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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.

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Putting the LBM industry **on the map!**

By *Liz Kovach*

IT'S SURPRISING TO ME that an industry with these stats has continued to fly under the radar:

- 2,400 lumber dealers, building materials and hardware dealers, buyers, and manufacturers across the country
- A \$46B industry that directly employs 262,000 Canadians
- A sector that enables the work and economic contributions of other Canadian businesses large and small, such as Canada's developers and builders, small contractors, and do-it-yourself handymen.

This is the reason why there are many important initiatives underway, to ensure that our industry is at the forefront when governments want to implement legislative changes without really understanding the impact it could have. The industry also needs to move up the ladder in terms of career awareness.

Last September when Wynne and I implemented a pilot project for the NexGEN program, we spent some time with third and fourth year Supply Chain students who at the time informed us that they do not learn about the LBM industry as part of their supply chain studies.

This needs to change and we are working with industry partners to do so.

As this magazine goes to print, the WRLA in partnership with Mount Royal University will be opening registration for the first installment of the WRLA Fundamentals of the Lumber and Building Supply Industry Certificate. We could not have gotten Phase I off the ground without the support and investment of our member partners.

It's also fitting to announce that our former bursary and scholarship program will also change its focus. In the past, funds were granted to students who were seeking professions outside of the industry. However, based on member feedback, it is evident that reinvesting funds to directly attract talent into the industry in an effort to help support current staff training in addition to staff recruitment is a priority. Please visit our website for more information. The amount of funds available for the education grants will be determined by the net proceeds of the golf tournaments.

As you will read on page 29, the WRLA along with our partnering sister associations, are preparing for our day on the Hill in October. To ensure our agenda is reflective of the needs of the industry, we issued a survey this past summer. A BIG thank you to those members who took the time to contribute and help shape the agenda.

If you want to contribute to the industry in a larger capacity, please contact me about volunteering. **▶**



The WRLA is reinvesting funds to directly attract talent into the industry in an effort to help support current staff training in addition to staff recruitment.

CALENDAR OF EVENTS

WRLA MEMORIAL GOLF TOURNAMENT WINNIPEG

August 22, 2018

MEMBER NETWORKING EVENT 6:00PM – 9:00PM CALGARY

September 5, 2018

CALGARY CLASSIC GOLF TOURNAMENT

September 6, 2018

WRLA NEXGEN MEMBER TOURS FOR SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY (SAIT) STUDENTS CALGARY

September 7, 2018

MEMBER NETWORKING EVENT 6:00PM – 9:00PM. REGINA

September 10, 2018

WRLA KENOSEE GOLF TOURNAMENT

September 12, 2018

MANUAL ESTIMATING LEVEL 1 (DECKS & GARAGES) RED DEER

November 5 & 6, 2018

MANUAL ESTIMATING LEVEL 2 (RESIDENTIAL CONSTRUCTION) RED DEER

November 7 & 8, 2018

PRINCIPLES OF YARD AND WAREHOUSE OPERATIONS RED DEER

November 9, 2018

MANUAL ESTIMATING LEVEL 1 (DECKS & GARAGES) WINNIPEG

November 26 & 27, 2018

MANUAL ESTIMATING LEVEL 2 (RESIDENTIAL CONSTRUCTION) WINNIPEG

November 28 & 29, 2018

PRINCIPLES OF YARD AND WAREHOUSE OPERATIONS WINNIPEG

November 30, 2018

WRLA BUYING SHOW CALGARY

January 16, 17, and 18, 2019

ANNUAL GENERAL MEETING CALGARY

January 17, 2019

The WRLA is excited to confirm the establishment of the WRLA Fundamentals of the Lumber and Building Supply Industry Certificate. Students enrolled in this certification course will be eligible to apply for Education Grants. The application process is under development and details will be shared once confirmed. Visit www.wrla.org for more information.

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

MEMBER MILESTONES




Congratulations to these WRLA Member companies for growing their businesses and sustaining the LBM industry in their communities.

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– 65 YEARS

The WRLA is proud to support our members in their business endeavors. If you are celebrating a milestone or achievement in your business, please contact Stasa Veroukis-Regina at StasaV@wrla.org to be included in the Yardstick and WRLA News. 

Connect with Business Leaders at the 2018 Golf Tournaments

Golf season is here and we thank all our members for another sell-out tournament! See you on August 22 for 18 holes of golf, a superb dinner, and amazing prizes. There are still individual dinner tickets to join us for a fun evening. If you are interested in sponsoring, contact the WRLA office at 1-800-661-0253.

There are two other golf tournaments organized and run by two WRLA Members: the Calgary Classic in Sundre, Alberta, and the Kenosee Golf Tournament in Moose Mountain Provincial Park, Saskatchewan.

All funds raised at these three tournaments go directly to the WRLA Education Grants Program. Sponsorships, prizes, and team participation are vital to continue this tradition and to fund our young talent. »

WRLA Memorial Golf Tournament

Wednesday, August 22, 2018

St. Boniface Golf Club

100 Youville St, Winnipeg MB R2H 2S1

Calgary Classic – an event in support of the WRLA Education Grants Program

Thursday, September 6, 2018

Sundre Golf Club

5154 Highway 27, Sundre AL T0M 1X0

Golf Kenosee – an event in support of the WRLA Education Grants Program

Wednesday, September 12, 2018

Golf Kenosee

Moose Mountain Provincial Park,
Saskatchewan S0C 2S0

All funds raised are directed to the WRLA Education Grants Program.

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Sexton: Building the Foundations of Success

By Stasa Veroukis-Regina, WRLA Marketing & Communications Manager



Sexton Member Glenora Lumber.

WHAT DOES IT TAKE to be a building supply dealer? Drive, determination, perceptiveness to market changes? Turns out the qualities that Sexton Group has built their foundation on are the same qualities that are found in their member companies – the same qualities that entrepreneurs embody. Sexton represents over 400 member locations with new companies coming into the fold frequently. Perhaps this connection is what has made Sexton successful.

I spoke with Steve Buckle, Sexton President, to get a better understanding of the company and how they operate. “We believe our members want three things from Sexton Group. These have become our principle pillars we stand by, competitive pricing, member advocacy, and transactional excellence,” said Steve.

He continues, “Our competitive pricing is highlighted in our 260 annual vendor programs and many individual pricing adjustments to accommodate the needs of our members’ local markets. Project pricing is a good example of this.

Advocacy with vendors when there are outstanding issues such as incorrect invoices and product claims. And transactional excellence through accurate and timely payment of rebates with clear reporting. We pay the large majority of our annual rebates in January and in 2019 our goal is to pay out all rebates by the end of February.”

At the time of our conversation, national and international headlines were being made about NAFTA. Steve offered some thoughts on the changes happening in the industry, “The manufacture of



Sexton Members Kerry Connelly and Jamie Ermin.



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building materials has evolved from numerous regional production facilities and companies to fewer companies with much larger facilities. The same can be said of the producers of raw materials that go into the making of the products we buy and use. The supply chain is integrated across borders and anything that constrains that will cause great turmoil in the short run at least.”

One other important quality to build a successful business is compassion. Sexton supports several charities throughout the year; primary among them is the Canadian Liver Cancer Foundation. “Liver cancer has hit close to home and has had both the company’s and the Sexton family’s support for many years,” explains Steve. “Beyond that, we focus mostly on charities that help youth. We are the lead sponsor of Desiree Scott’s KidSport Soccer Camp, and a lead sponsor of Variety Club’s annual Gala Dinner. It’s important to support kids because they can’t help themselves. I think we can all remember a time when as kids we were guided in the right direction and the impact that had on us,” Steve says. “Our members are also very active, and our team will often participate in our members’ events. Our members are constantly contributing to making their local communities better. Not just with donations but also direct participation.”

It’s that relationship with their members and suppliers that influences the direction that Sexton takes. Their success is based on member success. What does Steve say is the best part of working with independent building material dealers? “I enjoy working with our suppliers to solve a problem or capitalize on an opportunity that helps our member succeed.”

Coeur D'Alene Wood: Accelerating Mother Nature

By Stasa Veroukis-Regina, WRLA Marketing & Communications Manager



WHERE DO YOU GET old barnwood if you don't have an old barn? Or have that rustic/barnwood look without the rusty nails, mould, rot, backbreaking labour, and expense? The answer comes from new WRLA member, Coeur D'Alene Wood. They have patented a process that accelerates the natural wood aging process and creates a genuine colour palette from raw lumber. That means consumers have a product that looks and feels like reclaimed wood without the challenges associated in acquiring it. It's an exciting innovation in the LBM industry that is gaining a lot of attention.

What makes it innovative? They have created a process that accelerates the natural aging process, weathering the lumber to give it an authentic barnwood and reclaimed look, colour, and character without the use of paints or stains all while maintaining the structural integrity of new wood. What they've done is copied what Mother Nature does to wood over time, but they have essentially hit "fast forward" on the process. They figured out what elements wood gets exposed to over time to get that old barnwood look and re-created that process inside their facility in Idaho.

The first step is to flood the board with pollen and minerals - this establishes the colour of the board. Once everything dries, the second step is to expose it to other elements (much like rain, dust, and dirt in nature). The boards are then dehydrated to achieve some of the brown tones. The actual aging of the product is the last step. The lumber goes through a high intensity light, simulating 30 years of sunlight. "The process affects the outer surface, but it does not affect the structural integrity of the wood," says Eric Pommerening, director of sales.

The other exciting element of this product is its environmental credentials.

"One of the cool things we've seen is how much people want that barn look but used in contemporary designs."





No paints, stains or other toxic chemicals are used to create it, which means it is VOC-free. Because of this, the wood does not release any pollutants or spread indoor contaminants making it a safe and healthy alternative to other wood products. Builders who are looking for accreditation points in Leadership in Energy & Environmental Design (LEED), National Green Building Standard (NGBS) and Green Building Practices will be delighted at the options and credits this product offers.

It's no wonder that customers are finding unique ways to use their product. "One of the cool things we've seen is how much people want that barn look but used in contemporary designs. Originally, we thought a traditional cottage/ski-lodge look would be popular, but now we are seeing it in new contemporary homes and the product looks great," says Eric. "People have really surprised us with their creativity!"

Coeur D'Alene Wood joined the WRLA in 2018 to harness the benefits of membership. "The WRLA is the Who's Who of the Canadian lumber industry when it comes to marketing, company profiles, and product recognition. The industry and market information that the WRLA provides through such things as the *Yardstick* and newsletters – it's very helpful," explains Eric. "Through attending previous shows and word-of-mouth, and Gorman Bros (our Canadian supplier of wood) we knew that becoming a member of the WRLA was a must if we wanted to enter the market, meet new contacts, and to gain both company and product recognition. Especially being a new company with new products."

The Coeur D'Alene team exhibited at the WRLA Buying Show for the first time in January 2018. "We were surprised at how fast word-of-mouth spread from the first day into the second day. Our booth was busier on the second day with numerous people saying they were told to come take a look at our product," says Eric.

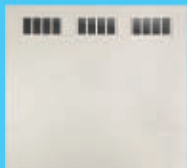
Coeur D'Alene Wood is continuing the momentum – their innovative and unique, two-sided texture, T&G Xcelerated Interior boards, on Gorman pine, using the no paint or stain process have just recently been introduced into the market. They are also currently developing two new colours coming out soon. Retailers can purchase Coeur D'Alene Wood products through AFA Forest Products and McLean Lumber. 

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WRLA Fundamentals of the Lumber and Building Supply Industry Certificate

By Wynne Au, Member Services Manager

The WRLA is excited to confirm the establishment of a new certification program designed specifically for the LBM industry – by the LBM industry. This program is the first of its kind and the WRLA is very proud to bring this education program to the industry. The WRLA has been working closely with Mount Royal University's Faculty of Continuing Education and Extension to develop this formal certification program. At this moment the program is in the final stages of development and online registration will open September 4, 2018.

The WRLA Fundamentals of the Lumber and Building Supply Industry Certificate registration fee is \$615. It is a four-week program consisting of four courses designed to be easily accessible online for new industry hires and to those in career transition. The scheduled start dates are:

FALL 2018 SESSION

- OCT. 01 – OCT. 26
- OCT. 29 – NOV. 23
- NOV. 26 – DEC. 21

WINTER 2019 SESSION

- JAN. 07 – FEB. 01
- FEB. 04 – MAR. 01
- MAR. 04 – MAR. 29

A big shout-out to the following industry professionals for rising to the occasion to serve as sounding boards and course content subject matter experts:

- Mitchell Balog, Taiga Building Products
- Tom Bell, former Homestead Consumers Co-op Ltd.
- Sheila Carr, All Weather Windows Ltd.



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- Brent Connelly, Contractor First by RONA
 - Randy Martin, TIMBER MART
 - Scott McKee, McMunn & Yates Building Supplies
 - Vanessa Morin, WRLA NexGEN Ambassador
 - Eric Palmer, Sexton Group Ltd.
 - Matthew Raetsen, Castle Building Centres Group Ltd.
 - Len Regier, Fries Tallman Lumber (1976) Ltd.
 - Joel Seibert, Mountain View Building Materials Ltd.
 - Mark Westrum, Westrum Lumber Ltd.
 - Don Wygiera, UFA Co-operative Limited
- Missed out on the initial uptake, but still want to get involved, be a trailblazer, and

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A photograph of a smiling male employee with dark hair and a beard, wearing a blue button-down shirt and a green apron. He is looking towards a customer whose back is to the camera. The customer has long dark hair and is wearing a blue shirt. The background is a blurred indoor setting, likely a retail store.

FEATURE

Combating Organized Retail Theft

By Stephen Murdoch



Each year, Canadian retailers employ strong loss prevention practices. Many of these retailers are making significant technological investments and introducing policies to protect their product from shoplifters.

John Graham, director of government relations in the Prairies for the Retail Council of Canada, feels that loss prevention is a complicated issue that affects all aspects of a retail organization. "While technology will always play an important role in the fight against retail crime, there are fundamental customer do's and don'ts that should be considered. For example, don't let crooks feel anonymous and do deliver-in-your-face customer service. Be sure not to hide your security and be sure to let the criminals know that you are watching. It's also important not to stereotype and do apply security protocols consistently," he explained.

The government relations veteran with over two decades of experience has heard many conversations around

"There is no single solution to combat fraud; instead we have to use multiple tools to create a web of defense. This web of defense is strongest when we work together across the payments network of financial institutions, businesses, and retailers."

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The greatest deterrent for retail theft is customer service.

checking a customer's bag. "Retailers may be tempted to do random bag checks as a loss prevention measure; however, this temptation must be balanced with the significant risks of potentially introducing an inconsistently implemented and unlawful customer bag check. If a retailer is going to routinely check every customer's shopping bag and it is an expected practice and agreed to via some form of membership contract, then maybe it's lawful. However, a definite no is the inspection of personal belongings, such as a purse," Graham said.

A retailer randomly checking a customer's bag is a complicated issue and he recommends seeking legal counsel before implementing a bag checking security program. "One civil claim could erode any bag checking program's possible gains. If a customer feels their charter of rights is being violated through a selection process, the retailer could put their money and reputation at risk," he concluded.

Vice president of Burlington Merchandising and Fixtures, Greg Thomas, has noticed several changes in loss prevention over the years. "The quality and cost of security cameras have changed drastically. In the past, the picture was pixelated and to have a DVR with a system was expensive and required professional installation. Today, there are many DIY systems that are available with storage in the cloud. The set-up is simple and the user can access the video from anywhere," he said.

The 27-year industry veteran has also seen the design of the return desk change for the better. "Having this area isolated to prevent customers from walking up to the counter from the store with items to return has proven invaluable. The customer, when entering the front vestibule, chooses one door to enter the store or another door to access the returns counter. The customer must then go back into the vestibule and then enter the store if they are to do additional shopping as there is no access to the store from the returns area," Thomas explained.

For Thomas and his colleagues, the greatest deterrent for retail theft is customer service. "Staff training on the importance of greeting every customer upon entering the store is vital. Encourage team members

to approach the customers in the aisle. The one-on-one interaction will have an impact on shrink."

Once contact is made with a customer, retailers must remove the opportunity for a theft to occur. "Locking up small high-ticket items in cabinets so that the customer must request the item from a staff member. This provides a great opportunity for staff to provide consultation on selecting the right products and possible additional sales. Staff members should walk the item to the cash desk so that the customer can pick it up and pay," Thomas went on to say.

In the ongoing battle against retail theft, Thomas expects technology to play a pivotal role. "There will be a continuation of security products that will have new and improved technologies. Look for cameras and other systems to evolve and become less expensive and user-friendly," he concluded.

Head of VISA Canada Risk, Gord Jamieson, has seen his share of changes in loss prevention. "Today, the scale of connectedness we are experiencing is unprecedented. At Visa, we are used to constantly evolving and advancing our

security defenses, and we have been able to keep up with the pace of change and keep fraud rates low," he said.

While Visa has maintained historic low fraud rates for about a decade, the challenge will be to keep fraud low in the face of new threats. "There is no single solution to combat fraud; instead we have to use multiple tools to create a web of defense. This web of defense is strongest when we work together across the payments network of financial institutions, businesses, and retailers."

The veteran of 17 years encourages retailers to implement multi-layered security initiatives. "You cannot rely on a single effort. Cyber-hackers are sophisticated and agile. They will find the weak link. You have to address all angles at once. If you do not need sensitive data like account numbers, don't keep it. Technologies and strategies such as EMV chip and tokenization are ways for merchants to opt out of having data that cyber-criminals target," Jamieson explained.

In the payment card security business, you have to look around the corners and anticipate the future. "For us, the future is now and we know the future is digital. New players bring exciting new partnership opportunities and the chance to deliver new payment experiences to our customers. However, more players also mean more potential points of exposure for cyber thieves to steal sensitive payment data. Data is the new currency of thieves and they remain focused on striking the retail industry. They are deploying sophisticated malware that retrieves cardholder data from retailers' systems and then self-deletes, making detection incredibly difficult."

Organized crime is also innovating and probing systems for gaps in card, device and cardholder authentication. "Fraudsters are particularly leveraging greater computing power to attempt to triangulate payment credentials. Yet, we also see that many criminals are pulling their methods from a single and relatively basic playbook. Meaning basic security best practices, like requiring strong passwords that must be changed, using two-factor authentication, and restricting remote access for third parties can prevent compromises," Jamieson concluded. 






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Forklift Operator Training: Money Well Spent?

By Brian Johnson, Process Specialist – Training, Cervus Equipment

Employee training has taken a major spotlight in today's business. In the case of an equipment operator, an efficient, competent operator is a valuable asset to any company. On the contrary, an inexperienced, poorly trained operator can cost a company time, money, and could result in liabilities for the employer. Too many times we read of an incident or accident that could have been prevented and many involving the operation of a forklift. Forklifts can pose significant risks to workers who operate or work around them.

HOW CAN AN EMPLOYER ESTABLISH A VIABLE OPERATOR TRAINING PROGRAM FOR THEIR EMPLOYEES?

Start by understanding the federal and provincial regulations set by OH&S and CSA for Power Mobile Equipment requirements. Simply put, "an employer must ensure that workers who are assigned

to operate forklifts are competent and qualified to do so." The employer has two options for achieving compliance of this training. Completing an external training course that effectively covers the specified standard, including testing requirements is one option. Another option is for the employer to provide in-house training and testing to confirm the operator's knowledge and skills meet the specified standard. Regardless of how the employer determines a person has achieved the training standard, the employer still has an obligation to provide sufficient supervision and control in the workplace to ensure forklift operators meet the standard on an ongoing basis. No matter which option is used, the employer must maintain proper training documentation for each employee confirming the details of training.

SO, WHAT'S THE VALUE OF TRAINING?

What value would you put on training if you could improve operator efficiency and reduce property, product, and equipment



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damage? To add to that, the benefit of reducing personal injury incidents and helping to limit the company's legal liabilities? The benefit of training is variable based on your company. Training is an investment in your people and builds a culture that all companies should create, maintain, and continually develop. No matter the value placed on training by your business, all levels of ownership, management, and staff are obligated to



protect the health and safety of themselves and their co-workers.

WHAT IF I DON'T COMMIT TO TRAINING MY EMPLOYEES?

It's the law. The Federal and Provincial governments have regulations and safety standards for all Power Mobile Equipment, which includes forklift (industrial truck) training standards. In addition, as of January 1, 2014, OH&S Officers can issue

tickets to workers, contractors, suppliers, prime contractors, and employers following an infraction of the law. Ticket fines range from \$100 - \$500 as they aim to encourage improved compliance with health and safety regulations. The tickets work as a deterrent against those who demonstrate a chronic disregard for health and safety in the workplace. Administrative penalties can be up to \$10,000 per violation upon consideration of past health and safety

performance, frequency of orders, tickets, or other compliance violations and the evidence of commitment to a proper health and safety system plan in the workplace.

In summary, there are no more excuses for not having your staff properly trained. It improves the bottom line for the company, increases company morale, and allows for all staff to go home safely at the end of the day.

Forklift Operator Training: Priceless! **>**

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At Jobsite (min. 6 people)	\$185 (regular \$210)	\$185 (regular \$210)	\$220 (regular \$260)	\$220 (regular \$260)	\$185 (regular \$210)	\$220 (regular \$260)	\$185 (regular \$210)	\$220 (regular \$260)	\$220 (regular \$260)
Train the Trainer	\$1,200 (regular \$2,000)	\$1,100 (regular \$1,400)	\$1,200 (regular \$2,000)	\$1,200 (regular \$2,000)	\$1,200 (regular \$2,000)	\$1,200 (regular \$2,000)	\$1,100 (regular \$1,600)	\$1,200 (regular \$2,000)	\$1,200 (regular \$2,000)

Jobsite training includes complete worksite-hazard assessment training, equipment inspection training and CSA/OHS compliant course material.

Pricing is per person. Accommodation (at cost) and transportation fees (.52/km) will apply to job site locations outside of major centers. Regional Operator Safety Trainer will present final quote upon request as required.

Refer to Cervus Equipment training center product brochures for complete course descriptions.

Innovations in the LBM Industry

By Stasa Veroukis-Regina, WRLA Marketing & Communications Manager

It's August in Canada but there is still time to enjoy the long summer days, the warmth of the sun, and finding new and innovative products and technologies from fellow WRLA members. These products will help you get the most out of the remaining summer days – perhaps even getting another project done prior to autumn's arrival. It's also a good time to introduce new items and ideas to your customers, who are always interested in new features.

Many of these products and companies will be present at the WRLA Buying Show in January. Be sure to find them and see the products in person at the show.

BRADLEY SMART SMOKER – BACKYARD FOODIES REJOICE

For all you BBQ and smoker enthusiasts: how cool would it be to control your cooking via your smartphone? There is a new product introduced by Bradley Smoker, a WRLA member. The Bradley Smart Smoker™ is the new automatic, electric food smoker from Bradley Smoker®. It features innovative iSmoke™ Technology, that allows you to connect with and control the smoker from Bluetooth-enabled smartphones in real-time. It's the result of years of advancement and testing on existing smokers.

The original Bradley Smoker was invented to control the temperature while smoking foods. The best way to create outstanding flavor in smoked foods is to create smoke without heat. The Bradley Smart Smoker™ allows you to control settings from a user-friendly new touch screen on the front of the smoker, or from a smartphone with Bluetooth®. Settings display in real-time, so you'll be able to bring out food at just the right moment and not overcook it. Another improvement is its larger capacity smokehouse, with room for 10 racks of food. Two removable,



color-coded temperature probes allow you measure heat in different areas of the smokehouse simultaneously, for advanced monitoring.

For 30 years, Bradley Smokers have been known as easy-to-use electric smokers that deliver consistent results. "You can think of it as smoking goes high-tech" says Steven Raichlen, author of The Barbecue Bible and the new Project Smoke, and host of Steven Raichlen's Project Smoke on Public Television.

Bradley Smoker is a North American company that specializes in meat and

food smoking products, including electric smokers, grills, wood bisquettes, cures and smoking accessories.

Contacts:

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ProLine Sports
al@proline-sports.ca
(604) 308-6990
or
East of Manitoba
Norm Belanger
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(905) 562-0162

OSMO WOOD AND COLOUR CANADA – ENVIRONMENTALLY FRIENDLY WOOD FINISHING

Osmo offers a natural and environmentally friendly alternative to wood finishing. Only a suitable wood finish can meet the needs of wood so that it

retains its natural beauty and durability for a long time. To achieve exactly these goals, Osmo developed its micro-porous, natural oil and wax-based finishes.

The products are based on rapidly renewable, natural vegetable oils that penetrate deeply into the wood, keeping

it elastic and healthy, whilst preventing it from drying and becoming brittle. The wood is allowed to breathe which means it is naturally protected, moisture can evaporate whilst the surface is very water resistant, water tightly beads on the surface and can be simply wiped

off – and for exterior wood the rain will evaporate naturally, meaning little or no maintenance is required.

The natural treatment of wood is not only for protection, but for aesthetics too. Osmo's natural wood finishes offer a wide variety of interior and exterior products, it is possible to create an almost infinite variation of naturally occurring shades or bright, vivid colors. Osmo has products that

help customers bring their projects to life in their own unique ways. If a customer wants to enhance the grain showing a gorgeous, natural colour tone, or to keep the natural, raw appearance of wood – or just looking for a comfortable, durable surface that adapts to the demands of life Osmo has options for all needs.

Because the range is not produced for the mass market, more time can be

spent on ensuring all the products are of the highest quality. All produced in Germany – the home of perfection – you can be guaranteed the products will not disappoint.

Contact:

Ben Pickler
Osmo Wood and Colour Canada Ltd
ben.pickler@osmo.ca
(780) 235-6766

IMPERIAL BLADES INTRODUCES THE WORLD'S FIRST AND ONLY TITANIUM-NITRIDE (TiN) COATED CARBIDE BLADE

For the better part of the last ten years, the oscillating multi-tool has transformed the world of cutting tools. This extremely easy-to-use, safe, and versatile power saw is now a “must have” for contractors of all kinds. Almost every tool brand is aggressively innovating their version of the oscillating multi-tool turning this former scarcely-known machine into a mature power tool category.

Since its inception, Imperial Blades has been known for their American-made, long-lasting and innovative multi-tool accessories. In 2017, Imperial Blades created and launched the world's first and only titanium-nitride (TiN) coated carbide blade. The IBOAT360, as they call it, boasts 30X more cuts than standard bi-metal blades with an extremely diverse host of potential applications.

With the ability to cut hardened bolts, deck screws, rebar, cement board, steel and copper pipe, drywall, wood, tile and more, Imperial Blades' carbide blade has

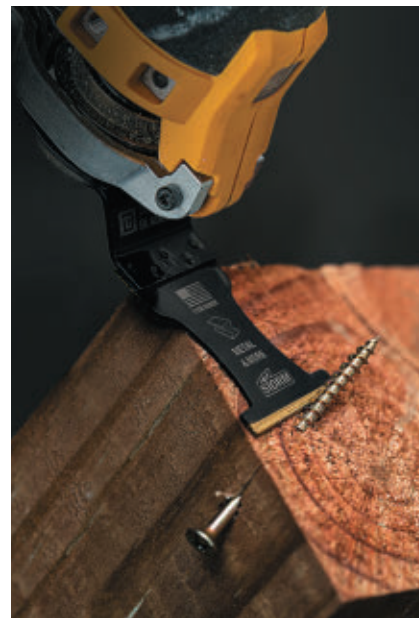
revolutionized the multi-tool category once again. The IBOAT360 is made using a proprietary laser joining process and is the only oscillating carbide blade in the world to be titanium-nitride coated to repel heat, increase performance, and extend life. This American made saw blade is not only capable of handling the toughest class of material, the TiN coated, robust, carbide tooth pattern allows one-of-a-kind performance, cut after cut.

The IBOAT360 carbide blade joins a powerhouse lineup of TiN coated blades that are unmatched in their performance and longevity. Historically, finish carpenters and flooring contractors alike would leave a job frustrated by their oscillating blade's inability to not only last through hardwood but also the nails, staples, and screws they would inevitably encounter. Enter Imperial Blade's STORM series. The IBOA T330, T336, T337 and T340 transformed the world of wood and metal cutting forever. Due to the advanced engineering and unique tooth patterns found in the STORM range paired with their titanium-nitride bi-metal technology, contractors don't have to worry about burning out a saw blade if

they hit metal while cutting an application of any kind.

Contact:

Mike DeMinter
Imperial Blades
Regional Account Manager (Canada)
mike.deminter@imperialblades.com
(608) 318-2941
(800) 743-9844





Buying Show Registration

This year we have implemented a new “members area” only accessible via password. Both Exhibitors and Retailers can register online. Look for an email from BuyingShow@wrla.org to get your link and password.

Exhibitor Registration is now open – register today! Email BuyingShow@wrla.org to get your registration link and member area password.

Retailer registration set to open September 2018. Watch your emails for information.

Sponsorship Opportunities

- Interested in sponsoring the 2019 Buying Show? We have opportunities from \$1,000 – \$30,000 – let us help you achieve your 2019 marketing goals.

Preliminary 2019 Buying Show Program

Wednesday, January 16

- Badge Pick Up – 2 locations to choose from
- Afternoon education classes available to attend

Thursday, January 17

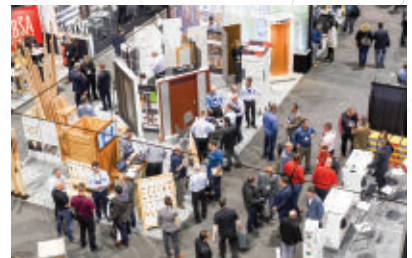
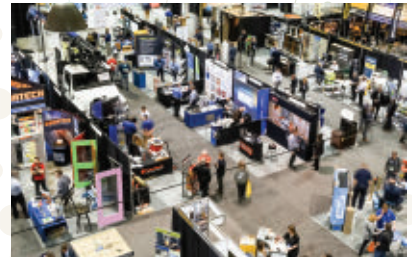
- 2019 Buying Show Opens at 8am
- New! Networking and Awards Night at the Hyatt Regency Hotel

Friday, January 18

- Buying Show Continues to 2pm

Show Highlights

- Luncheon Panel Session – live 30-minute Building Material Council of Canada panel session discussing industry issues
- Show Floor Education Classrooms – breakout and join a 30-minute education session
- Launch Pad Live Stage – live demonstrations of new products every 30-minutes



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PRACTICAL!



Goes to Ottawa!

By Liz Kovach, WRLA President

THE BUILDING MATERIAL COUNCIL of Canada (BMCC), the association that represents our interests on the national stage, has been busy working on our behalf. As you know, a key role of the BMCC is direct advocacy for our members with the federal government. We need to ensure that key players understand the importance of our industry as an employer, a generator of economic activity, and as a positive presence in communities across Canada. Denis Melanson, the President of BMCC, made a first foray to Parliament Hill in Ottawa at the end of May. Denis spent two days meeting MPs and key political staff to introduce our sector to them and talk to them about key issues that are important to members, notably the challenges that our members face in finding employees; the idea of reintroducing a tax credit for home renovation; and the burden of high interchange fees.

Denis sat down with Adam Vaughan, MP and Parliamentary Secretary to the Minister of Families, Children and Social Development (Housing and Urban Affairs); Rodger Cuzner, MP and Parliamentary

Secretary to the Minister of Labour; Brian May, MP and Chair of the Parliamentary Committee responsible for Human Resources, Skills and Social Development.

Denis also had meetings with key political staff, including the Chief of Staff to the Minister of Small Business and Tourism; the Assistant to the Parliamentary Secretary of that same Minister; and a Policy Assistant to the Minister of Innovation, Science and Economic Development.

Both the MPs and Ministerial staff were very welcoming and receptive to what he had to say. All were surprised to learn about the scope of the building supply industry:

- 2,400 lumber, building materials and hardware dealers, buyers, and manufacturers across the country.
- A \$46B industry that directly employs 135,000 Canadians.
- A sector that enables the work and economic contributions of other Canadian businesses large and small, such as Canada's developers and builders; small contractors, and do-it-yourself handymen.
- Members who are part of the fabric of Canada, reputable employers in towns and cities across the country – some of our members have been in business since before Canada became a country.

Naturally, the MPs and Ministers we targeted for this first round of meetings were especially compelled by the fact that we are employers in their ridings.

Without exception, everyone Denis met with offered to help BMCC and suggested other policy and decision-makers BMCC should meet in the fall for the broader BMCC Hill Day (our first!) that is being organized. For example, MPs Cuzner and Vaughan encouraged BMCC to pursue a tax credit program with the Government noting the success of a previous federal program. Promoting sustainability and finding ways to attract more women in non-traditional industries were other key themes that Government officials pursued with BMCC.

We hope some of you will be able to participate in the Hill Day this fall in person but be assured that your issues will be brought forward regardless. To that end, we have issued a survey to all members. The survey, sent out on June 27, seeks your views on what **your** priorities are for these advocacy meetings. Some 80 members have already responded – thank you! Make sure that you, too, complete a survey so that we bring your priority issues forward to federal politicians this fall. ➤

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Contingency Planning:

Are You Prepared for the Unexpected?

By Rob Robinson, Cherry Insurance

Contingency planning is essential for successfully minimizing any adverse effects on a business and its operations. Being prepared for “expected” emergencies will make a business better suited to deal with unexpected events.

Emergencies can take many forms:

- Fires, floods, or earthquakes;
- Work accidents and;
- Loss of essential supplies and utilities, such as electricity.

THINKING AHEAD

If the building where you operate was destroyed:

- What you would do first?
- Where are your records?
- Who you would call?
- How would you deal with your customers?

Even fully insured operations can fail to survive a total loss, by the time the business is restored, the customer base may have moved on.

DEVELOPING A CONTINGENCY PLAN

A plan identifies: tasks, resources, contacts, and assets required to minimize the impact of an emergency on a business.

STARTING YOUR PLAN

Identify potential risks to your business. These may include events like: fire, explosion, flood, earthquake, storm, burglary/theft, pollution, computer failure or breach, etc.

INITIAL ASSESSMENT

Rate the events identified based on likelihood and extent of impact. Deal with the highest risk event first.

When considering each possible event:

- Always consider the worst case scenario;
- Estimated time to restore the business; and
- Seasonal factors

Keep in mind obtaining supplies, equipment and assistance may be affected due to delays in transportation. Pre-arranged agreements will likely improve your position over others.

BUSINESS INTERRUPTION IMPACT

- How loyal is your customer base?
- Can you absorb a short interruption? How long?
- Must you remain open to fulfil contractual obligations?
- Can you remain competitive?

These answers will help to identify how critical the situation will be and what the time frame is for recovery.

PLAN DEVELOPMENT

Identify all the resources needed to conduct business. i.e.

- Equipment;
- Buildings;
- A quick supply of stock; and
- Computers and phones.

MAINTAINING OPERATIONS

Continuing operations may require obtaining temporary facilities and special arrangements may have to be made for equipment not easily replaced. Maintaining operations, even on a limited basis, may be absolutely necessary to remain viable while construction of the replacement facility is underway.

ASSIGNING TASKS

Develop and assign recovery tasks to trusted individuals/employees.

Consider the sequence tasks must be completed in and assign realistic timelines for completion.

FINANCIAL ISSUES TO CONSIDER

- Recover/duplicate records of orders, sales, accounts receivable, etc.
- Maintain updated backups and vital hard copy records off-site.



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- Updated inventories of buildings, contents, stock, and any mobile equipment
- Confirm the procedures for reporting a claim with your insurance broker. Include the reporting telephone numbers and times, policy numbers, and contact names.
- Possible short-term financing due to loss of sales.

MANAGING RECORDS

Papers and records can be divided into three main categories:

- 1) Corporate existence – these would include articles of incorporation, minutes of the Board of Directors and its major committees, plans for management succession.
- 2) Financial and legal documents including deeds, leases, contracts, insurance policies, financial statements, sales and production records, personnel files, payroll data, and organizational manuals.
- 3) Operating – include production schedules, inventory data, marketing plans, general ledgers, purchasing specifications, vendor lists, and data

processing specifications. As they are usually in a constant state of flux, weekly or monthly summaries should be maintained offsite.

COMMUNICATION

Communication plans should be prepared to notify affected parties; this may include employees, news media, service providers, suppliers, sub-contractors, general public, legal counsel, key customers.

Employees will obviously be concerned in the event of the destruction of the business. They will want to know such things as:

- Will the business re-open?
- If so, how long will it take to rebuild?
- When it re-opens, will I have my job?
- What do I do in the meantime?
- What about my benefits?

Customers must be informed immediately about the disaster. This is especially important for non-local customers who may not be aware of the situation. They need to be informed about the status of their orders, when they can expect delivery and when the business will be rebuilt.

Suppliers also need to be advised immediately. They need specific

instructions regarding shipments of goods on order. They will also need information on long range plans and how they are to be paid for any outstanding orders. This also applies to service providers and subcontractors – especially if temporary operations are to be established. The key is to communicate factual data right away. Delays or gaps in the information delivered will result in rumours, which can be damaging.

PLAN TESTING AND MAINTENANCE

Once the plan has been developed and put to paper:

- Test it.
- Make necessary changes.
- Review annually, or after a major change in the business. Testing, even if it is nothing more than a table top exercise requiring phone calls to be made or back-up records activated will show weaknesses in the plan.

Nobody wants a disaster or catastrophe, but the firm that has planned for one, put its plan into writing and organized itself for automatic action after the event, will have a far greater chance of survival and a successful return to business than the firm without a plan. »



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WRLA Remembers

THE WRLA WISHES TO honour the memory of members who passed away. This is our tribute to departed members who made contributions in the industry.

If you would like to include a name please get in touch with the WRLA for future tributes.



Don Cameron

DON CAMERON, LANCASHIRE DISTRIBUTION, CALGARY, AB

Don worked at Lancashire Distribution in Calgary for approximately 28 years. Frank Perra, owner and president of Lancashire Distribution hired Don many years ago. Don started as a truck driver and worked his way up to be sales manager. Don was a young, eager and hardworking person who was dedicated to the job. Don was smart, funny, compassionate and had a great sense of humour. His spirit will continue to live on and he will be greatly missed by all who had the pleasure of knowing him. Don leaves behind his wife Sandi, and their son Kenneth, of whom he was very proud. Don and his wife shared a hobby and a love of horseback riding together. "Our employees are like family because they start working here and they stay for many years. It's been very sad for all of us here because Don was here a long time – he was like a member of the family," Frank says. Lancashire Distribution has about 75 employees.



Don Vincent

DON VINCENT, RETIRED FROM STAR BUILDING MATERIALS, CALGARY, AB

"If you can read it, you can do it." That was one of the personal mantras of Don Vincent, who passed away in February. Don was complex as was proved by his many interests. He believed that individuals are responsible for the consequences of their decisions, and he walked that talk. Don will be missed by his beloved best

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friend, Sherry Titheridge, his children Christie Leath and Shawn Vincent, and by countless friends and family.

His career in the lumber industry flourished due to his hard work and drive. He rose to run shipping and receiving at Dominion Lumber, before he moved to Star Building Materials as the manager of operations. In this role he grew Star to one of the biggest lumber yards in Western Canada, opening a branch office in Calgary, before he retired. Retirement did not suit Don, who proceeded to build a farm in Longview, Alberta, invest heavily in hay production, and founded Longview Leather. Longview Leather grew very rapidly to become one of the largest leatherworking supply companies in Canada, carrying leatherworking tools, supplies, leather, machines, and finished goods.

He was quirky: with un-combed hair and baggy blue jeans. When people assumed he was just a guy that lucked into his position he would take that as a personal victory. "Don Vincent was by far the most unique person you would ever meet. He looked at things so differently, he was a three-dimensional thinker and an incredibly smart individual. The industry lost a good man when he left Star Building Materials and the world lost an amazing guy when he passed. I feel very fortunate to have had the opportunity to work with him and have the relationship we had, I am a better man today because of him" says his co-worker at Star Building Materials, Chris Osborne

As Don would say: "Anything can be achieved, just go do it." 🍷



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We Need to Hear from You: This Is Your Association!

By Tom Bell, WRLA Chair

I HOPE EVERYONE IS having as good of a summer as I am. I'm writing this in June and I understand that business has been great, with a slow start this spring but May and June have made up for it and exceeded expectations.

BMCC has been interesting as we continue to grow as a national voice. The website (bmcc-ccmc.ca) is now up and running and we are starting to have some meetings with members of parliament. Read the latest developments on page 29 or visit the website for the latest news.

WRLA executive and Board meetings have been very interesting, with lots of great discussion and ideas. The board has been working hard on ideas for improving member benefits and the Buying Show. Hope you will like some of the upcoming changes. We had a seminar with some very good supporting associates and came up with some new ideas. We are listening and trying new things.

I have been in the chair position since January and have heard and spoken with a lot of members. However, I'm always open to hearing from more members – the Good, the Bad and the Ugly we need to hear from you. This is your association.

I had an opportunity to go down to Omaha, Nebraska and listen to Warren Buffett give his annual address to shareholders. People come from all over the world to see and listen to him – it's a well-known event. He spoke about how he started investing and what he looks for in investment opportunities; although, he is very careful not to tell you what to do. The weekend started with a trade (buying) show where he had all his companies set up, selling a select number of items at close to cost. It was a customer buying frenzy.

Something we can all learn from as we all figure out how to get more out of the Buying Show. Then 40,000 people lined up at 6am waiting for the doors to open at 8:30am to get rush seating to sit and listen to Warren and his business partner Charlie Munger. They talked and took questions from the audience for seven hours. It was crazy and fascinating to be there. I hope that I get that opportunity again.

Wow, can you believe the number of price increases so far this year? Look out, they are not stopping. Dealers make sure you are getting your price up to your customers - don't try and absorb it yourself. We have seen pricing jump in a lot of other parts of our lives: food, gas, and clothing are all up big time. We have to in business, like our own lives, figure out our costs and how to get customers to buy what they need and can afford. It is not getting easier out there but customers still need to live and spend, we just have to work harder to get them to spend their money in our industry rather than spending it elsewhere.

Enjoy your summer.

Tom





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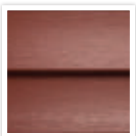
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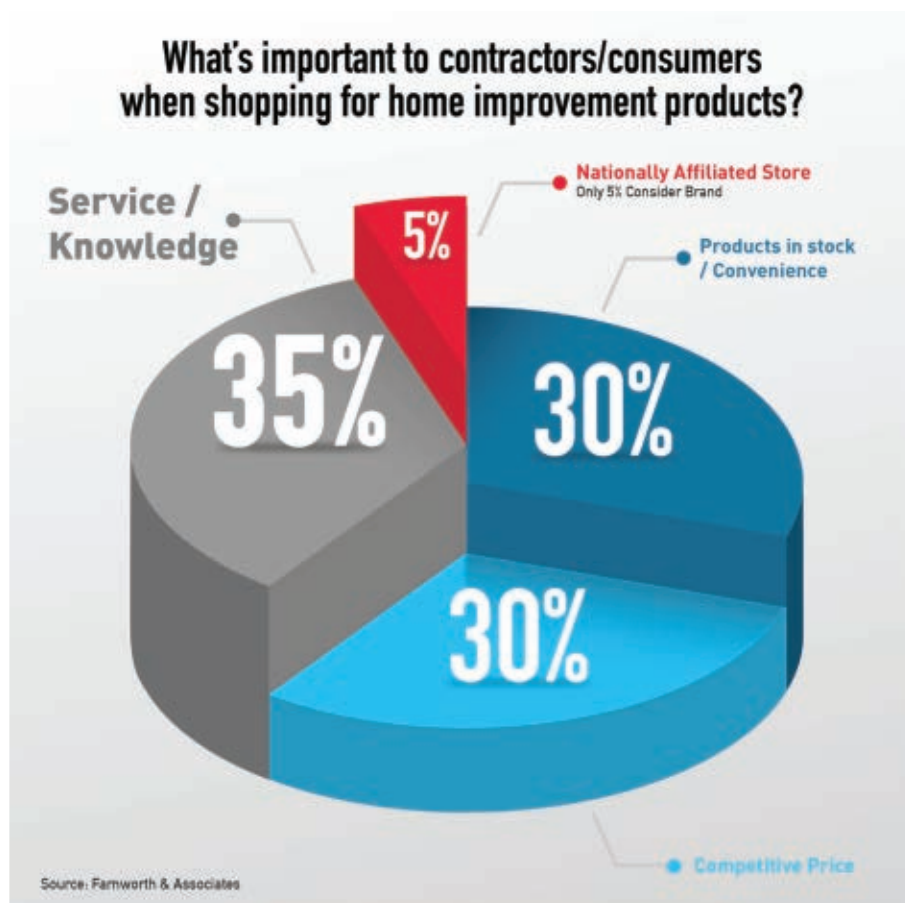
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