDLINK PLUS™ Intelligence, to provide a new class in durability, run-time and performance for the professional tradesman," Moore said.

One year later, Milwaukee expanded their award-winning M18 FUEL™ line with game-changing new products.

"Each product line boasts performance that rivals their corded counterparts, the new products included an M18 FUEL™ SAWZALL® Reciprocating Saw, M18 FUEL™ 6-1/2" Circular Saw, (4) M18 FUEL™ High Torque Impact Wrenches, and (2) M18 FUEL™ 4-1/2" - 5" Grinders."

The mix of solutions Milwaukee was able to provide that increase productivity will

continue to evolve as it drives breakthrough advancements in motors, lithium-ion batteries and electronics, and as the industry explores alternative installation methods and materials.

"In 2014, we launched the Force Logic™ Knock Out Tool, the first in a series of high force tool solutions," Moore said. "To this year, 2018, launching the first ever 9.0AH battery and cordless 18V table saw. Milwaukee will continue to launch high-force tool solutions in the coming years, to provide game-changing productivity to their core users."

Milwaukee is on track to become the number one cordless power tool solution in Canada thanks to their M12™ and M18™ lines.

"The M12™ cordless system was designed to deliver industry-leading durability and power in a size that outperforms the competition in the tightest places. Our company created a new space in the professional power tool market with the M12™ system by transforming inefficient manual tools — such as cable and copper tubing cutters — into advanced workhorses powered by award-winning battery technology."

The M18™ cordless system was developed to be the ultimate synergy of professional grade power, extreme performance, and superior ergonomics. "With patented technologies, innovative motors, advanced electronics, and the industry's best battery technology, the M18™ family has been the fastest growing 18V cordless system on the market since its inception."

With each year, Milwaukee expects to see more users adopting cordless solutions and cutting the cord, so to speak. "As we and our competitors continue to innovate and push boundaries on what lithium-ion can truly do, we will eliminate more of the corded options within the jobsite. Ultimately, striving to provide end-user solutions for a truly cordless jobsite," said Moore.

A long-standing member of the WRLA, Milwaukee is proud of its affiliation with the association.

"We value our membership and truly appreciate the partnership. Being a member of the WRLA allows us to maintain strong business relationships within the industry and keep up-to-date with industry trends," he said. ▶

The advertisement features a dark, cracked background with the Milwaukee logo at the top. Below it, the text "M18 FUEL" is prominently displayed. Various power tools are shown, each with a callout box highlighting its performance benefits:

- CUTS UP TO 170 2X12 PER CHARGE**: SUPER SAWZALL 2722-21HD
- 50% MORE POWER RUNS 50% COOLER**: HIGH OUTPUT™ HD 12.0 BATTERY PACK 48-111012
- RIP UP TO 600LFT PER CHARGE**: 8-1/4" TABLE SAW WITH ONE-KEY™ 2736-21HD
- UP TO 60% MORE POWER**: HAMMER DRILL/IMPACT 2-KIT 2997-22
- 35% MORE DRIVING SPEED**: 7" 9" LARGE ANGLE GRINDER 2785-21HD
- CUTS UP TO 750 2X4 PER CHARGE**: 7-1/4" CIRCULAR SAW 2732-21HD
- FASTER THAN GAS**: 16" CHAINSAW 2727-21HD

At the bottom, the text "THE NEXT BREAKTHROUGH IS HERE" is displayed in large, bold letters.

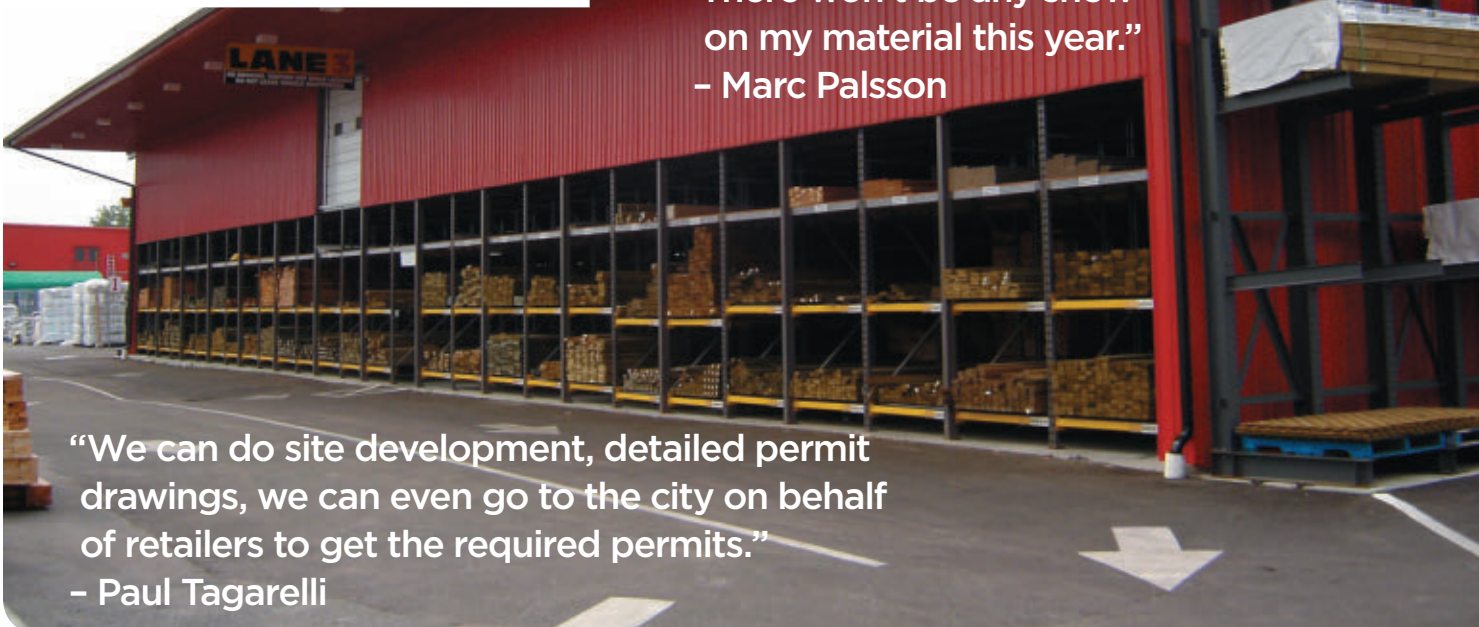
Working Together to Strengthen the LBM Industry Across Canada

Helping Each Other to Cut Costs, Increase Sales, and Keep Customers Coming Back

By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager



“When it’s winter and 35 below, our customers will be able to drive through, under a roof, out of the elements. There won’t be any snow on my material this year.”
– Marc Palsson



“We can do site development, detailed permit drawings, we can even go to the city on behalf of retailers to get the required permits.”
– Paul Tagarelli

When the team at Rona Gimli wanted to expand their store, they knew a store expansion meant

building a new facility. They needed to add more storage and commercial space to better cater to their customers. Marc Palsson, WRLA Board Member and RONA Gimli Manager, and his team at Rona Gimli began the program of designing a new, expanded space. Luckily, in those early days of design and deliberation, Marc had a chat with fellow Board Member Rick Kurzac of Kamloops Home Hardware Building Centre.

"We were in the process of figuring out how to add more space and what type of facility would work best for us and the community," said Marc. "Then at a board meeting with Rick, I visited his store and had a look at the system he employed."

This was a turning point in the design process.

"Visiting his store allowed me to get a good understanding of the flow of customers and I saw the advantages of the Auto-Stak system in front of my eyes," Marc said. That was also the moment that Marc met Paul Tagarelli, director of operations at Auto-Stak. "Paul took over from there and was able to provide a solution that worked for my store in Gimli."

An innovator in the LBM industry, Auto-Stak pioneered the automatic-end loading system for building materials more than 25 years ago. Now with more than 2,500 installations, Auto-Stak continues to lead the field.

"Marc approached us about traditional storage systems," said Paul. "We put together an answer for him and gave him two or three more options that would help him manage his inventory, save on space, be efficient for staff use, and help his customers too."

The Auto-Stak system provides options to reduce the footprint of a store and the design provides a safe and easy way to merchandise product. The design helps staff manage and access inventory quickly and safely, too. For staff it means less time needed to help each customer or clean up bundles of lumber after customers go through them. Fewer employees are needed to serve customers. Typically, lumberyards will have lumber



RONA Gimli construction progress.

piled up or lined up in racks or a traditional cantilever rack, which is an outdated and unsafe system. When customers want to sort through bundles of lumber they will pick the pieces that they want – looking for the best pieces and go through a whole bundle, which can make an area in the yard messy. It also contributes to scrap. The next customer will see the first open bundle and he or she will continue to go through the bundle or open a new one. Auto-Stak eliminates all this and employees can serve customers while keeping the area clean and customer traffic keeps flowing.

Employee safety is improved by the loading and unloading system. The system uses a battery-powered loader that attaches to a standard fork lift. Loading and unloading each storage bin becomes effortless for employees and takes much less time.

It's not only the staff members who like the accessibility of the system; it's customers, too. Marc is building a drive-through Auto-Stak rack-supported building. His customers will soon be able to drive through the building and have a full complement of lumber and building materials ready to pick from inside a dry, safe, covered building.

"Some of our key clientele are do-it-yourselfers – cottage and homeowners who are upgrading their homes and cottages. This new Auto-Stak system will be much easier to navigate from a customer perspective – and quicker for us to serve them," said Marc.

This type of customer will usually need items from three different corners of the yard. It's not easy for the customer to walk to each area, collect the items they need, and go to the next location in the yard. "The new system will bring everything to them. It's an easier shopping experience to sit in the comfort of your own vehicle and wait for your purchases to come to you," he said.

Reducing losses was another big part of Marc's decision – losses from rain, snow and other elements. When you take a product such as wood from nature, the heat, sun, rain, snow, and other elements will change it. Moisture will affect these items. Drywall is adversely affected when exposed to moisture. Lumber that is wet or that has a high moisture content typically warps and twists after installation when it dries.

"This solution will stabilize our product dramatically. Contractors who work with



our products will be happier with the quality of our products,” Marc said. “Everything that we used to sell outside will now be under a covered roof. When it’s winter and 35 below, our customers will be able to drive through, under a roof, out of the elements. There won’t be any snow on my material this year.”

For Paul, his customers are lumberyard owners and the retailers looking to improve the shopping experience for their customers. Paul’s team can look after the entire process to design and install an Auto-Stak system, which leaves the retailer time to run his or her store.

“We can do site development, detailed permit drawings, we can even go to the city on behalf of retailers to get the required permits,” Paul said. “Rather than dealing with a number of engineers, retailers can rely on Auto-Stack for all the drawings. In Marc’s case, when Marc needed to get a permit, we supplied all the documents necessary. Marc simply went to the city to get a permit; the city reviewed our papers and he received a permit right away. It was an efficient process.”

“Another feature that we are incorporating into the RONA Gimli is

using the racks themselves as support for the building,” said Paul. This means Marc didn’t have to put up a new building from scratch and saved the cost of putting up a building with racks inside it. By increasing the support strength of the racks themselves, they act as both building support and as equipment storage. This dual purpose means the building is classified under “equipment” rather than real estate property and it affects the amortization with the potential for more savings under this classification.

The initial gesture of goodwill from Rick has left an impression on Marc. “The invitation from Rick to visit his store is what started this process and I am grateful for his generosity. Even though Rick works under a different banner, he opened his stores for me to come in and have a look to improve my own store based on the success he has had.

“This sharing and generosity in the industry is part of my belief system about why I believe in the WRLA as well. It’s difficult for people who work for different banners to come together sometimes. But my experience reinforces my belief that we should be more industry-minded rather

than banner-minded. It’s also another value-added reason why WRLA membership is so valuable. My membership has brought me the benefits of sharing knowledge, exchanging ideas, and ultimately improving the industry. Everyone helps each other out and in the process all parties benefit. Paul’s business is supported, as well as both Rick and my stores see increased sales and we are better able to meet customer expectations. Everyone wins.”

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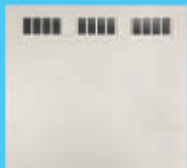
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WRLA in the Community

By Wynne Au, WRLA Member Services Manager

MEMBER NETWORKING IN CALGARY

WRLA hosted a member networking event at Calgary's Raw Bar in Hotel Arts (one of WRLA's local partner hotels during the Buying Show) on September 5, 2018. There were a total of 12 attendees, consisting of WRLA staff, board members and local industry professionals. There were some familiar faces around the table, while strong connections were made with newer attendees. The evening was spent discussing industry updates and commenting on shared concerns. Some attendees would be seeing each other again the following day at the sold-out 13th Annual Calgary Classic Golf Tournament in Sundre, Alberta organized by Mike Doyle from The Home Improvement Warehouse.



MEMBER NETWORKING IN REGINA

WRLA hosted a member networking event at Birmingham's Vodka & Ale House in Regina, Saskatchewan on September 10, 2018. There were 20 attendees. Many members around the table had heard about WRLA's NexGEN Student Tour the previous Friday and wanted to support the initiative in their local communities as well. Liz Kovach, WRLA President, also had the opportunity to inform those present about how the WRLA has taken measures to minimize unauthorized third-party Buying Show and hotel soliciting correspondences to members this year.



WRLA NEXGEN STUDENT TOUR

For the second year, WRLA partnered with the Southern Alberta Institute of Technology (SAIT) to directly connect its students to the LBM industry in an effort to create pathways to employment, while

providing WRLA Members with potential quality recruiting grounds. The building material industry is a \$46-billion industry that directly employs 135,000 Canadians. The WRLA wants to ensure it is doing its part to promote the industry and career opportunities within it to the next generation.

WRLA invited supply chain management and marketing students to tour three member facilities in Calgary on September 7, 2018. On event day, Don Wygiera (WRLA Board Director), Liz Kovach (WRLA President), Wynne Au (WRLA Member Services Manager), and Vanessa Morin (WRLA NexGEN



Ambassador) led nine students on the exclusive tour. PinkWood Ltd., Cervus Equipment, and TimberTown Building Centre warmly welcomed the students and were very well-prepared to host them onsite. The students were excited to learn about the possible career paths relevant to their field of study

throughout the day. The students spent approximately one and a half hours at each member location.

At Pinkwood, the first location, Michelle Thompson, Sales Manager, and Dean Ross, General Manager, each led a group of students around their modern, high-speed manufacturing facility. The

company manufactures premium wood I-joists for use in residential housing and in commercial buildings. They produce a complete array of standard and fire-rated joists with integrated coating technology specifically designed to make safer homes. Students learned that PinkWood's 2x4 MSR finger joint

lumber can hold up to 17,000 pounds – the weight of eight Volkswagen Beetle cars. Before entering the machinery area, Dean highlighted the company's use of Kanban, a scheduling system for lean manufacturing and just-in-time manufacturing. Students also reviewed a matrix board of the company's key performance indicators where Dean expressed the importance of employee engagement through cross training and operational transparency. During the tour of the yard and warehouse, Michelle said to the students, "This industry has had its ups and downs, but overall it's a stable industry – there will always be a need for building and housing. There are so many opportunities for career growth and there's a good balance of work-life quality."

At the second location, Mark Milligan, General Manager of Sales, welcomed the students and reviewed how Cervus Equipment fits into the procurement management process. The company is a world-leading equipment dealer, powered by iconic brands (John Deere, Peterbilt, JLG, Clark, Doosan, Sellick) and passionate people. Mark expressed that many companies can sell equipment, but not all companies can also provide dedicated support and training services. Cervus Equipment engages in the sale, after-sale service, and maintenance of agricultural, transportation, construction, and industrial equipment. Fred Hnatiw, Vice-President of Transportation and Industrial, emphasized the company's role in being partners with their customers and being customer-solution focused. For example, WRLA Members can save up to 40 per cent on operator safety training courses.

Rob Hughes, Marketing Manager, then gave the students an overview of the digital strategies and tactics they use. The students were able to see real-world applications of the marketing concepts they learned in class. They witnessed how the careful examination of raw data can be translated to better content marketing and creating brand personality. One student, Enas Abbas, said, "I enjoyed seeing the passion of the speakers and learning about how the organization is managing change and incorporating technology."

Aaron Stayner, Manager at TimberTown Building Centre, hosted the last facility visit of the day. The company is celebrating more than 36 years of business excellence. TimberTown is locally owned and operated, and understands the Alberta market, providing customers with quality products that are suitable to the local environment. Aaron proudly said, "We keep inventory and overhead low in order to keep jobs and people's livelihoods." TimberTown Building Centres are one of the few retail companies that remains closed on Sundays and statutory holidays. The WRLA team recognized that many other members' products were showcased throughout the store and stocked in the warehouse – it is evident that members like doing business with fellow WRLA members. Students learned about the trend of vinyl tile and plank flooring. Those who may be renovating existing spaces and soon-to-be new homeowners acquired useful consumer product knowledge regarding laminate flooring, engineered hardwood flooring, and sliding barn doors.

All participating students expressed that they would consider a career in building supply as it is a sustainable industry with vast career opportunities for growth. Colesen Faunt, a supply chain management student who also participated in last year's WRLA NexGEN Student Tour, said, "Please keep doing these events. They're a phenomenal way for us to learn more about such an important industry." WRLA certainly intends to continue hosting more NexGEN Student Tours in the near future.

WRLA MEMBER VISIT HIGHLIGHTS

Before driving out to the 2018 Kenosee Golf Tournament in Moose Mountain Provincial Park, Saskatchewan, organized by Don Horvath from D & D Lumbermart, WRLA made a visit to Fries Tallman Lumber and The Ultimate Deck Shop in Regina. Len Regier and Andy Boha expressed that Fries Tallman Lumber is one of the oldest independently-owned retail lumber yards in Saskatchewan. WRLA was excited to learn about the company's working partnership with Campus Regina Public. The company's customers will custom order garden sheds in which the lumber is then shipped to Campus Regina Public for the DIY Construction Class students to apply their hands-on skills (see page 30 for full story). Shane Chapman from The Ultimate Deck Shop shared his passion project story turned career with the WRLA. He started the business with his high school classmate, Wade Laurent. The company is a proud sponsor of Build Love, an initiative that improves lives and strengthens communities through meaningful acts of empathy, compassion, and collaboration. This year the company will participate in transforming a local family's home that will improve the ease of mobility for a young girl and empower her independence. WRLA knows that the LBM industry is full of hard-working, caring, and action-oriented people. We want to acknowledge and celebrate members doing good in their local communities. We invite you to tell us about your company's corporate social responsibility. »

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WRLA 2018 Golf Tournament Recap

By Stasa Veroukis-Regina, WRLA Marketing and Communications Manager

Thank you to our amazing sponsors, supporters, and members for creating three very memorable days. All funds raised at the tournaments go directly to the WRLA Education Grants Program. This program supports students taking the Mount Royal University course, WRLA Fundamentals of the Lumber and Building Supply Industry Certificate. Through these grants the WRLA provides funds to students within the industry, thus supporting the LBM industry and helping attract and retain talent within it.

CALGARY CLASSIC GOLF TOURNAMENT

With glorious weather in Calgary, the golf tournament teed off once again in support of the WRLA Education Grants Program. It was sunny day, with crisp, clean air all around. Liz and Wynne were stationed at Hole 14 – a Hole-In-One contest sponsored by Sundre Golf Club. They were busy handing out snacks and meeting all the golfers. Unfortunately, no one got the hole-in-one. Thank you to Mike Doyle for once again organizing this successful event.



Calgary Classic winning team: Shawn Schwartz (Schwartz Home Building Centre), Mike Doyle (The Home Improvement Warehouse), Rob Hauser (Hauser Home Hardware Man), Murray Finkbiner (AFA), Les Schwartz (Schwartz Home Building Centre), Bruce Bieber (Olds Home Hardware).



KENOSEE GOLF TOURNAMENT

Wynne was stationed at Hole 18 – a Hole-In-One contest sponsored by Cherry Insurance – where she handed out snacks and met the golfers. Although it was a little chilly, the warm company kept people in a good mood – and the rain held off all day. Nobody got a hole in one in Kenosee either. It was truly wonderful to see a handful of golfers at Kenosee who also attended the WRLA Memorial Golf Tournament in Winnipeg and the Calgary Classic Golf Tournament in Sundre a couple weeks' prior. Now that's commitment!

During the awards session that evening, Mark Westrum, WRLA Past Board Chair, announced the inauguration of the award for Best Dressed Team – he and his team consisting of Tom Bell, Liz Kovach, and Jonathan Middlestead (Domtek Building Products) announced themselves as the recipients of the award this year.

We are grateful to Don Horvath, a WRLA member, who runs the Kenosee Golf Tournament every year.



Kenosee Golf Tournament winning team: Carmen Salkeld (Prairie Paint, Yorkton), Garth Tillman (Prairie Paint, Yorkton), Liz Kovach (WRLA President), Trevor Maximuk (Cloverdale Paints), Dan Reynolds (Cloverdale Paints), Tom Bell (WRLA Chair).



Kenosee raised \$5,749. WRLA Memorial raised \$13,434. Thank you!

WRLA MEMORIAL GOLF TOURNAMENT

The sky was blue, the sun was out, and nearly 150 members hit the greens for the annual WRLA Memorial Golf Tournament. On August 22, 2018 WRLA members enjoyed 18 holes of golf, some fun prizes and giveaways, and a superb dinner at the St. Boniface Golf Course in Winnipeg. See you again next year. 🍷



Winning Team: Shawn Sawatzky (Sawatzky Masonry), Mike Coghill (Quikrete/Target Products), Errol Blatz (Timberstone), Mark Kennedy (Star Building materials).

Hiring for the Future

Making the Right Hiring Decision

By Stephen Borer, TalentSphere Staffing Solutions

A graphic of a blue clipboard with a silver clip at the top. On the clipboard is a white sheet of paper titled "Recruitment Process Checklist". The checklist contains 12 items, each with a red number, a description, and a checkbox. The first item, "01 Define Job Description", has a checked checkbox. The other items have unchecked checkboxes. A yellow pencil with a grey eraser and a grey band is positioned vertically to the right of the clipboard. The bottom right corner of the paper is folded over.

Recruitment Process Checklist		
01	Define Job Description	<input checked="" type="checkbox"/>
02	Define Career Path	<input type="checkbox"/>
03	Define Character Traits	<input type="checkbox"/>
04	Assess Future Requirements	<input type="checkbox"/>
05	Define Skills Gap	<input type="checkbox"/>
06	Talent Development Process	<input type="checkbox"/>
07	Talent Management Process	<input type="checkbox"/>
08	Renumeration	<input type="checkbox"/>
09	Attraction Process	<input type="checkbox"/>
10	Selection Process	<input type="checkbox"/>
11	Offer Management	<input type="checkbox"/>
12	Onboarding Process	<input type="checkbox"/>

In the last HR Corner, I talked about the importance of hiring for the future and understanding career paths that successful employees will take within your business. Most building materials businesses will have some, or all, of the following talent streams depending on whether they are a manufacturer, distributor or retailer:

- Sales and marketing
- Operations
- Engineering
- Supply chain
- Finance and administration
- Human resources

It is rare to see candidates in the market moving regularly between these streams – for example, if you are a sales person by nature, generally your career will be in roles that use this skill set. If you are a numbers person by nature, often you will radiate towards finance and accounting and remain there.

As people progress and their roles grow, it is not unusual for them to absorb other areas into their realm of responsibility. For example, someone starting out as a sales representative might move through into a branch management role that would then include operations, finance, and HR as part of their responsibilities. You could argue that their core responsibility remains driving sales but, clearly, they will be using broader skills than they did as a sales rep.

So how do we recruit with the future in mind? How can we know that the person we are hiring into a sales representative role has the potential to be our future branch manager? How do we bring someone into the yard and know that they will be the next president of our business?

Clearly you can't, but you can increase your odds of success by following some basic steps at the beginning of your recruitment process.

Put processes in place to ensure that you are giving yourself the best chance of success in hiring talent for the future. The following is a checklist designed to prompt your thinking before you commence a recruitment process, which will ensure you are hiring with half an eye on the future.

1. Define job description: Do I have a clear understanding of what the person will do in this role?
2. Define career path: Do I know historically what roles people have progressed to from this role?
3. Define character traits: Do I have a clear understanding of what personality traits make someone successful in this role?
4. Assess future requirements: Do I have a clear understanding of what character traits they would need if they were to progress within the organization?
5. Define skills gaps: Do I have a clear understanding of the skills and experience they will need to develop to progress?
6. Talent development process: Do I have training and development in place to support their development?
7. Talent management process: Do I have processes in place to measure their progress?
8. Remuneration: Do I have a compensation and benefits program that will attract and then encourage candidates capable of progression?
9. Attraction process: Do I have an internal process or external partners capable of attracting the caliber of talent that I need?
10. Selection process: How effective is my selection process at identifying the talent that I want?
11. Offer management: Am I confident that I have a process for developing a competitive offer and closing the deal?
12. Onboarding process: Do I have a process in place to set them up for success when they join?

Preparing for a successful recruitment process is key to achieving the right results. The most successful companies in the world place a high premium on the attraction of the very best talent and this is something others should try to replicate.

It is a complicated process to develop a robust recruitment process and often not something that can be done over night

when you are looking to fill an unplanned job vacancy.

Building out career paths and succession plans for your organization takes time. Developing appropriate training and development programs costs money, as well as time. Compensation consultants are not cheap and it is a specialized skill if you are talking about a mid-sized or bigger organization. Defining characteristics and developing psychometric testing that can add value to your decision process is a lengthy process. Implementing a structured assessment and review process takes commitment and often cultural change. Committing to a recruitment process that proactively sources and then efficiently defines, screens and selects suitable candidates is a much bigger commitment than simply posting on *Indeed* and picking your favorite resume.

There is no one-size-fits-all solution to effectively hiring for the future. It really depends on the size of your business, how well evolved your existing processes are and what level you are hiring for. However, if there is one thing that you should do, it is thinking about the future when making hiring decisions – don't just fill a job.

You should, at least mentally, run through the checklist before commencing a hiring process and try to ensure that, appropriate to your business and your situation, you are considering each of the points.

The average cost for each bad hire can equal 30 per cent of that individual's annual earnings, according to the US Department of Labor. When you weigh that against hiring the right employee who can make an immediate contribution to your business, who makes little to no disruption to your company culture and who gives you succession planning for the future, it makes a very compelling case to invest both time and money into your talent acquisition, talent development, and talent management processes to ensure that you give yourself the best odds for success. »

Stephen Borer is Director of TalentSphere Staffing Solutions, Canada's only specialist recruitment firm focused on the building supply industry.

Fries Tallman Lumber:

One of the Oldest Independently-Owned Retail Lumber Yards In Saskatchewan

By Stasa Veroukis-Regina, Marketing and Communications Manager



FAMILY-OWNED AND OPERATED

since the beginning, Fries Tallman Lumber has been supplying lumber and building materials to Saskatchewan for 62 years. Kevin and Joan Stricker's vision is to continue the tradition that was started many years ago and provide exceptional service to their community. With two locations (Regina and Fort Qu'Appelle), their sales team takes pride in helping customers in a wide variety of projects, including new home construction, renovations, general repairs, and any building projects. Their large showrooms display many of the products they sell and allow customers to touch and feel products before buying.

One of the key aspects of their business is giving back to their community and incorporating charity work. On a recent member visit, Liz Kovach, WRLA President, and Wynne Au, WRLA Member Services Manager, got to see and hear about the community outreach and the level of local support Fries Tallman Lumber provides.

"A large part of what we do is give back to our local community," said Len Regier, Sales Manager at Fries Tallman Lumber in Regina. "It's always been like that and it continues to grow. Our community support started when the doors opened, and Kevin and Joan are very active in the community today, as well as encouraging all the team to be part of the efforts." A partial list of community initiatives includes Alzheimer's Dinner, MacKenzie Infant Care Centre, Canadian Red Cross, Regina Red Socks, Regina Thunder, Minor Hockey, Little

League Baseball, Curling in Regina and the surrounding communities, the Regina Pats, and the Saskatchewan Roughriders.

Part of that commitment to community is a partnership with Campus Regina Public (CRP). The Regina Public School Division created Campus Regina Public in 2012. Its focus is providing exposure to career pathway opportunities for Grade 11 and 12 students in Regina Public Schools. CRP offers several courses including Advanced Construction Technology, Mechanics, Welding, Electrical, Fire Science, Health Sciences, Social Justice, Culinary Arts, Cosmetology, Video Game Production, Graphic Design, Engineering, Law, Public Safety and Policing, and Early Childhood Education. The team at Fries Tallman connected with a teacher, Eldon Hall, who teaches the Advanced Construction Technology course.



Eldon comes from a trades background and his focus is on getting the students the skills they need to go directly into the marketplace and be ready for the workforce. "I focus more on things like roofing, framing, door and window installs, siding, soffits, fascia that are more industry applicable skills. I also like to create partnerships with organizations like the masonry and bricklaying union to teach students those skills. These are the skills that will prepare a student to go directly into the workforce," Eldon said.

The school was looking for a partner in the industry at the start of the 2017 school year. "Fries Tallman has been a fantastic partner for us," said Eldon, "They supply us with all the materials we need to build the sheds. Then we give the completed sheds back to Fries and they sell them to their customers." For every shed built Fries Tallman gives back \$500 to Campus Regina. Those funds are used to buy more tools or other equipment for the students.

"We offer them a connection into the LBM industry," said Len. "We can help a student connect to a future employer – even if it's not us, we can point them in the direction that they want to go. This program gives the students a project that is multi-faceted. They're learning framing, roofing, shingling, soffits, fascia, siding, learning to install windows and doors – all in one project."

FRIES TALLMAN LUMBER

Website: friestallman.com
Facebook/Twitter/Instagram:
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CAMPUS REGINA PUBLIC

Website: campusreginapublic.rbe.sk.ca
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@campusreginapublic
Twitter: @campusreginapub

SEARCH

Website: searchhealthclinic.com
Facebook: SEARCH – Student Energy in Action for Regina Community Health
Twitter: @SEARCHRegina
Instagram: @searchregina

One particularly successful project between Fries Tallman and the Advanced Construction Technology students was a shed construction that was featured at Regina's Spring Home and Garden Show. "Fries Tallman supplied all the material for the home studio/shed project," said Eldon. "They also connected us with the Regina Home Builder's Association who offered us space at the show to display our shed."

The students built a unique shed, which was very eye-catching and started a lot of conversations with attendees at the show, as well as parents of the students. Many people didn't know this program existed. The exposure at the show provided a good opportunity to showcase the work they do. The passion of the students was evident. "We had kids coming in on evenings and the Saturday right before the show to make sure the display looked good," Eldon said. "These projects end up in people's homes and that's a more impactful way to teach kids – they take more pride in their work and they can actually see their work in their own community."

The home studio shed was raffled off and the monies raised went to a non-profit called SEARCH. SEARCH (Student Energy in Action in Regina for Community Health) is a student-run, interdisciplinary primary health care initiative situated in the North Central community of Regina. Approximately \$10,000 was donated to SEARCH. **»**



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Moving Forward and Growing with a Changing LBM Industry

By Tom Bell, WRLA Chair

HELLO ALL,

Hope everyone has had a great summer. The weather has been almost perfect, if you like the outdoors. I have enjoyed getting out and seeing dealers and vendors across Western Canada. Forest fires have been a problem again this year but not as bad as last year. The U.S.-Canada trade wars have definitely been felt in our industry. Price increases have hit an all-new high this year – and the year is not over yet.

The WRLA had three great golf tournaments this year. Thank you to all our sponsors for their support. Thank you WRLA staff for a sold-out, and fun tournament in Winnipeg. Thank you, Mike (Home Improvement Warehouse) and Murray (AFA) and the rest of your group for an awesome tournament in Sundre (Calgary), and thank you Don (D&D Chimo), Harry (Arcola) and the rest of the group for a great shrammble (a different fun way to play a game). Ask Don and Harry how to play shrammble next time you see them.

Registration is now open for the WRLA Buying Show, taking place January 16 to 19, 2019. Please remember to sign up for the show and get your hotel rooms booked. We have been listening to all the comments and we have made changes. We hope that most are for the good, understanding that with changes there are also challenges and mistakes. We will never improve without making changes and making some mistakes. Your input is always appreciated.

Our life and world around us, is a constant change. The saying “change is the only constant” is now involved in all aspects of our lives. The dealers who have figured this out are moving forward and growing.

Business can be – and is – great if we know our business. What business do we take for volume? What percentage of low profit do we need/take? How much do we need to get the higher margin sales? Sometimes saying no to an order is the best thing to do. We are an industry that races to the bottom with price. Taking jobs with no money in it. Who can be the cheapest, how do we cut corners? We can all say we have great service and that we look after our customers better, we do things our competition doesn't, we have better, more knowledgeable staff, our deliveries are faster and better, all the great things that make us better. And then a customer comes in with a cheap price and we match it. The term “never lose a sale” has become a motto. With that, all our hard work disappears – just based on price. It makes me wonder how has the price to build a home gone from \$150 a square foot to \$300 a square foot and retailers still get beat up for 20 cents on a sheet of OSB? These are questions that perplex me, but they are topics that can be discussed at length another time.

I will leave you enough time to register and book your hotel for the WRLA Show. As always, my phone is always on.

Looking forward to hearing from you,

Tom Bell
204-479-9386



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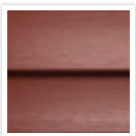
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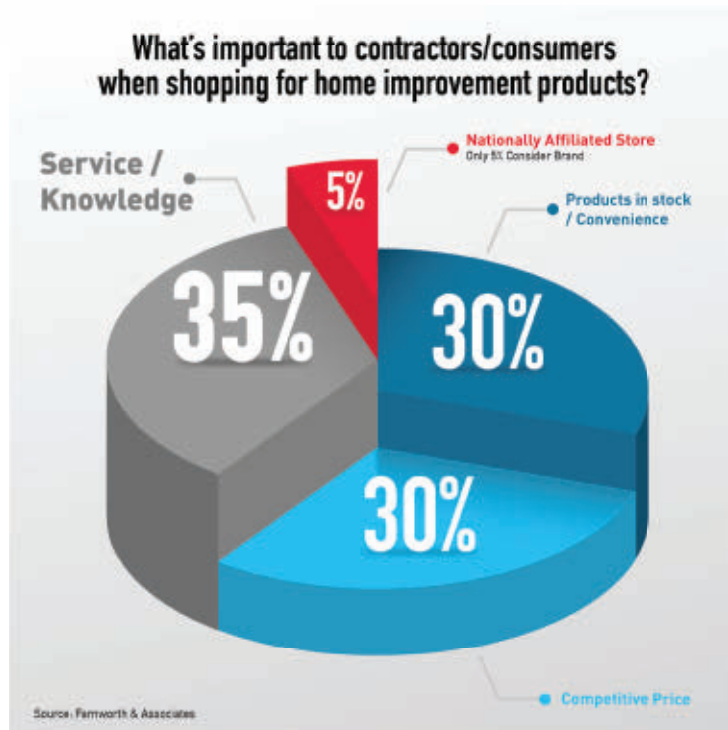
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