



YARDSTICK

Issue 5 • November 2020

WRLA'S 130TH ANNIVERSARY

WHERE WE'VE
COME AND WHERE
WE'RE GOING

INCLUDING
FUTURE INDUSTRY
SUPERSTAR
RHETT ROGESS

HISTORY
OF WRLA

2020 EDUCATION
GRANT RECIPIENTS

DEFINING
YOUR "WHY"

CONNECTING THE BUILDING SUPPLY INDUSTRY





With **TIMBER MART**,
I'm not locked in to a
multi-year contract or
have to pay incredibly
high fees to belong.

I have the freedom and control to make
the buying and marketing decisions
that are right for my business. I own my
future and the future of my business. To
me, that's **true independence**. That's
true ownership. That's **TIMBER MART**.

Doug Lemieux – LBH and Onoway TIMBER MARTs,
St. Albert and Onoway, AB



This is true independence.
This is true ownership.
This is **TIMBER MART**.

Experience true independence and ownership for yourself.
Learn more at www.timbermartmember.ca

WEST
Phil Temple
403•561•8560



©TM Trademarks of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Co. and TIM-BR MARTS Ltd.

IN THIS ISSUE

PRESIDENT'S MESSAGE

Building a Legacy 5

CHAIR'S MESSAGE

Stronger Together 7

WRLA NEWS

Modified 2021 Show Format 9

MEMBER CORNER

Webinar Win and Paws Off My Yardstick 13

ADVOCACY BULLETIN

Sharing Some Wins 15

HR CORNER

Remain Competitive as Your Company Matures 17

BETTER BUSINESS

Defining Your "Why" 19

DOLLARS & SENSE

Marketing an Anniversary 21

CALL OF NATURE

It's Owl Good 42

FEATURES

THEO A. BURROWS:
FOUNDER OF BURROWS
LUMBER AND WRLA 26

MEET OUR 2020 EDUCATION
GRANT RECIPIENTS 34

MASTHEAD

Lea Currie
**MARKETING &
COMMUNICATIONS
MANAGER AND
YARDSTICK EDITOR**

Erin Lubinski
**WRLA MEMBER
SERVICES &
SOLUTIONS
MANAGER**

Liz Kovach
WRLA PRESIDENT

Jessica Cranmer
**WRLA TRADE SHOW
& EVENTS MANAGER**

Travis Waite
**ACCOUNTING &
OFFICE MANAGER**

Ayoko Design
LAYOUT & DESIGN

FOR ADVERTISING INQUIRIES

Robert Zyluk
ADVERTISING SALES REP
PHONE 204-770-7607 robertz@wrla.org

Published November 2020

The WRLA *Yardstick* is the official publication of the WRLA and is published six times a year. It is mailed to all retail and associate members of the WRLA; to retail lumber dealers and others in the building supply industry in Northwestern Ontario, Manitoba, Saskatchewan, Alberta and British Columbia; and to selected dealers in the Yukon, Northwest Territories and Nunavut. Views expressed in *Yardstick* are not necessarily official WRLA policy, nor does the publication of product information or any advertisement imply recommendation by the WRLA. No part of this publication may be reproduced in any form without the written consent of WRLA.

Subscription rates in Canada: \$18 per year, plus applicable taxes. Outside Canada: \$22 per year, no tax. Rates quoted are for non-members only.

Canadian publication mail agreement #43754013. Postmaster send change of Canadian address to:



1004-213 Notre Dame Avenue,
Winnipeg, MB R3B 1N3, Canada

PHONE 204-953-1698 | TOLL FREE 1-800-661-0253
FAX 204-947-5195 | wrla@wrla.org

On the Cover Rhett Rogess, WRLA 2020 Education Grant Recipient

COVER PHOTO: SUPPLIED. LEFT: WRLA. RIGHT: SASKATCHEWAN PARTY.





THE SHOW

THAT COMES TO YOU!

SHOWCASE WITH A TWIST!

JANUARY 18-29, 2021

Via the showbook and app, you can:

- Browse member “booths”
- Discover new products
- Save with show specials and warehouse sales
- Attend virtual product knowledge sessions
- Take part in education sessions
- Connect with other members
- Have fun with in-app contests



Watch for the special showbook edition of *Yardstick* coming to your mailbox in early January, and download the WRLA app beginning January 11.



Learn more: wrla.org/showcase



BUILDING A LEGACY

Welcome to the 130th anniversary celebration of the WRLA! I repeat 130 years! Not only is the WRLA the largest (by membership) and oldest building supply association in Canada, it is one of the largest and oldest trade associations in our country!

This is something worth celebrating... BUT we can't do that with you in person right now so we must recognize this milestone in a different way. To ensure we can remember this year – exact opposite of the general sentiment of 2020 – we created the anniversary edition of our *Yardstick* magazine. THANK YOU to those members that participated in this issue, for all your notes of felicitations and for taking part in our congratulatory message (see pages 22-25). It was nice to have you reinforce the importance the WRLA has played in member businesses over the past 130 years. We very much appreciate your partnership and look forward to overcoming this unusual year and becoming stronger than ever together.

As I think of this milestone, the word "legacy" pops into mind and what an incredible accomplishment it is for an organization to have such staying power. It also reminds me that the WRLA is part of the heritage that Burrows Lumber has created. We are pleased to include a feature piece on Burrows Lumber in this issue as they are (from what we could find) the longest-standing lumber and building supply dealer in Canada. Its founder, T. A. Burrows was instrumental in establishing the WRLA and it is certainly a unique legacy (see page 26 to read the story).

2020 has been a tumultuous year with an emotional and financial roller coaster ride none of us want to repeat, but we learned a few things along the way:

- 1 We are necessary. Identified an essential service, our members were able to keep their doors open during a time when the world looked bleak.
- 2 We are resilient. Demands to adapt in order to survive and succeed are at an all-time high.
- 3 We are survivors. This industry has overcome four pandemics and are now in one of the worst economic crises faced since the Great Depression.

What we learned and how we handled 2020 will forever be a part of our history. WRLA actions this year have helped to navigate members through the rapid-fire change and uncertainty; elevated the industry's profile with government and even resulted in the implementation of programs we've proposed to support economic recovery; and provided new educational opportunities from a distance to help strengthen member businesses.

Last but certainly not least, a big thank you to the WRLA staff team and board. We have come a long way this year and it would not have been possible had we not had such great people around the table. I will forever remember your contributions, collaboration and unwavering support.

While we may not think about this in our day to day, we are adding to the history books and our own legacy. While we can't see what's to come, we can certainly work towards a strong future by drawing on the strengths of our past. Onward and upward we go from here.

Liz Kovach
PRESIDENT, WRLA

While we may not think about this in our day to day, we are adding to the history books and our own legacy. While we can't see what's to come, we can certainly work towards a strong future by drawing on the strengths of our past.

FIND YOUR CUSTOMERS HERE



IF YOU ARE OPEN FOR BUSINESS, YOU NEED TO MARKET YOUR BUSINESS.

During tough economic times, cutting advertising can actually hurt your business. Study after study shows that companies who continued to market effectively and stayed the course came out the strongest on the other side.

“Advertising is Muscle, NOT Fat!”

If you want to reach the building supply industry in Western Canada, our members are the perfect fit. The Western Retail Lumber Association (WRLA) represents more than 1,100 firms in the building supply industry in Northwestern Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, Nunavut, Northwest Territories and Yukon. Our readers are decision makers – CEOs, presidents, vice-presidents, owners and buyers.



WE HAVE AN ARRAY OF ADVERTISING OPTIONS TO SUIT YOUR NEEDS AND BUDGET.



CONTACT US TODAY:

Robert Zyluk
Advertising Sales Rep
204-770-7607 or 204-255-3409
robertz@wrla.org | wrla.org/advertise



STRONGER TOGETHER

This year we celebrate the 130th anniversary of the Western Retail Lumber Association. Having only been involved with the board for a short time in relation to our association's history, and seeing the changes and progress we have made over that time, I can only imagine the changes and reinventions the WRLA has undergone in its 130-year history.

Despite these changes, some things have undoubtedly remained the same. The soul of the WRLA always has been, and still remains, a group of businesses representing the lumber and building materials industry and working together, unselfishly, to better our industry.

When individuals from competing companies can separate themselves from their perspective businesses and work together collectively towards the common goal of the betterment of an entire industry, special things begin to happen. Things like an increased understanding of the needs of businesses through all levels of product distribution; an increased sense of ownership and accountability beyond the bricks and mortar of our individual store locations; increased awareness of the importance of our industry at a federal level; and the realization of the necessity of equality and diversity within our industry and workplaces.

None of this change would have been possible without strong leadership from some of our industry's most influential companies and individuals. These game changers shaped the industry to what it is today by adapting and changing the culture. These leaders constantly think of the big picture, and through their actions, emulate this big picture thinking within the walls of their own businesses. Then they generously share their experiences with the industry in an effort to better us all.

2020 has been a grind at every level of our industry, and I would like to take this opportunity to thank all the game changers, mentors, peers and big picture thinkers for all your efforts and contributions to helping keep our companies and the industry operational through these uncertain times. I want to thank you for your compassion, creative solutions to some seemingly impossible problems and unwavering interest in betterment of us all.

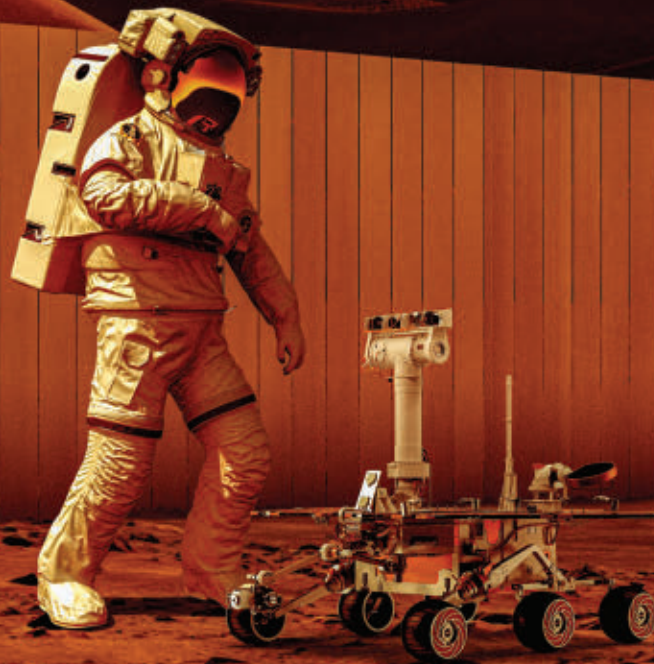
If being an association for 130 years has taught us anything, it is that we are all stronger together.

A handwritten signature in black ink, which appears to read 'Joel Seibert'.

Joel Seibert
CHAIR, WRLA

When individuals from competing companies can separate themselves from their perspective businesses and work together collectively towards the common goal of the betterment of an entire industry, special things begin to happen.

WHEN YOU NEED A FENCE THAT LASTS.



WAXES



ZINC
BORATE



RESINS



WOOD



Introducing LP ELEMENTS® Performance Fencing

We knew we wanted something durable that could last year over year, and something you'd enjoy looking at as well. LP® found a way to combine essential ingredients into its LP Elements® engineered wood fence products that give you long lasting strength and beauty. Boards do not twist, warp or crack like traditional wood alternatives, plus colour tone board to board is beautifully consistent from the get-go. We saw the future of fencing and it certainly looks good.

LP Elements®
PERFORMANCE FENCING

taiga
building products

Whatever it takes.

taigabuilding.com



WRLA NEWS

SHOWCASE WITH A TWIST

We are bringing you one of the industry's biggest events directly to your homes and offices! While we can't meet in person, our special edition showbook and app, along with Zoom (for product knowledge sessions and education) will provide you with the opportunity to connect with customers, offer specials, provide product information, and harness opportunities to kick start a successful 2021.

The next issue of *Yardstick*, which is sent to all of our members, will now contain a special WRLA Building & Hardware Showcase section. Through the publication, complementary app and Zoom sessions, members can participate in:

- member "booths" with company profiles, product info and staff intros created by vendor members
- new products feature area
- show specials
- warehouse sales
- product knowledge sessions
- educational sessions on industry and business topics
- opportunities to connect with other members
- in-app contests

The event runs from January 18-29, 2021.

We may not be able to get together in person, but this is the next best thing!

Learn more: wrla.org/showcase



130 YEARS STRONG

2020 marks the WRLA's 130th year in business. While this is not the year we had envisioned and we had hoped to do more to celebrate, we are taking it in stride. As many businesses are having to shut their doors this year, we remain grateful to you, our members, for believing in us and what we do for your companies and the industry through our connections, education and advocacy work. Your membership, attendance at events (online and in-person), and continued support via sponsorship, advertising and volunteering, helps us not only to continue working hard for you, but also to evolve and ensure we can continue to help you for years to come.

Want to get involved with the WRLA? Contact president, Liz Kovach at lkovach@wrla.org.

HOW DO BUILDINGS WORK?

Find out in our Building Science and Energy Efficiency Awareness course. This online course will provide a solid grounding in the fundamentals of building science, from air movement and moisture management to energy-efficient windows and doors. It will also get you up-to-speed on National Building Code 9.36 requirements for new buildings, additions and major alterations.

The next session is starting soon! To register, email Erin Lubinski, WRLA member services and solutions manager, at erinl@wrla.org.



WE WANT TO HEAR FROM YOU!

Email us at marketing@wrla.org or reach out via social media.



WELCOME TO TRAVIS

Please join us in welcoming Travis Waite as our new accounting and office manager. Travis graduated from Red River College's business administration program in 2012 and continued his schooling with a Bachelor of Commerce from University of Manitoba's Asper School of Business in 2016. He has four years of experience in both public practice and private enterprise accounting. When he's not at work, he spends time with his wife, Victoria, their son, Maxwell and pup, Charley. Travis is a big sports fan, and enjoys playing and watching hockey, as well as watching football. He also loves to travel, including yearly trips to BC to visit family.

You can reach Travis at accounting@wrla.org or 1-800-661-0253 ext. 2.

A SAVINGS SUCCESS

In August, Mark's Work Warehouse offered WRLA members a 20% discount at their stores. The offer was a big success with members saving nearly \$5,000 across 45 locations.

Although the offer may be over now, there are many other regular and limited time offers that a WRLA membership brings to you.

Stay tuned for new offers by signing up for our enews: wrla.org/enews.

WE LOVE OUR MEMBERS

There is nothing we love more than seeing our members – in-person or virtually! We are thankful for all of you who participated in our summer events, from our networking events and golf days to online webinars. We hope you had as much fun being able to see and talk to each other again as we had seeing all of you!

Looking forward to seeing all of you again at future events in-person and on screen.

Learn more about future events: wrla.org/events



Top: Wade Laurent (The Ultimate Deck Shop), Joel Seibert (Mountain View Building Materials), Darren Miller (Goodfellow) and Steven Perron (King Marketing).
Centre: Doug Joel (J & K Building Supplies Ltd.), Jon Boutin (Thorpe Industries), Jeff Tikkenen (Westman Steel), Greg Gardenitis (Westman Steel), and Wade Laurent (The Ultimate Deck Shop).
Bottom: Erin Lubinski and Jess Cranmer host the regular WRLA webinars on a variety of business and industry topics.

WRLA NEWS



START PLANNING 2021

Do you need to reach customers within the lumber and building supply industry? Then boost your brand and business with the WRLA. Advertising via *Yardstick* magazine, our bi-monthly enews and website can get you in front of new and existing customers in the industry. Your ad will reach the customers you want since 90% of our readers are business owners and managers, and 70% have already made business decisions based on a WRLA publication.

Our 2021 media kit is out now: wrla.org/advertise or contact advertising sales rep, Robert Zyluk at robertz@wrla.org or 204-770-7607.

BENEFITS THAT ARE SUPER!

Driving is an indispensable part of your life so saving with each litre is a necessity. Did you know that with your WRLA membership, you are eligible for the Petro-Canada Super-Pass? It gives you several discounts to smooth the road ahead, including:

- 2.4 cents off per litre on gasoline and diesel
- 20% off on car washes
- Savings on purchases at Petro-Canada retail locations

Learn more: wrla.org/save



Old Fashioned bar ready to be enjoyed.

AN EVENING OF FRIENDS AND CONVERSATIONS

Between drinks and fruitful conversations, WRLA's September networking event at the Downtown Marriott in Calgary proved to bring together friends and business. This special invite-only event (to ensure proper social distancing) allowed members to get together safely after many months of isolation. While being Old Fashioned taste testers and guinea pigs for other new and interesting drinks, members brought up good action items for the future improvement of the WRLA and our events. These many conversations will be top of our mind as we implement new ideas and continue to evolve to serve you, our members.

Subscribe to our newsletter to learn about upcoming events and initiatives:
wrla.org/news

WRLA NEWS

YOUR EASY START IN ONLINE SALES

Did you know 67% of online sales are completed through mobile? Have you ever thought of how your business could benefit from ecommerce? Learn how to get your business started online quickly and easily with Shopify. Try it out for free for 90 days! It's a safe way to manage the online sales of your business and reach your customers, all with an easy setup.

LISTEN TO OUR
PAST WEBINARS TO LEARN
MORE ABOUT SHOPIFY.
FIND THEM AT:
WRLA.ORG/WEBINARS

Try Shopify: wrla.org/shopify
(under Business Services)



We take care of the HEAVY LIFTING

With 8 forklift and materials handling dealerships in Western Canada, rely on us to keep your business moving forward. Visit our website at cervusequipment.com/forklifts

SALES | SERVICE | PARTS | RENTALS | TRAINING
| STORAGE & RACKING

SELICK

DOOSAN

JLG

CLARK



MEMBER CORNER



WE WANT TO HEAR FROM YOU!

Email us at marketing@wrla.org or reach out via social media.



WRLA'S 130TH ANNIVERSARY

Thank you to all the members who have sent us positive messages and support throughout this year as we celebrate our 130th. Flip to pages 22-25 for a look at all the member businesses who have shown their support of this milestone. Thank you!

This is an amazing milestone and I know everyone at PinkWood appreciates what the WRLA and board does for the industry.

Michelle Thompson, PinkWood

Congratulations on your 130th anniversary... a truly incredible achievement! (I hope I don't live to be that old.)

Curtis Butala, McLean Lumber

KEEP YOUR PAWS OFF MY YARDSTICK!

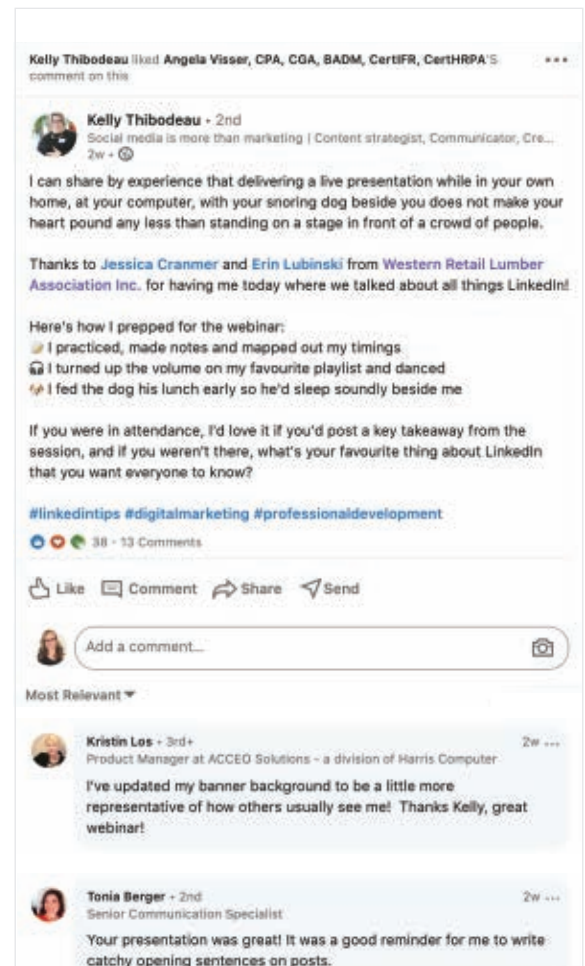


Casper cuddles up to his favourite industry publication. (Personally, we recommend sharing copies!)

Submit your photo to marketing@wrla.org.

OUR FAVOURITE POSTS

Kelly Thibodeau of Squarely Social hosted a webinar about getting the most out of LinkedIn that resonated with members. Learn about upcoming webinars and watch past sessions at wrla.org/webinars.



Working for our members every day.



Competition is fierce in our market and margins are always under pressure. That's why we rely on the team of experts at Sexton to get us the best possible programs with access to top quality building supply brands at competitive prices. Managing inventory of our wide breadth of products is another critical element in being competitive. I know that I can depend on Sexton to help ensure I have the product I need to service my customers. Being a part of Sexton definitely gives us a competitive advantage."

—Gary Fletcher, General Manager, Trail Building Supplies



Hear about our story at
1.800.665.9209



Learn about our story at
sextongroup.com

Our Promise to You.

Our strength as a buying group is built on four major advantages:

We're a dedicated team of industry professionals focused on your success.

We negotiate competitive programs and leverage our strong relationships with vendors to resolve any issues quickly for you. We have a first-class accounting team that promptly delivers accurate rebate payments as promised.



**SEXTON
GROUP LTD**

Well connected.

So you can focus on what matters most — your business.

SHARING SOME WINS

Liz Kovach



In laying the advocacy foundation to support the industry and our members, the WRLA set out to:

- Increase awareness of the WRLA, the lumber and building supply industry and our members with media and government provincially and nationally
- Establish itself as a credible resource by providing relevant industry facts and sharing pertinent knowledge
- Leverage economic impact data and size of membership to catalyze change

In order to achieve this, over the last two years, we have invested time and resources to collect relevant economic impact data, establish our contact list and communicate, communicate, communicate. Sometimes it felt like we were talking to a wall, but we'd get a small win and know that we were doing something right and would keep pushing through.

Well, we finally got a big win! On September 30, the Saskatchewan Party announced its first election platform commitment: If re-elected the Saskatchewan Party will implement a home renovation tax credit. From the beginning of the pandemic, the WRLA has been advocating for home renovation and eco-retrofit tax credits as a strategic way to support economic recovery. We were told by a source with the Saskatchewan Party that our economic impact data report was a catalyst behind the party's decision. We are very pleased that the government listened

to our requests and took our proposals to support economic recovery into consideration. This confirms that we have acted as that necessary resource and established credibility in order to reach our goal, which in turn supports WRLA member businesses and our industry. Should the Saskatchewan Party be re-elected, we look forward to further collaboration on the implementation of this tax credit.

By the time this magazine ends up on your desk the election results will be in and we will know whether or not this commitment will move forward. Experts predict that the Saskatchewan Party will win with a majority. Should this come to fruition, it will be an excellent time to once again utilize and re-energize the WRLA's free Support Local campaign to flood social media. When consumers decide to take part in the home renovation tax credit, let's encourage them to purchase from local independent building supply stores versus the big box.

As we progress into fall and winter, it's a great opportunity to:

- Take your business online. Sign up with Shopify and get a free 90-day trial for being a WRLA member. Visit wrla.org/shopify to get started.
- Update your social media content and incorporate the Support Local campaign. (Email marketing@wrla.org to get the marketing files for free.)
- Talk about the tax credit in your marketing content.

As we continue to progress through the elections in the West, we will keep you updated.

I would be remiss to not extend gratitude and thanks to the members that volunteer their time on our government relations committee. Your support and willingness to partner truly reinforce that we are better together. It's never too late to get involved. If government advocacy and making change to support our industry is of interest to you, please let me know! **Phone 204-770-2416 or email lkovach@wrla.org.**

Above: Scott Moe, leader of the Saskatchewan Party toured Econo Lumber with store owner, Curtis Lemieux. Moe recently announced the party's commitment to introduce a home renovation tax credit and a reduction in small business tax rate in the province.












Congratulations to Econo Lumber TIMBER MART (pictured above) on 50 years in business! This family-owned business is in its third generation and is a true testament to hard work, dedication and the importance of giving back to the community.



Protect your business with an exclusive insurance program for WRLA members

Offered by Cherry Insurance and Intact Insurance, this stable and competitive package has been offered for over 20 years and provides comprehensive coverage, including:

- | | | |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|  Property Insurance |  Business Interruption |  Construction Bonds |
|  General Liability |  Cyber Breach |  Course of Construction Coverage |
|  Automobile Insurance |  Comprehensive Water Protection |  Equipment Breakdown |

WRLA members get the benefits of group membership on their insurance rates. This comprehensive package offers protection for all aspects of your business.

- Exclusive Coverage Extensions at no extra cost
- Exclusive Rates and Membership Discounts
- Disappearing Deductible for losses exceeding \$25,000
- Dedicated Claims Service & Support
- Comprehensive Liability Coverage to meet the needs of all business operations
- Single point of contact for claims support, service, and information on the coverage that's right for you.



Contact Rob Robinson for further information:

rrobinson@cherryinsurance.net

(306) 653-2313 | (800) 667-3919

cherryinsurance.ca | intact.ca | wrla.org





3 PRACTICES TO CONSIDER AS YOUR COMPANY MATURES

Diane Taylor

Every company goes through the same stages of development: forming, storming, norming and performing, according to psychologist Bruce Tuckman. In the early stages of a business, it is imperative to create and develop systems and structures to stabilize and advance your business. But once a company reaches that performing stage, it is easy to settle in and do things the way they have always been done. However, in today's highly advancing and competitive marketplace, if you are not regularly planning to improve, advance and evolve, you are planning to fail.

Here are three practices to consider to remain competitive as your company matures:

1 BE ADAPTABLE

You have most likely heard the saying "evolve or die." As technology and the speed at which change occurs is always advancing, it is imperative to stay on top of business trends and innovations in technology and people practices.

Customers want to work with not only companies they trust but companies that are current, moving forward and treat their people well. Adapt to new ways and you will continue to thrive.

2 BE AWARE

In order to stay current, you will need to stay educated on how the world of work is changing. For example: How does the current consumer like to shop? Do you need to invest in ecommerce as a result? Where can you learn the best solutions and support to make these necessary adaptive changes to your business? Now that the generational mix of my employees is changing, how do I ensure my team is fully engaged so I can meet my business objectives?

(WRLA offers more than just vendor connections and pricing. They offer a full range of learning opportunities to ensure you are aware of the latest trends and opportunities. Be sure to check them out at wrla.org.)

3 BE PREPARED

As your business matures so does your senior leadership team, which ultimately means retirements or shifting to less active roles in the business are imminent. In order to ensure your business is sustainable and profitable in its next chapter, it is critical to have a well-defined organizational structure and succession plan in place. Planning for succession is not a short-term strategy. You must allow time for development in new skill sets, competencies and leadership capabilities, which can often take several years. If you are not sure where to begin, it is advisable to consult with a human resources consultant who will collaborate with you and set you up for success. The investment will not only give you peace of mind, but ensure long-term viability and profitability. The key to success as your business matures is to always look for ways to continuously improve.

Diane Taylor of Glow Leadership is a strategic HR consultant, executive coach and leadership development facilitator. diane@glowleadership.com

“BUILD UP” Our Shop Local CAMPAIGN

WRLA's shop local public awareness campaign encourages customers to shop their local building supply store with a goal to drive traffic to member businesses and create a positive impact that will flow up through the industry's supply chain.

DO YOUR PART TO HELP BUILD UP OUR INDUSTRY AND LOCAL COMMUNITIES.

Ways you can get involved:

- Share WRLA's shop local posts. **Follow us on social media (/wrlainc).**
- Add your company's logo to the campaign and run ads, post on social media and promote in store. **(Email marketing@wrla.org to request access to the materials.)**
- Contact WRLA about adding additional elements or pieces to this valuable campaign and help it expand. **(Contact WRLA president, Liz Kovach at lkovach@wrla.org or 204-770-2416.)**



DEFINING YOUR “WHY”

IMPROVING CLARITY IN YOUR BUSINESS

Donald Cooper



As business owners, leaders or managers, our first job is clarity. If we at the top are not clear about this stuff, who else in the business can possibly be?

Right now, our society is going through a transformational process of questioning our values, standards and priorities. We're rethinking what and who matters. Much of it messy. Some of it scary! So while we're in this questioning frame of mind, now might be a good time to explore some fundamental “why” questions about your business. You'll be amazed at how this exercise will bring new clarity, passion and purpose to your business or department.

1 Why are we in business and why are we in this particular business? What's our clear purpose? How do we define financial and personal success? An 11-year survey of 207 companies showed that businesses committed to a clear purpose averaged 571% higher gains in earnings!

2 Why are we located where we are? Is it to optimize growth or lifestyle or did it just happen and we've never questioned it? Are we operating in the right part of town? Are we in the right city? The right province? If we have multiple locations, are any of them dragging us down, sucking cash or hurting our brand?

3 Why do we have the business model we have? Will it be relevant in tomorrow's very different and increasingly competitive world? Is it relevant now? What new or different business model could replace us?

4 Why do our target customers buy what we sell? When our customers are buying and using the products or services we sell:

- What are they really trying to do?
- What do they want or need to know?
- How do they want to feel?
- How much do they expect to pay?
- What combination of functional, emotional and financial value are they looking for?

5 Why should people buy specifically from us? What's our clear and compelling value and experience proposition that grabs our target customers, clearly differentiates us from our competitors and grows our bottom line?

One of the biggest complaints in business today is that “there's no such thing as customer loyalty anymore.” This is simply not true. The truth is that people are loyal to what's best for them. So, our first job is to do the work to be, what I call, the clear ‘wise choice.’ Our second job is to communicate our compelling value story in everything we do because there's no point being the best if we're also the best kept secret.

6 Why do we define our target market the way we do when technology allows us to reach and serve a much larger market? How could we use technology to communicate with and serve a larger market? Or to serve our existing customers in more ways?

7 For each process, policy or rule in our business, why do we do it that way? Is it working? Does it deliver compelling customer value, more engaged staff, a safer workplace, an environmentally responsible outcome, improved efficiency or profitability?

8 Why would top-performers want to work for us, rather than someone else? Are we a talent magnet? If not, what needs fixing?

You'll be amazed at the power of asking why.

Donald Cooper, MBA, has been both a world-class manufacturer (Cooper Sporting Goods) and an award-winning retailer. Now, as a Toronto-based international management speaker and coach, he helps business owners and managers rethink, refocus and re-energize their business to sell more, manage smarter, grow their bottom line... and have a life. Donald can be reached at donald@donaldcooper.com. To sign up for Donald's free, weekly two-minute ‘straight talk’ management blog, go to donaldcooper.com.

IF YOU'RE NOT LEARNING NEW THINGS, YOU'RE FALLING BEHIND



Stay on top of industry trends and requirements, and save money on costly errors with improved knowledge and skills from a host of courses available through the Western Retail Lumber Association (WRLA).

COURSES AVAILABLE:

- Principles of Yard & Warehouse Operations
- Manual Estimating (three levels)
- Online Estimating, Level 1
- Math Refreshers
- NEW! WHMIS-GHS
- NEW! Building Science & Energy Efficiency Awareness

BUILDING SCIENCE & ENERGY EFFICIENCY AWARENESS:

Gain a better understanding of how buildings work with a solid grounding in the fundamentals of building science, from air movement and moisture management to energy-efficient windows and doors. This course will also get you up-to-speed on National Building Code requirements for new buildings, additions and major alterations.



Find courses for you and your team:
wrla.org/education



15 WAYS TO MARKET AN ANNIVERSARY

Lea Currie

Celebrating a special company anniversary is a momentous occasion. It's a perfect time to look back at where you've been and how far you've come. Commemorating a company anniversary is also a natural way to showcase your business and broaden your reach while having a little fun!

The WRLA is celebrating 130 years in business this year, and while our celebration is a bit muted due to reasons that shall remain nameless, we've still been able to honour the year in a few special ways. In fact, this very magazine you're holding is our special anniversary issue. We've done a few other things throughout the year, some of which are on the list below. So whether you're celebrating one year in business or 100, here are some ways to mark the occasion.

- 1 Create a special anniversary logo or tagline to use throughout the year.
- 2 Use the special logo or tagline to produce swag, such as t-shirts, hats, jackets or pens, for employees and customers.
- 3 Hold a special event to celebrate the anniversary. You can invite employees, stakeholders, customers, friends and family, and even government officials and media, depending on the size.
- 4 Create a timeline of your important milestones or dates throughout your history. Post it on your company website and share certain milestones with followers on social media.
- 5 Give out special awards to honour those who helped you get to this point, including employees, partners or customers.
- 6 Send out thank you cards to long-standing stakeholders and customers. A hand-written note of appreciation will never miss the mark.
- 7 Generate some free publicity by sending a news release to media outlets about your anniversary.
- 8 Produce an anniversary book about the company's history, including how it was created or about the founders and the changes the company has seen throughout the years.
- 9 Add mention of your anniversary on various pieces that are seen by the public or customers, including invoices, receipts, email signatures, newsletters and website.
- 10 Buy advertisements with local media or industry publications to promote the special year and your business.
- 11 Sell a special anniversary product/service that is exclusive for the year. (You could even give a portion of the proceeds to a local charity.)
- 12 Honour the people who work hard for you every day by giving employees a special gift to thank them for being part of the company or organizing a fun company lunch or breakfast.
- 13 Create an anniversary banner or sign to put up at company events throughout the year.
- 14 Organize a day when employees can give back to the community.
- 15 Host a contest, either on social media or in real life.

Now... you put in all that hard work and got your company to this special day – go and enjoy it!



CONGRATULATIONS



ALLIED LUMBERLAND



TO THE WRLA FOR 130 GREAT YEARS!



HOLLAND IMPORTS



CONNECTING THE BUILDING SUPPLY INDUSTRY





CONGRATULATIONS

KAYCAN

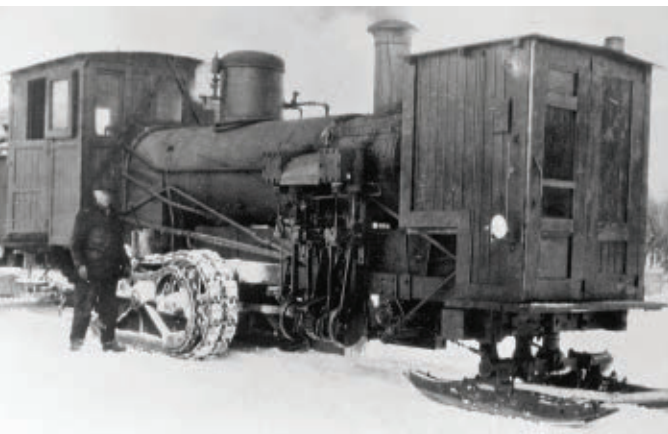


TO THE WRLA FOR 130 GREAT YEARS!



CONNECTING THE BUILDING SUPPLY INDUSTRY





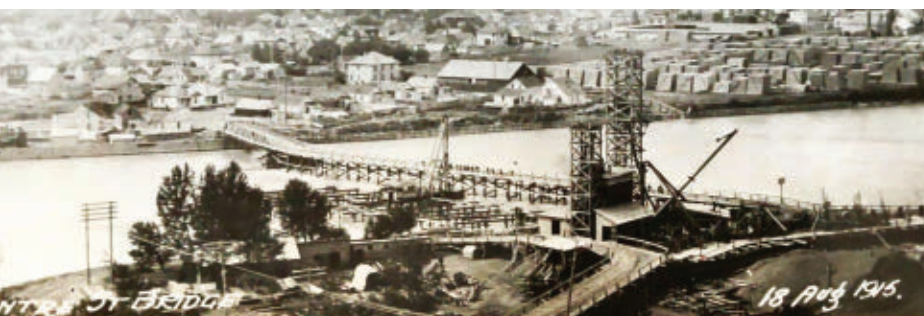
Above: Moving the logs from the timber berth to the decking area required the building and maintaining of ice roads. It was a complex and important task that started in the late fall, after the first frost. Icing two parallel ruts into the road made hauling logs much easier. Horses were an integral component of logging operations and their welfare was considered paramount.

Left: The advantage of mechanization was capacity and speed. The Phoenix Hauler pulled the log sleighs along the ice roads in less time than even the best teams of horses. The Burrows Lumber Company, the only company to use these mammoth vehicles in Manitoba, bought four steam haulers to transport logs to supply the Grandview Mill. The current company funded the restoration of a Phoenix Hauler that has become a well-recognized signpost for the Grandview Museum.





Above: An astute businessman, Burrows believed firmly that it was his duty to enter public service to promote the best interests of his constituents, which may have, by coincidence, also benefited the lumber industry.



THEO. A. BURROWS SURVEYOR, ENTREPRENEUR, LUMBERMAN, POLITICIAN AND WRLA FOUNDER

Maryel M. Andison

It was 1875. The railway was pushing across the Prairies to link Canada from the Atlantic to the Pacific Ocean. Theodore (Theo) Arthur Burrows left his family in Ottawa and headed west. Armed with a surveying contract, the adventurous 18-year old headed to the growing city of Winnipeg. His two-year stint mapping out the railway provided him with a unique experience. He not only became familiar with the territory and its climate, but also learned about the flora and fauna, especially its rich and diverse forests. This experience provided him valuable lessons that would serve him well in his future business ventures.

At the end of his contract, Burrows became the first law student at Manitoba College, articling under Frederick MacKenzie. Afterwards, his uncle, Alfred W. Burrows encouraged Theo to join his real estate development business and the young man brought his surveying experience to the enterprise.

With the steady influx of immigrants to the city, Burrows witnessed the settlers' urgent need for lumber. In 1879, Burrows started his first lumber company in the timber berths near Fort Alexander on Lake Winnipeg. In a few short years, his company was the largest producer on Lake Winnipeg, generating one-third of the 12 million board feet brought to Selkirk to service the growing number of settlers who were arriving from Europe and the US. Everyone needed lumber for housing, barns, silos, stores, schools and churches.

Burrows' involvement in the lumber industry was all encompassing. As a member of the Western Lumbermen's Association, an organization representing sawmill owners, he attended their annual meeting where they discussed the issues and challenges their industry faced. Burrows, together with other industry

leaders, recognized that the problems facing the retail industry differed from that of the sawmills.

In addition, small lumber yards abounded, but the storekeepers needed to enhance their business skills if they were going to succeed. Experienced lumbermen were hired to educate the fledgling retailers in sound business practices, connecting them to other line yards and banding them together to discuss shared interests, identify common problems and achieve mutual goals.

Seeing a need in the industry, Burrows, with the encouragement of other retailers, established the Western Retail Lumbermen's Association in 1890. Retailers and producers alike soon acknowledged the value of having such an organization and praised the entrepreneur's integrity, leadership and influence.



Leaving the mill, the lumber travelled along the 'green chain' for grading and loading onto lumber carts. The Theo. A. Burrows Lumber Company was a leader in the industry for introducing and employing set grades of lumber, a standard practice today.

WRLA HISTORY-130 YEARS STRONG

1890

As early as five years after the "last spike" was driven at Craigellachie, BC, opening the West to settlement, lumber retailers realized that they all had common problems, and that it would be a good idea to have a meeting occasionally to talk about them. That is how the WRLA started. The year was 1890.

Two of the founders of the WRLA were to become Lieutenant Governors of Manitoba – T.A. Burrows and D.C. Cameron.



1900

The turn of the century saw settlers pouring into Western Canada. All these people needed homes. They built places of business, public buildings, barns, machine sheds. Building materials were needed everywhere.

Left: His Honour Theodore Arthur Burrows, Lieutenant Governor, Province of Manitoba 1926-1929.

1906

Lumber yards multiplied. Individual owners flourished, but the big trend was towards the development of line yards. One line company was formed in 1906 and incorporated in 1907 with three yards; one in Manitoba and two in Saskatchewan. By the autumn of 1908, this firm had 19 yards.

Early executives of the Retail Lumbermen's Mutual Fire Insurance Company, formed in 1905, were kept busy trying to cope with the flood of applications from major line companies or their subsidiaries asking for insurance on new yards. Lumber retailing had become big business.

BRANCHING OUT

At this point in his career, Burrows focused his attention and energy to the subjects of railroads, politics and agriculture, all vitally important elements for the future of the lumber industry and province of Manitoba.

From 1892 to 1903, he served as MLA for Dauphin in the Manitoba Legislature, as well as holding the post of land commissioner for the Canadian Northern Railway. Burrows was instrumental in bringing the railway to Dauphin, Swan River, Bowsman and beyond. In 1904, the city of Dauphin rewarded Burrows by electing him to the Parliament of Canada where he served one term.

Through all his work and connections while representing the Dauphin region, Burrows observed the vast timber resources

of the Duck and Porcupine Mountains in Manitoba's Parklands region. In 1897, he started cutting from Berth 575, foreseeing the next wave of new settlers to Manitoba.

His brother-in-law, Clifford Sifton, as Interior Minister for the federal government, launched a campaign to recruit Eastern European immigrants to Canada. Most of these immigrants were farmers or hardy laborers, all familiar with harsh climates and even harsher realities. Sifton encouraged them to head to the Dauphin region where they would find arable farmland for cultivation in the summer and work in the lumber camps in the winter.

In the early 21st century, the timber supply seemed inexhaustible. The Theo. A. Burrows Lumber Company operated numerous mills in the Parkland area, often employing as many as 1,000 men in each of the logging camps plus the sawmills.



The Phoenix Hauler, the precursor to the Caterpillar tractor, resembled a small train engine on skis where the driver sat in a cabin mounted above the skis and the fireman tended the stoker. The steam hauler pulled up to 23 sleighs of logs per trip and could hold 10,000 board feet or 100-200 logs that weighed up to 15 tons.



Invented in the 1880s in the United States, the band saw revolutionized the lumber industry by increasing a mill's capacity significantly. The principal advantages over the circular saw included its ability to handle larger logs more easily and produced less 'kerf' or sawdust, thereby reducing waste.

1916

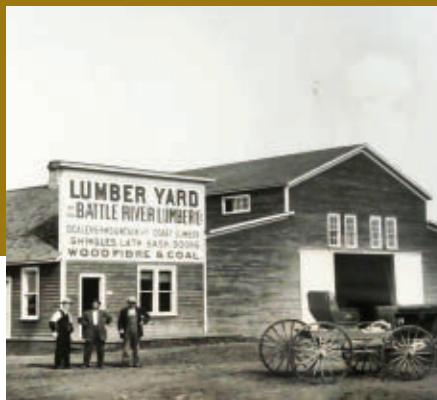
The planning department of the WRLA produced their plan book for 1916 model homes in the \$1,500 category. Retailers were exhorted to "push" silos to farmers. In 1921, more silos were built than ever before, but credit became a problem to the retailers. It was suggested at the 1922 WRLA Convention that before granting extensive credit the dealer should demand a financial statement from the applicant – an unheard of suggestion!



1920

In July 1920 the first issue of The Prairie Lumberman was hailed with high praise and maintained its high quality month after month.

In 1923, the Association adopted a Code of Ethics for the guidance of members and suggested a Board of Arbitration to "put teeth in the Code."



1930

In his opening address to the 1930 Convention, President W.E. Kirsch said, "Visualize what it would mean to farmers and businessmen if these same areas in 1930, 1931 and 1932 repeated the history (drought) of 1929." Most retailers shrugged. It couldn't happen. It happened.

In 1931, for the first year in history, there was no convention.

By 1938, the worst was over. The training course was again popular with retailer students. The Prairie Lumberman was back to normal, insurance coverage climbed. Plan books were announced for "Summer Cottages" and "98 Homes of Comfort."

Then came the war.

When timber berths were depleted, operations moved further north where the timber supply was more abundant. The extension of the railway made transportation of lumber and lumber products more cost effective and facilitated its distribution to Burrows' retail operations dotted across Western Canada, as well as shipments to the US.

Working with Burrows for many years and overseeing the day-to-day operations was his cousin, Theodore Arthur Sparks. An active member of the WRLA, Sparks initiated the monthly trade magazine (the very one you're looking at) that brought news, mechanical tips and retail know-how to association members. He also served as WRLA president in 1921.

Recognizing his impact on Manitoba's industrial development, Theo. A. Burrows was appointed Lieutenant Governor of Manitoba in 1926. He died while in office in 1929. The history of his contribution to the lumber industry in Manitoba is on permanent display at the Watson-Crossley Community Museum and the Burrows Mills Provincial Heritage Site in Grandview, Manitoba.

Following his death, Burrows' company has faced numerous challenges – global wars, economic depressions, mill and forest fires, boom times and market slumps, but it has weathered it all and the Theo. A. Burrows Lumber Company is standing strong today.



1950

Following the war, the National Housing Act loans resulted in a big building boom in the cities and 1953 increase in Farm Improvement loans speeded up rural construction.

In 1954, the Canadian 30-day course for retail lumber merchants was held at the University of Manitoba. The next year the first Art Hood Management workshop was held for retail managers and owners.

In 1958, for the first time in many years, the annual convention moved out of Winnipeg to Saskatoon and the pattern of rotating conventions among the three provinces began.

1960

By 1963, costs began to be a factor in the operations of the WRLA and The Prairie Lumberman was discontinued.

In the late 1960s, the WRLA prepared a submission on Tax Reform and appeared before the Carter Commission to argue the inequities in the law favoring co-operatives over the independent dealer.

The year 1969 saw Revenue Canada allow a refund on Canada Sales Tax on wooden grain bins.



1970

The 1970s saw major submission to all three provincial governments on waiver of lien in the updating of the respective Mechanic's Lien Acts. WRLA launches the Mr. Lumberman Award.



TODAY'S BURROWS LUMBER

Theo Sparks and Burrows' son, Theodore Arthur Burrows Junior managed the company through the depression and the Second World War. After a tragic accident killed Burrows Jr., this loss and market forces at the time led to the company being purchased by J. T. LePage Lumber Company.

In 1976, an enterprising young chartered accountant bought both the J. T. LePage Lumber Company and the Theo. A. Burrows Lumber Company. Jim Clarke had done the tax returns for both companies when he was an articling student at Peat

Marwick Mitchell. At the time, the lumber company was trading in small volumes of hardwood and softwood. An entrepreneur at heart, Clarke saw the extremely rich and successful history and made a goal to restore the company to its former glory.

When Chris Dirks joined the company in 1978, his mother declared, "If you team up with Jim, you will be successful!" "She was right. Starting in a basement office with a tiny window that let in a little light when it was not blocked by a snowdrift. As senior trader, Dirks sold softwood to lumber yards and Clarke pursued the cabinet and furniture manufacturers who needed hardwood.



Left: Loading the sleighs was an onerous job and not without its danger. From it emerged a competitive spirit. Log pulling contests pitted crews against one another to see how fast they could load a sleigh.

1980

The 1980s brought new challenges to the retail industry, with the introduction of metric measure, proposed changes to the Federal Sales Tax and successive postal rate increases. The association has been active in all legislation affecting the industry.

But, 1981 also saw the demise of the Retail Lumbermen's Mutual Fire Insurance. It was forced to close its doors due to increased competition and a decreasing insurance base.

And, while retrenchment was necessary, the spirit that built the WRLA has been passed on by each succeeding generation and still forms a part of the WRLA.

1990

In 1999 the title Mr. Lumberman Award was renamed to reflect the changing industry and society, and becomes known as the WRLA Industry Achievement Award.



2020

The Western Retail Lumber Association Inc. today is comprised of about 1,200 member firms involved in the building supply industry on the prairies. WRLA represents the interests of members in Manitoba, Saskatchewan, Alberta, Northwest Territories, NW Ontario, Yukon and Nunavut, providing a forum for the exchange of ideas and information in the industry. The WRLA office is located in the Electric Railway Chambers Building in downtown Winnipeg, Manitoba and is staffed by five full-time employees. Association business is managed by a thirteen-member Board of Directors, which includes a five-member executive.



Above: Inside the Burrows Mill at Grandview. Powered by a 500 horsepower single-cylinder steam engine and driven by six horizontal tube boilers, each generating 125 pound per square inch (psi), the two circular saws squared and sawed the logs. All the belts and machinery were housed below the sawing floor, an innovation that Burrows introduced to Manitoba.



In the early days, Clarke worked tirelessly but it was often a struggle. From his days as chief financial officer of Monarch Life Assurance, an old boss offered him solid business advice: “Stop thinking like an accountant and start acting like a marketer.” Clarke took his advice and paid his US hardwood suppliers a personal visit. Very few had ever met a Canadian. Upon a handshake, a relationship was forged. The trip paid off. His customers were able to rely upon the unique supply chain he developed, assuring them of product even through periods of market shortages.

Over the years, the Winnipeg office added more staff and many traders shifted their practice to selling softwood lumber to the US. They also opened several satellite offices in Canada and the US.

Convincing Doug Hill to leave a large corporate culture to open a Burrows office in Calgary was a monumental decision for him. He possessed the singular focus and self-discipline that a solo practice required, but the key attraction to this offer as senior trader was allowing him to concentrate on his niche market: servicing specialty customers. Hill is retiring after many years with Burrows Lumber, and credits the company’s ongoing success as being founded in the people who provide the needed tools, guidance and support to its traders; in capitalizing on established relationships and meeting the expectations of suppliers; and the trust and loyalty of the Burrows customer base for sourcing and delivering quality products.

In 2015, armed with an MBA, Igor Lafaeff left his home in Brazil and headed north in search of a new life in Canada. It is a familiar story, similar to the one of the adventurous founder of the Burrows Lumber Company, and the same as countless immigrants to Canada throughout its illustrious history. Learning the language, working at odd jobs and adapting to an often-hostile climate are common challenges to newcomers, yet they remain unwavering in their conviction that Canada is a country of opportunity and that is exactly what they were seeking. From his first day at the company as a trader, Lafaeff sat near Dirks. He listened and observed, learning the lumber lingo, and sorting out the complexities of this massive industry. Bravely, he started making cold calls, most often with negative results; however, they served as good practice to understand how to create better approaches to new customers. His persistence paid off. Finding his way into the industry was a big first step; identifying a customer’s needs and sourcing the product was the next step. Finally, delivering the order brought the greatest satisfaction as that meant the transaction would build a home for a family, provide a job for a carpenter and construct pallets for bringing food, medicine, clothing or home goods to communities.



INDUSTRY BUILT ON RELATIONSHIPS

Change in the forest industry is constant. In the early days, all transactions were conducted by telephone with invoices and payments sent to mailing addresses. Advances in communication and technology have included fax machines, computers, and email. A few traders found it somewhat unnerving to experience a virtual transaction without talking to anybody. And now most business is conducted in the cloud.

Technology is an important tool, but the nuts and bolts of a successful lumber trading company is still built upon personal relationships with customers, suppliers and coworkers. This was important in 1879 and remains true today. Clarke has achieved his goal of returning Burrows Lumber to its former glory as a strong and successful company – one that would make Theo A. Burrows deeply proud.

In his 1926 address to the WRLA convention, Burrows claimed that the WRLA was the finest trade organization in the country. The Western Retail Lumber Association's current vision of the lumber industry reflects the same values and objectives that Theo. A. Burrows and the WRLA founders espoused 130 years ago. Today, it ranks as the oldest and largest building supply trade association in Canada, and Theo. A. Burrows would likely agree that it retains the distinction of still being the finest.

IN THE NEXT YARDSTICK...

SHOWCASE WITH A TWIST!

- The WRLA showbook and app
- Virtual networking tips
- Transitioning to a remote sell
- And more!

Available in January 2021



WRLA gives out education grants each year to support members' employees and their children. The application form for 2021 grants will be available in spring 2021.

For details, visit wrla.org/grants



CONGRATULATIONS TO OUR 2020 EDUCATION GRANTS RECIPIENTS

With education as one of the main pillars of the WRLA, we will always encourage those who chose to improve themselves and gain expertise to achieve their goals. In honour of our 130th anniversary, we have selected 15 of our member's employees and their children, and awarded each of them a \$1,300 education grant.

Some of the recipients will become the new face of the lumber and building supply industry and move it forward, while others will go on to help people and better the world in their own way. Gaining knowledge and skill may take time and effort but the experience they gain will help them into the future as they grow their careers and face future challenges.

These education grants are possible thanks to the continued support of our members who sponsor, attend and volunteer at our annual golf tournaments. With your contributions, support and time, we were able to help these students to continue pursuing further education.

Congratulations to all the recipients and all the best in your future studies!



CARISSA ESPLIN

BACHELOR OF SCIENCE, NURSING
UNIVERSITY OF REGINA

MEMBER COMPANY:
CHATTERSON LUMBER

Growing up, Carissa always knew she wanted to be in the medical field. She is passionate about helping others and once she has completed her degree in nursing, she wants to work in bedside nursing to help those who need it most. Volunteering has been a big part of her high school and university life, having donated her time to a retirement home, as well as dance programs and student leadership. She also remains active playing volleyball, track and field, badminton, soccer and competitive dance.

Thank you so much for this grant! The current cost of education is overwhelming, and this generous grant will allow me to concentrate on my studies as it eases financial strains.



BROOKLYNN HARDER

BACHELOR OF COMMERCE
UNIVERSITY OF SASKATCHEWAN

MEMBER COMPANY:
AFA FOREST PRODUCTS

Brooklynn is very active in sports, having played volleyball, basketball and cheerleading throughout high school while getting high honours each year. She also volunteered at Camp Kadesh, a youth camp and ran outdoor activities and craft skills for young campers. She also maintains good grades, receiving high honours in grades 9-12, as well as accounting awards.

After taking my first accounting class in Grade 10, I knew my direction. As of September, I began my first semester as a student at Edwards School of Business and a member of the Greystone's Scholar Society. My goal is to complete the Juris Doctor (JD) degree at the University of Saskatchewan, and from there a career in corporate law. Though I know I have much work ahead and many years of school to go, the WRLA 2020 education grant will allow me to focus on my studies as I pursue the career I am passionate about.



MACKENZIE JOHNSTON

UNIVERSITY 1
UNIVERSITY OF MANITOBA

MEMBER COMPANY:
CAN-CELL INDUSTRIES

MacKenzie wants to pursue a career in law to assist troubled families and those wanting to start a new chapter in their lives. First, she is pursuing a degree in history to learn more about the history of wars and other kinds of law to be a well-versed lawyer. MacKenzie has taken on many leadership roles including peer support, ringette coach and bible school group leader. She was also a part of Team Manitoba for the Western Ringette Championship in 2018.

This money is going towards my classes at University of Manitoba, and it is an honour to have received this scholarship. It means I do not have to have as much financial stress while trying to juggle my courses. This award also makes me more confident because it shows myself and others that I am someone who has worked hard my whole life and it has paid off! Thank you so much and I look forward to the new chapter of my life that this money will help me conquer.



JENNIFER KOKOTAILO

**BACHELOR OF EDUCATION
UNIVERSITY OF SASKATCHEWAN**

**MEMBER COMPANY:
WINDSOR PLYWOOD**

Jennifer is an avid volunteer. Throughout high school, she volunteered with the junior curling program in her hometown of Prince Albert, Saskatchewan. She has volunteered at the Society for the Prevention of Cruelty to Animals, helping to walk dogs and socialize cats, and she gave her time to a local veterinary clinic doing cleaning, organizing and prep work. She keeps busy participating in a curling league and working summers at Windsor Plywood, doing office work, merchandising and inventory reports.

This grant with help me cover some of the cost of my tuition this year. This lightens some of the financial burden of paying for university as I work towards earning my Bachelor of Education degree. Thank you!



DAKOTA MOFFAT

**BACHELOR OF SCIENCE,
CIVIL ENGINEERING
UNIVERSITY OF MANITOBA
MEMBER COMPANY:
SIMPSON STRONG-TIE**

Dakota graduated high school on the honour roll with the "Prix du Directeur" for an average of 90%. This allowed him to get direct entry into the faculty of engineering at the University of Manitoba, where he is currently on the Dean's honour roll. Throughout this time, he has also worked part-time at Shoppers Drug Mart. When he's not working, he plays slo-pitch and enjoys hiking, camping and wildlife photography.

This grant is going to help pay for the rest of my tuition and books for this year, which is one step closer to my goal of graduating debt free. Having paid off the rest of this year I can focus more on my studies and start planning for what I am going to do when I graduate in 2022.



CARLOS NOGALES

**CIVIL ENGINEERING
UNIVERSITY OF BRITISH COLUMBIA**

**MEMBER COMPANY:
TAYMOR INDUSTRIES**

Carlos has had an interest in the design and engineering behind buildings since he was a child and was captivated by the architecture while visiting Mexico City. Since then, he got involved in STEM-related extracurriculars and the International Baccalaureate program to explore his interest in engineering. His passion has only grown while he's also been able to enjoy his other favourite interests, basketball and jazz.

Thanks to the financial aid provided by WRLA 2020 grant, I will be able to more easily fund my enrollment in UBC Applied Sciences. This will help me to continue following my passions and will take me one step closer to fulfilling my dream of becoming a civil engineer.



**FUTURE
INDUSTRY
SUPERSTAR**

RHETT ROGESS

**BACHELOR OF COMMERCE
UNIVERSITY OF CALGARY**

**MEMBER COMPANY:
AFA FOREST PRODUCTS**

After graduation, Rhett wants to follow in his father's and uncle's footsteps and pursue a career in the wholesale lumber industry or a resource-based industry. He is currently in school studying for a Bachelor of Commerce and aspires to pursue a Master of Business Administration. The avid athlete plays hockey, baseball and volleyball at an elite level. He was captain of his senior boys volleyball team and he led the team to the city championships. Rhett also volunteers with a Calgary drop-in centre and the local Special Olympics.

The WRLA scholarship will allow for my studies to be my biggest priority, meaning I can ensure I complete my degree rather than worrying about covering the financial cost of university.



EMILY SCHNEIDER

**PRACTICAL NURSING
NORQUEST COLLEGE**

**MEMBER COMPANY:
ALBERTA TRUSS**

Emily has been part of 4-H for 11 years and was the recipient of the Gordon Fuhr award for exemplifying prominent leadership, eminent volunteering and outstanding community citizenship. She has also helped organize activities and mentor other members for the 4-H club, and won awards for her presentations and other achievements with the club. Emily is pursuing a nursing degree and wants to specialize in pediatric nursing.

The education grant from the WRLA will help me complete my second year in college and fulfill my dream of becoming a licensed practical nurse. I look forward to helping sick and injured individuals throughout my future nursing career.



CLAIRE SONG

**COMPUTER ENGINEERING
UNIVERSITY OF BRITISH COLUMBIA**

**MEMBER COMPANY:
TAIGA BUILDING PRODUCTS**

Through competing in Odyssey of the Mind competitions, Claire developed a love for design, creation and problem solving, and through volunteering, she became eager to engage with her community. All of this, combined with a love of math and science made engineering seem like the perfect choice for her. Claire recognizes the importance of sustainability in engineering and wants to pursue an interdisciplinary career combining computer and environmental engineering, with the hope of one day developing future technologies that will protect our world's forests, oceans and deserts.

Since the beginning of my university journey, I have hoped to pursue an interdisciplinary career combining computer and environmental engineering in order to develop new and innovative technologies to protect our world's ecosystems. Being the recipient of the WRLA 2020 education grant means pursuing both a bachelor's and master's degree along this path with much more financial peace of mind, and allows me to focus on working hard towards my goals without letting other barriers get in the way.



SYDNEY TESSIER

**PRACTICAL NURSING
ASSINIBOINE COMMUNITY COLLEGE**

**MEMBER COMPANY:
RONA**

Sydney is pursuing a nursing degree and wants to work in pediatrics. The honour roll student volunteers for a local hospital's gift shop as a cashier and also volunteered as an assistant coach for a ringette team. Her extra-curricular activities in high school included being head chair of the graduation decorating committee and painting a mural for the school.

The WRLA education grant is immensely appreciated and will definitely contribute to furthering my education by allowing me to purchase the necessary supplies for my nursing studies. College can be very difficult financially, and this grant will certainly go a long way!



MICHAEL THIESSEN

**BACHELOR OF ARTS
CANADIAN MENNONITE UNIVERSITY**

**MEMBER COMPANY: NORFOLK
LUMBER AND BUILDING SUPPLY**

Michael doesn't quite know where the future will take him, but he knows he wants to help people. Two fields he's considering are speech-language pathology and social work. The avid photographer started a photography business taking grad and artistic portraits. He recently self-published a small collection of photographs and would love to do work with magazines, fashion lines and musicians. Michael's artistic talents also include singing; he was a member of the Central Manitoba Youth Choir and Provincial Honours Choir.

Receiving this award is an honour, and will serve me very well as I continue on with my Bachelor of Arts program at Canadian Mennonite University in Winnipeg. I am very grateful to everyone at Norfolk Lumber in Austin, MB who helped me with this process.



DANA VANDERHORST

**BUSINESS MANAGEMENT
KWANTLEN POLYTECHNIC UNIVERSITY**

**MEMBER COMPANY:
WEST CENTRAL BUILDING SUPPLIES**

Dana has always known that she wants to have her own business. As a natural leader, she likes helping people and guiding them to do the best job that they can do. In addition to leading a team, she also enjoys the behind-the-scenes parts of business. Dana was on the honour roll throughout high school and has continued to get straight As in university as well. She also enjoys playing piano and has reached the highest level of education in the piano program at the Royal Conservatory of Music.

Receiving this grant will help me complete my final year of university and graduate with a diploma in Business Management. I hope to use my education to one day manage and possibly own my own business and this grant is a helpful step to get me on my way.



LELIA WEILAND

**INTEGRATED SCIENCE
MCMASTER UNIVERSITY**

**MEMBER COMPANY:
TIVA BUILDING PRODUCTS**

While in high school, Lelia saw an opportunity to create a tutoring business for other students. The young entrepreneur was able to offer affordable tutoring to those who may not otherwise have the funds to pay a costly tutor, while at the same time, creating a flexible, part-time job for herself. She continues to tutor and has former teachers recommending her to their new flock of students. For fun, Lelia plays guitar and piano, and plays ultimate frisbee and softball.

I am excited to be able to put this money to good use by continuing to pay off school loans. I look forward to the freedom in being able to take extra courses that will improve my skills in the earth sciences. This will allow me to continue my studies into a master's degree in hydrology.



CLAIRE WELIKOKLAD

**BACHELOR OF FINE ARTS,
PERFORMANCE DANCE
RYERSON UNIVERSITY**

**MEMBER COMPANY:
EXECUTIVE HOME BUILDING CENTRE**

Claire was accepted into the prestigious dance program at Ryerson and is working hard dancing and studying. Her hope is to be accepted into a professional dance company and inspire others through dance. She performed in the Canada Winter Games' opening ceremony as a dancer and has received the Mayor's Recognition Award in the fine and performing arts category in Red Deer, Alberta. Claire has also been working at the Executive Home Building Centre in Red Deer since 2015.

I am currently in my second year of the dance performance program at Ryerson University in Toronto. The WRLA 2020 education grant will be put towards my tuition. I am extremely grateful that I was given this opportunity."



EMILY WHEATLEY

**BACHELOR OF ARTS, SOCIOLOGY
UNIVERSITY OF CALGARY**

**MEMBER COMPANY:
KENROC BUILDING MATERIALS**

Throughout the past couple of years, Emily has been involved in her figure skating club, not only as a skater but as a coach as well. She helps provide guidance and support to children ages 5-12 as they learn to skate, as well as working with children who have learning or physical disabilities. Emily is pursuing a sociology degree, with the plan to get her bachelor of social work degree and go on to work in the health sector or child welfare system.

I am planning to further my education with an undergraduate degree in Sociology. I have high hopes to pursue a Bachelor of Social Work degree in my following years at the University of Calgary.



SPREAD THE GOOD WORD

KNOW A DEALER WHO IS NOT YET A WRLA MEMBER?

Refer them and when they join the WRLA, you will receive a \$50 Visa gift card.

(You can share it or not... we won't tell!)



For more details on the membership referral program, contact:

Erin Lubinski

Member Services & Solutions Manager

erinl@wrla.org | 1-800-661-0253 ext. 0



Cloverdale Paint

 Canadian Owned & Operated



We opened 100 new dealers in the last 5 years and we are still growing!!!
We would like to thank all of you for your support!

Cloverdale Paint has developed a complete program to support the needs of independent Canadian paint and building suppliers.

Our premium paints, stains and clear coats - including environmentally friendly formulations - supported by our full colour palette will satisfy the business needs of the most demanding markets.

Our unique distribution support program allows for fast access to products so you and your customers don't have to wait.

Contact us today to understand all of the ways we can enhance your business.



Dealer Inquiries:

Wayne Hoogenboom 403-896-1621
 whoogenboom@cloverdalepaint.com



Cloverdale Paint

IT'S OWL GOOD

*Photo by Richard Lee
(dicklee.ca)*

The unique appearance of owls has long fascinated humans. Perched on a road sign in Alberta, this beautifully marked great grey owl stares down the photographer with his bright yellow eyes.



NEW

BENEFITS AT WORK FOR YOU

**Designed Specifically
For Members of WRLA**

Endorsed by the



EMPLOYEE **HEALTH & DENTAL** BENEFITS

Custom Plan Designs, Competitively Priced

PIB offers a full range of benefits to customize a plan that fits both your budget and the needs of your employees.

We have the ability to group multiple insurance providers, in many different ways to craft a plan that is unique to you.

Whether we are matching your current plan or designing a new one, WRLA members benefit from volume discounts.

GROUP **RETIREMENT** PLANS

PIB offers retirement plans that maximize your tax benefits and help you attract, motivate and retain employees.



Western Canada

PROGRAMMED INSURANCE BROKERS INC.

#1 - 1004 Parsons Road SW., Edmonton, AB T6X 0J4

tel. 780-465-9188 or 1-888-350-2077

pib.com



THANK YOU

working together. stronger than ever!

The world may have changed but the one thing that has remained the same is your spirit.

We want to thank our Valued Castle Members and Vendor Partners for your dedication, compassion, and commitment to our communities across the country. We appreciate your continued support and believe that together we can continue to build each other up and stand stronger than ever.



Learn more at youarethebrand.ca