



YARDSTICK

Issue 2 • May 2020



**BUSINESS AND
ADVOCACY DURING
COVID-19**

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MEMBERS**

**BUYING SHOW
SUSTAINABILITY
POINTERS**

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On the Cover Erin Lubinski, WRLA member services & solutions manager

LEFT: KELLY MULNER, RIGHT: REGAL IDEAS



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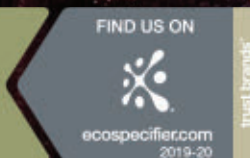
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REFRESH. RENEW. RE-ENERGIZE.



The word green generates a variety of different images and associations in our minds. For some it's longing for the golf course. Others will be excited to do some spring cleaning or take time for renovations, while some people think of refreshing their yards and decks or reopening the cottage to spend time out in nature.

The colour green is highly connected to nature (which, generally speaking, us Canadians love) and with the global concerns of climate change mounting, it has made us hyperaware that we all need to do our part to be kinder to the planet. This includes changing the way businesses operate and educating consumers. Efficiency, repurposing products to create something functional, reducing emissions, creating natural products... the list goes on.

Wood was the first original green building material; It's a renewable resource and forests are carefully stewarded to ensure its long-term sustainability. As an industry, we hear of these sustainability plans, but do your current and prospective customers? As I flip through this issue of *Yardstick* and see that suppliers like Taiga carry composite decking produced from 95 percent of recycled materials, I see the opportunity to educate consumers on products they can use that will make them and the earth feel better. If you need some content for consumer or staff education, our Tech Room article, "Give Wood the Royal Treatment" on page 23 has some excellent information to get you started.

This year has gotten off to a rocky start and 2020 will not be looked on favourably, but it is a year that has kept us on our toes and we had to adapt in order to survive. Nature has taught us a lot over the years: she can be cruel and destructive but also kind, and provides the opportunity for renewal and appreciate the beauty around us. Once again, we need to use what she's given us and make it work.

As I write this, we are still in the thick of the COVID-19 pandemic and I truly hope that when you are reading this, there is light at the end of the tunnel. Either way, we are here to support you, so please be sure to reach out.

A handwritten signature in black ink that reads "Liz Kovach".

Liz Kovach
PRESIDENT, WRLA



With spring in full bloom, now is the time to renew and re-energize your social media marketing plans. If you're not sure where to start or just need a refresher, the WRLA offered three webinars specifically catered to social media marketing.

Visit our webinars online at www.wrla.org/events/webinars to access:

- Social Media Content Calendar
- The Instagram Lowdown
- The Facebook Refresh

BMCC

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Western Retail
Lumber Association
100 YEARS STRONG

BUILDING GREEN

The LBM industry is a perpetual leader and consumer of green building products and technology. From the research and development teams employed by manufacturers who tirelessly work to develop new products by reusing or recycling undesirable products, to companies like Tesla, who are pushing the limits on solar power by developing virtually indestructible solar cell roofing shingles. Finally, the architects, builders, contractors and storefronts who do their part to purchase and promote the use of green products and technology in a wide variety of projects. The LBM industry is the avenue in which these products make it to market.

However, environmentally friendly products are not exclusive to manufactured products using recycled materials. In fact, the lumber industry has been leading the charge on green building products for decades. For instance, the lumber we consume is now from second-growth forests, meaning the cut blocks we are now harvesting were replanted many years ago after the original harvest and have since matured to the point where we can go back in and reuse the same areas. Lumber mills, year after year, are finding new ways to repurpose products previously deemed waste and are creating new, useable, profitable products. These include but are not limited to, blue pine cladding (pine cladding from trees affected by the mountain pine beetle), finger-jointed studs, finger-jointed exterior cladding and the selling of wood chips and sawdust to other companies to use in their manufacturing processes.

... environmentally friendly products are not exclusive to manufactured products using recycled materials. In fact, the lumber industry has been leading the charge on green building products for decades.



The building industry, I dare say, is the driving force behind green building products. Whatever the reason behind each company's desire to promote environmentally friendly products – be it as simple as looking for a marketing edge over one's competitor or something deeper such as the obligation to do one's part to preserve our planet, we are leading the way. Green products are the products consumers tend to lean towards. So, whether it's built green, recycled, repurposed or reused products, let's continue to do our part to promote the use of them, and in turn, contribute to the sustainability of the industry we love!

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

Joel Seibert
CHAIR, WRLA

SPREAD THE GOOD WORD

KNOW A DEALER WHO IS NOT YET A WRLA MEMBER?

Refer them and when they join the WRLA,
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For more details on the membership
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Erin Lubinski

Member Services & Solutions Manager

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



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WRLA NEWS

\$1300 GRANTS FOR 130 YEARS

Is your teen preparing to enter post-secondary school? Or maybe you are wanting to go back for further education? To celebrate our 130th anniversary and to say thanks to our members who have helped us reach that milestone, the WRLA will be giving all 2020 education grants to you, our members and your children. Each grant will be \$1300 in value. The application form is now available online. Deadline to apply is July 31, 2020.

The money for our educational grants program comes from our annual golf tournaments in Winnipeg, Saskatoon, Kenosha and Calgary. Thank you to all participants, members and sponsors who make these grants possible.

Visit: wrla.org/programs/education-grants

ADDING TO THE TEAM...

BASTIAN QU

ACCOUNTING & OFFICE MANAGER

Bastian comes to the WRLA with six years of accounting experience in public practice and the non-profit sector, as well as the construction and agricultural industries. He was most recently a professional accountant at F.H. Black & Company Chartered Professional Accountants. He has a Bachelor of Commerce degree, majoring in accounting and finance, from Australia's University of Melbourne. Bastian enjoys reading, especially history books, and is a big fan of soccer and basketball.



Email Bastian at
accounting@wrla.org.

Connect with the team: wrla.org/contact

GIVE A BIG WELCOME TO...



We are pleased to introduce our newest board members:

- Micah Flaig, Lumberworld
- Wade Laurent, The Ultimate Deck Shop
- Len Regier, Fries Tallman Lumber

Each has made a commitment to help strengthen the WRLA and our industry with their time and dedication. Learn more about our new board members on page 33.

If you live in their surrounding areas, please be sure to connect with them to talk about the industry, your business and the WRLA.

Want to get involved with the board or a committee?
Email lkovach@wrla.org.



WE WANT TO HEAR FROM YOU!

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

[f](#) [t](#) [i](#) /wrlainc

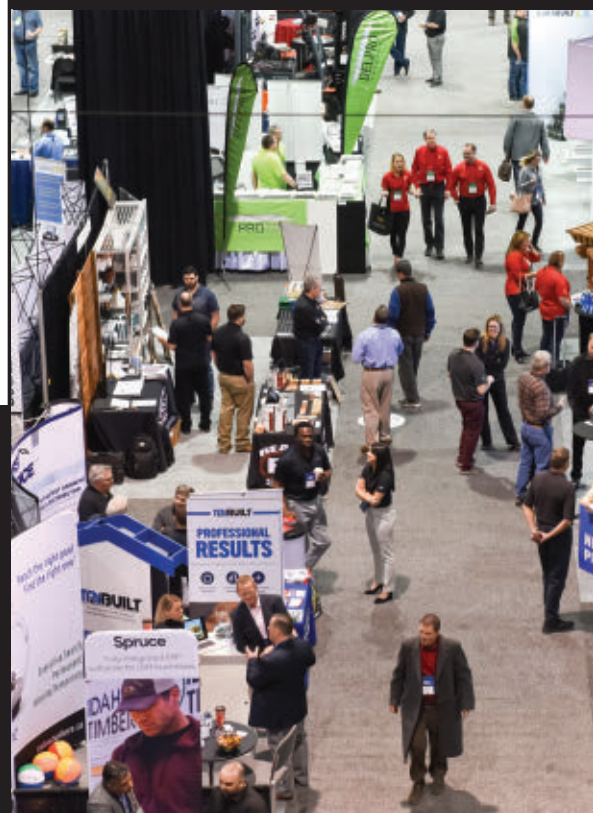
**LIMITED
TIME
OFFER!**

ONLINE ESTIMATING COURSE DISCOUNT

To help make 2020 a little bit easier, WRLA is offering a one-time discount on our online Estimating Fundamentals – Decks and Garages course for a limited time.

The course is now available for \$300 (original price: \$425). This offer is only available until October 1, 2020 so take advantage today!

To register:
wrla.org/programs/training





KEEP UP TO DATE

Reading *Yardstick* magazine, but didn't get your own copy? Get added to our mailing list at wrla.org/yardstick.

You can also subscribe to our newsletter at wrla.org/news/enews for the latest about the WRLA, industry and members.



SAVE MORE WITH UPS

In a time when financial stability is fundamental, WRLA members can now save even more on UPS services with your member benefits.

You can now save 50 percent on small-package shipments within Canada, U.S. and to worldwide destinations, and 50 percent off imports into Canada (previous discounts were 40 percent). Also, save 75 percent off heavyweight (over 150 pounds) LTL (less-than-truckload) services (previous discount was 70 percent).

For details: wrla.org/ups

BUYING SHOW 2021

The buying show is going to be here before we know it! All 2020 exhibitors will be receiving information for your 2021 booking. If you have a question on timelines and space, please contact buyingshow@wrla.org.

Hotels are booking up quickly, so secure your rooms today. For full details on partner hotels, visit the password protected member portal here: wrla.org/events/buying-show.

KEY DATES

Exhibitor load-in days: January 18-20, 2021

Pre-show education day: January 20, 2021

Show days: January 21 & 22, 2021

Exhibitor load-out: January 22, 2021, (4-11 p.m.) & January 23 (8 a.m.-4 p.m.)

Start planning today: wrla.org/buyingshow



PHOTO: KELLY MULNER



All work and no play makes Liz a dull girl. Liz Kovach, WRLA president, gets out of the office for a round of golf during the 2019 tournaments.

GOLF SEASON

Summer is here and golf season is in full swing. Don't forget to add the WRLA golf tournaments to your calendar.

GOLF SASKATOON 2020

August 11
The Willows Golf Course

WINNIPEG MEMORIAL GOLF TOURNAMENT

August 19
St. Boniface Golf Course

CALGARY CLASSIC

September 10*
Sundre Golf Club

GOLF KENOSEE

September 16*
Kenossee Golf, Moose Mountain Provincial Park

Registration and sponsorship details:
wrla.org/golf

*The Kenossee golf tournament is taking place on September 16, not September 9, and the Calgary Classic will be held on September 10, not September 3, as originally printed in the March issue of *Yardstick* magazine. Our apologies for the errors.

DIRECTORY DEADLINE

The 2020-21 directory will be coming out in the fall. Make sure your business information is current by submitting the member renewal form sent to you via email.

All directory updates must be received by June 1, 2020.

If you need the form resent to you, email Erin at erinl@wrla.org.

WRLA NEWS

CREATE A LOUDER VOICE

The enormity of the LBM industry is not news to us who work in it day in and day out, but the government and the general public are not aware of the full weight of what we bring to our local and Canadian economies. The WRLA wants to help the government understand and show them what our member businesses contribute to Canada's overall economic health. This will give our industry a more powerful voice and larger impact when decisions are made. To do this, we need some information from you. Please take our very short economic impact survey, so we can stand up alongside key industries, such as oil and gas, and demonstrate our strength.

Take the five-question survey:
wrla.org/advocacy



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MEMBER CORNER



WE WANT TO HEAR FROM YOU!

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

/wrlainc

OUR TIGHT-KNIT COMMUNITY

Despite Builders Choice Products Ltd. being a long-time WLRA member, I had never attended one of the social networking events. We all work long hours, there are significant demands on our time, and the economy in the Prairies is not exactly on fire. At the end of a long day getting cleaned up and playing nice with people I don't know isn't top of my to-do list.

Erin Lubinski from WRLA cajoled me into attending the event in Regina. Despite having a later engagement that evening I reluctantly agreed to drop by for an hour. In that brief amount of time, the following things happened that made me wish I had attended the entire event:

I met key people from two accounts in Regina that we do precious little business with. We have had their staff through on a tour after the event, with the effect being, "I didn't know you sold this stuff." They are a regular customer now.

I met a couple of dealers who didn't understand that we wholesale product to buying group members or that we prepay freight on a certain dollar volume or offer pick up at our shop. Things we assume everybody knows because we have been in business 35 plus years.

More importantly, I realized that we are all part of a tight-knit community full of good people. It is very much a relationship business. Putting a name to a face and breaking bread with someone opens up the line of communication. There is a lot more that binds us together as an industry than separates us.

Ron Yeomans, Builders Choice Products Ltd.

WARM WEB WELCOME

Taking a look at the new website and it is SOOO much cleaner and easier to navigate. Looks fantastic. Great job!

Mark Westrum, Westrum Lumber

Visit wrla.org to see the new site for yourself.

WEBINAR KUDOS

Fantastic job today on your webinar (Crisis Communications During the COVID Crisis). It was timely, it covered off many topics and provided some great ideas for retailers. It's great to see that WRLA is proactive and has reacted accordingly.

Greg Gardenits,
Westman Steel Industries

OUR FAVOURITE POSTS

Our first issue of the new *Yardstick* received some social media buzz.



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EFFECT OF
QUALITY
FLOORING
IS NOTHING
LESS THAN
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Portraits - Silo

*Innovation, from product to distribution,
makes us leaders in the category.*

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KEEP UP THE GOOD WORK

FRIES TALLMAN LUMBER NAMED TOP EMPLOYER IN SK

Lea Currie

With over 60 years in business under their belt, Fries Tallman Lumber (FTL) is doing something right and people are taking notice. Recently, the Regina-based lumber yard was recognized as a top employer in Saskatchewan.

"It is always an honour to be recognized for our efforts. To be a top employer for Saskatchewan is icing on the cake for our hard-working Prairie company," says Andy Boha, Fries Tallman Lumber's general manager.

FTL was nominated for the honour and as part of the application process, they had to complete an application that focused on an area of strength. "We chose longevity, so we could highlight some of our faithful employees that have stayed with us through thick and thin," says Boha.

Those long-term employees remain loyal for a reason and it's those reasons, including matching RRSP contributions and phased-in work options for those nearing retirement, that helped FTL earn this recognition.

"We have always called ourselves a family business but not just because we have had family members involved as we started the business, but we define this family business as a company that puts family first. We support our employees to have a good work-life balance and encourage flexibility in the workday when challenges or special events arise," says Boha.

The company's dedication to ongoing employee development was also cited when presented with the top employer status.



"Training is not just a component in our company but is now a key element in our strategic plan. Since the implementation of our recent strategy plan in 2016, we have promoted many different avenues for training so that all employees can benefit from some professional development," says Boha. Opportunities include in-house training, lunch and learns, and subscriptions to websites with learning webinars. Career development is also top-of-mind and FTL has supported employees with training in supply chain management, project management and contract management.

Employee development doesn't just stop at a few classes; FTL also focuses on in-house advancement. "This is not just a policy that gives an advanced level position to a current employee, but a strategy to engage everyone with an opportunity to seek training that could advance their career paths," says Boha.

To the team at FTL, the entire city of Regina is an extended family member. The company participates in volunteer initiatives, including Habitat for Humanity builds and blood donor drives, fundraises for worthy causes, and supports community events and teams. As an added employee perk, the team takes turns joining in or attending some of these events, such as baseball or hockey games, alongside their spouses and children, creating wonderful memories beyond the workplace.

"Aside from our focus of the family business, offering benefits to your employees is important because it shows them you are invested in not only their overall health, but their future. A solid employee benefits package can help to attract and retain talent. Benefits can help you differentiate your business from competitors," says Boha.



WRLA staff foster hope during a difficult time.
Clockwise from top left: Jessica Cranmer,
Sahil Khillan, Erin Lubinski, Bastian Qu and Lea
Currie. Opposite page: Liz Kovach.

PULLING OURSELVES OUT OF THE FIRE

Liz Kovach

For many years, the LBM industry and the WRLA were like a stealth, Tony Stark aircraft – always there but never showing up on the radar. Well I can assure you that is no longer the case.

While nobody wants to hear the word Corona anymore (unless it is in relation to beers and patios), this world crisis was certainly a catalyst to bring together various industry stakeholders. We came together as a team and were able to communicate the importance of our industry to our local communities and provincial and federal governments.

Through hard work and strength in numbers, we had the ability to keep people employed, connect members to valuable resources to help alleviate some of the stress and communicate with our governments about the value we provide to Canadians. As an association it was really important for us to build credibility and assert ourselves as a fundamental industry and resource both provincially and federally. The connections we have made with stakeholders and government have opened doors for us to be able to shape policy in the future.

As with any crisis, there are always lessons to be learned. One of the key ones is to not take anything for granted (and it'll be a long time before we ever look at toilet paper the same). We have also collected the following lessons from members to share:

- Conducting business risk assessments and plans to mitigate them are absolutely paramount. No one can predict what the future holds but we must be mindful and learn from the past. It's a lot less stressful to implement an action plan for a crisis rather than develop the plan in the throes of panic.
- Communication with stakeholders is vital to maintain relationships with customers, suppliers and staff. Communicate. Communicate. Communicate.
- Having a digital presence and e-commerce capabilities are invaluable. Supporting local is important to a lot of Canadians but the temptation of e-retailers, such as Amazon, is really appealing when local businesses cannot or refuse to provide e-commerce capabilities. Retail is forever changing alongside technology and while it is a challenge, it's not an insurmountable one.

For many businesses and organizations, the next steps are going to be shaky. Garnering support for your business is paramount to help build things up again. It may take some time, but as people come out of their homes and begin to socialize again, there are lots of opportunities available. Consider planning a support local campaign or customer appreciation event. While this crisis has been catastrophic, it has also created a huge desire to help our neighbours, so with the right strategies in place, we can come out of this stronger than ever.



If government relations and advocacy are of interest to you, reach out to learn how you can get involved.

Contact lkovach@wrla.org

SWING INTO SUMMER

- Meet and connect with the WRLA and fellow members.
- Exchange ideas and expertise.
- Raise money for the WRLA education grants.
- Have fun!



WRLA golf tournaments:

GOLF SASKATOON 2020

August 11

The Willows Golf Course

WINNIPEG MEMORIAL GOLF TOURNAMENT

August 19

St. Boniface Golf Course

Member-organized golf tournaments:

CALGARY CLASSIC

September 10

Sundre Golf Club

GOLF KENOSEE

September 16

Kenosee Golf

Moose Mountain Provincial Park

WHY WORKING FROM HOME WORKS

THE BENEFITS OF TELECOMMUTING

Jolene Watson



If you weren't familiar with telecommuting before the COVID-19 crisis, you are well aware now. While some companies already knew the benefits in allowing employees to work from home, many organizations had to learn quickly. Whether it's due to a pandemic, to provide employees with a strong work-life balance, improve green initiatives or reduce office costs, the benefits to telecommuting are substantial.

According to Stats Canada, the average commute to work is 24 minutes each way. That doesn't seem like much until you do the math – that's four hours a week, 16 hours a month and 192 hours a year. Imagine what you could do with all that extra time: More time with loved ones, more time for hobbies and ultimately, less stress.

While working from home is not for everyone, there are certain personalities that thrive in this environment. Sixty-five percent of Canadians are introverts and introverts gain energy by being alone and are far more creative and productive when they have quiet time to relax and reflect. I have worked with leaders who work from home one day a week in order to focus uninterrupted and, unsurprisingly, twice as much work gets done.

Another angle to consider is circadian rhythms or chronotypes. Are you more

energized in the morning, afternoon or late at night? I am a night owl and as such, I am much more productive later in the evening. Knowing this about yourself is important as, if you have the flexibility, you can structure your day much more effectively. My favourite part of working from home is having the ability to work later in the evening when I am most creative! Perhaps, productivity should be measured in terms of results not hours.

The four-day work week has also been catching on and it's been proven to increase productivity. With less employees physically at the workplace, less space is needed and costs decrease, not to mention the positive environmental impact.

As an extroverted entrepreneur, I love being able to work on the go, at a coffee shop or at home with my adorable cats. If I'm alone for too long, I make sure to book outside meetings and attend multiple networking events in order to get my people fix!

While COVID-19 may have been the cause, workplaces now see the benefit in telecommuting. Short-term, it ensured many people could stay employed, businesses continued to function and vital work did not stop. Long-term, organizations that offer telecommuting can benefit from an increase in productivity, healthier, happier teams and cost savings.

Jolene Watson, president of Clarity Coaching & Development, is a professional speaker and trainer and MBTI® Certified Practitioner, jolenewatson@live.com; jolenewatson.com.

GIVE TELECOMMUTING THE GREEN LIGHT

Working from home has major benefits for employees, employers and the environment.

Green benefits include:

- reduction in greenhouse gas emissions from vehicles
- less waste, including paper and plastic
- less space consumption as smaller offices are needed
- less energy usage (heating or cooling and electricity)
- greener lunch solutions and reduction in disposable food storage

Having a work-from-home plan in place can also increase productivity, promote a strong work-life balance and support business continuity when employees are unable to travel due to injury or weather.



Do you have a success story about working from home during the pandemic? Share and we could feature you in a future issue.

[Email marketing@wrla.org](mailto:marketing@wrla.org).



ARE YOU TAKING ADVANTAGE OF YOUR BENEFITS?

MEMBERS BENEFITS INCLUDE:

- Strong industry voice working together.
- Educational opportunities.
- Networking events.
- WRLA buying show – the largest of its kind in Canada.
- Discount on safety training courses.
- Free job ads.
- Discount on advertising opportunities to reach WRLA members.
- Discounts on insurance, travel, fuel, courier services, health services.
- And more.

Your network is your most
valuable asset.

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

For more information about your benefits
visit wrla.org or contact:

Erin Lubinski

Member Services & Solutions Manager

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

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A MEMBER

and get a
\$50 gift card
when they join!

3... 2... 1... BLASTOFF!

Lea Currie

While the fireworks industry has always been booming with innovation, advancements surrounding environmental concerns have fallen short. However, WRLA member BLAST-OFF Fireworks has elected to spark a trend and focus more efforts on reducing its carbon footprint.

"It started with us wanting to do the right thing," says Matt Bialek, president of BLAST-OFF Fireworks, Western Canada's largest fireworks importer and distributor. "We challenged all of the old assumptions and beliefs, asking why we couldn't change things to be a bit better throughout the supply chain. Once the ball started rolling, we realized that the 'right thing' could also be friendly to the bottom line."

The company bucked the industry norm of including plastic inserts in packaging, which are not recyclable in Canada, and introduced a cardboard carton re-deployment program to reuse packaging.

"Every component of our fireworks kits is 100% recyclable or compostable – from the physical tubes of each firework to the exterior display carton. We are the only Canadian fireworks importer that can make this claim," says Bialek.

The packaging sizes have also been greatly reduced by upwards of 25 percent over the past three years. Previously, packaging was big and bulky to give the illusion of value on store shelves but was unnecessary and ate up a large retail footprint, explains Bialek.

One of the biggest steps the company has taken to be more energy efficient was to move assembly out of China and do it right here in Canada.

"While we still import the contents for our family packs from China, all assembly is done here at home. Our carbon footprint

has been reduced tremendously – we import about 10 containers of product to assemble our family packs in Manitoba today. If we were importing fully assembled kits from China, we would be importing at least 65 containers (travelling around the world) to accomplish the same end objective," says Bialek. "As an added benefit, domestic assembly also invests our dollars in the local labour market – we employ more Manitobans year-round than we would otherwise be able to do."

With these green initiatives, there is a natural advantage for the environment, but the company has seen numerous benefits for themselves and their retail customers, including:

- reduction in raw materials usage in product development
- lower transportation costs and smaller carbon footprint in the supply chain
- lower storage costs and more efficient space utilization at its distribution campus
- higher returns per linear foot for retailers

Beyond their products, the family-owned and operated business has also been transforming the offices and 20-acre distribution campus in Selkirk, Manitoba, with insulation, lighting and HVAC system upgrades. Despite growing in size, the company's carbon footprint has actually been reduced, and they are seeing lower energy and operating cost than in 2000 when they first started out.

BLAST-OFF Fireworks saw an explosion of interest in their products after attending the 2020 WRLA Buying Show. Whether it's to celebrate the upcoming Manitoba 150, Canada Day or honour a birthday or wedding, the company has over 500 products – 170 in their exclusive product line – to fuel excitement for any occasion.



WE'RE MOVING TO **WINNIPEG!**

2021 | 2022 | 2023

For more information, visit wrla.org.

GIVE WOOD THE ROYAL TREATMENT

Belinda Remley

Wood products are everywhere. And it's no wonder. Wood is, after all, nature's sustainable building block – a renewable resource that has excellent workability whether a project is a simple backyard creation or a mid-rise building.

"For centuries, people have been seeking ways to prolong the life of the wood used in building projects, which truly makes treated wood the original green building material," says Ken Nelson, treated wood sales manager, Prairie region, for Taiga Building Products. "The treatment of wood today is much more sophisticated and adds longevity to common outdoor projects such as decks, retaining walls, furniture and raised garden beds. The preservative-treating process extends the service life of wood from three to 10 times longer than untreated wood."

For example, a residential deck built with untreated jack pine has an average life of five to 10 years compared with a pressure-treated jack pine deck which lasts up to 50 years, according to Wood Preservation Canada (WPC). That same deck built with alternative products could cost twice as much. Additionally, wood products embody carbon, reducing greenhouse gas emissions, thus protecting the atmosphere.

Canada – made up of about 40 percent forest area – carefully governs the use of its forests. About 94 percent of Canada's forest land is publicly owned and managed by the provincial, territorial and federal governments, which create and enforce the laws and regulations required to meet Canada's commitment to sustainable forest management.

According to WPC, "the use of treated wood products indirectly reduces the consumption of forests by extending the life of wood products. Treated wood is a sustainable product and there

are a lot of environmental and economic benefits to using it. The process of pressure treating wood simply protects it from natural destructive elements while extending its service life. By extending the life cycle of the material, we remove pressure on natural resource ecosystems by saving trees and limiting the amount of waste sent to landfills. The use of treated wood in Canada saves a forest approximately the size of Prince Edward Island every year."

Preservative-treated wood just makes sense. It offers consumers a product they can be confident in using in their backyards. Builders can create projects with the knowledge that preservative-treated wood is both economical and environmentally friendly. It blends beautifully into the surroundings and helps extend outdoor living, and with proper maintenance, a project can last even longer.

The WPC also states that wood treatments are carefully monitored. "All preservatives used in the processing of treated wood are subject to strict ongoing registration and reviews by the Pest Management Regulatory Agency (PMRA) and other agencies responsible for evaluating environmental and human health risks."

By using preservative treated wood, we can do our part to help protect the environment. "In using Wolmanized® Tanatone® wood from Taiga Exterior Wood in backyard projects and other residential applications, we are doing our part in contributing to the overall sustainability of our natural resources," says Nelson.

Belinda Remley is a marketing professional with Lonza Wood Protection.

New Product Area

Sponsored by:



NEW Product Area



WELL THAT'S NEW!

HAVE A PRODUCT THAT IS NEW AND UNIQUE TO THE MARKET?

Submit your new product for consideration for inclusion at the 2021 WRLA Buying Show.

If your product qualifies, benefits include:

- Opportunity to display your new product in the new product area on the show floor.
- Easily recognizable floor sticker in front of your booth so retailers know you have a new product.
- Featured product listing in the show guide.
- Product listing featured in the buying show app.

All new products are also eligible to be crowned Best New Product at the show.

DEADLINE: OCTOBER 30, 2020

The new product area is one of the most popular spots on the show floor!



Edge Eyewear's Nevosa glasses, winner of the 2020 Best New Product award, sponsored by Timber Mart.



Details and nomination form:
wrla.org/events/buying-show

BOOST YOUR EVENT SUSTAINABILITY SCORE

TIPS TO GREEN UP YOUR EXHIBIT SPACE

Lea Currie (with files from GES event management)

Sustainability is not a new topic within the lumber and building supply industry. As green standards become the norm and consumer interest in eco-friendly products grow, companies are quickly stepping up their sustainability efforts. But is your exhibit booth space following suit? Here are some tips to help boost your event sustainability quotient for the next WRLA buying show.

1 BE PHYSICALLY SUSTAINABLE

Are the physical components of your exhibit sustainable? Ensure that environmentally responsible materials are being used. If you produce signage, use sustainable materials, such as Falconboard or Pure Banner. Also, when redesigning a new booth, explore ways to repurpose past components.

2 INVEST IN YOUR BOOTH

A good way to prolong the life of your booth is to invest in it. Use durable, high-quality materials that will stand the test of time. While the cost may be higher upfront, it will save you time and money in the long run, and help the environment.

3 OPT FOR LIGHTWEIGHT DESIGNS

The shipping of exhibits is costly, not just to the pocketbook, but also the environment. Save carbon emissions by creating an exhibit space that is lighter to ship. (Your team setting up the booth will also thank you!)

4 CONSIDER THE “EXTRAS”

Little things like LED lighting, customized designs and pops of colour can help you stand out and add a fresh look each year without adding waste.



5 RENT LOCAL

Consider renting key elements from a local vendor. It will reduce the cost of shipping and the carbon footprint of moving more stuff long distances. Plus, those rented items are being reused, making them very eco-friendly. (If you are renting from GES, the WRLA exhibitor services provider, book early to save up to 25 percent.)

6 BE MARKETING SUSTAINABLE

Each year, reams of paper handouts end up in the trash. Utilize digital tools such as social media, content downloads and electronic signage to communicate information to attendees. In addition to reducing waste, digital information is retained longer on personal devices and can be shared easily amongst staff.

7 SHOWCASE GREEN PRODUCTS

Sustainability is becoming an important differentiator as more and more companies select their vendors based on green initiatives, so why not leverage this trend? During the event, put green products at the forefront and showcase your company's efforts to be sustainable.

8 REUSE RATHER THAN DISPOSE

When it's time to create a new booth or replace certain elements, consider reusing old booth materials rather than throwing them out. What is no longer useful within the exhibit space could be a good fit in the office. Or you could donate certain materials or products to local charities. When in doubt, make sure to recycle rather than toss.

CALL FOR NOMINATIONS

**NOMINATE THOSE DESERVING INDIVIDUALS
WHO WORK HARD, DAY IN AND DAY OUT,
TO MAKE THIS INDUSTRY STRONGER.**

WRLA INDUSTRY ACHIEVEMENT AWARD

Help us celebrate a strong leader in the LBM industry! The WRLA Industry Achievement Award recognizes a member (past or present) who has contributed to their business, the industry, WRLA and their community.

WRLA SALES REP OF THE YEAR AWARDS

Do you have a sales rep on your team that goes above and beyond? A real team player who does an exceptional job representing your brand and company?

(One award per region: BC, Alberta/Northwest Territories/Nunavut, Saskatchewan and Manitoba/Northwest Ontario.)

Nominate someone today!

DEADLINE: OCTOBER 30, 2020



Details and nomination forms:
wrla.org/events/industry-awards



Rob Hauser
2019 Industry
Achievement
Award winner



PHOTO: DOMTEK BUILDING PRODUCTS

FIGHT OR FLIGHT?

HOW SOME WRLA MEMBERS ARE COMBATING COVID-19

Lea Currie

Our fight or flight response is inherent to us. How we respond to a crisis is a part of who we are as individuals and also as companies. As our daily lives, families, businesses and livelihoods were dramatically altered by the COVID-19 crisis, many WRLA members chose to fight. Our building supply industry may not be made up of doctors, scientists and government personnel, but it is made up of many strong leaders and driven people who knew that they could do something to help. Whether it was about helping their staff, customers, the local community or the direct fight against the virus, our members did not panic. With kindness and a dedication to their community and country, they stepped up and made a difference. Here are a few of their stories.

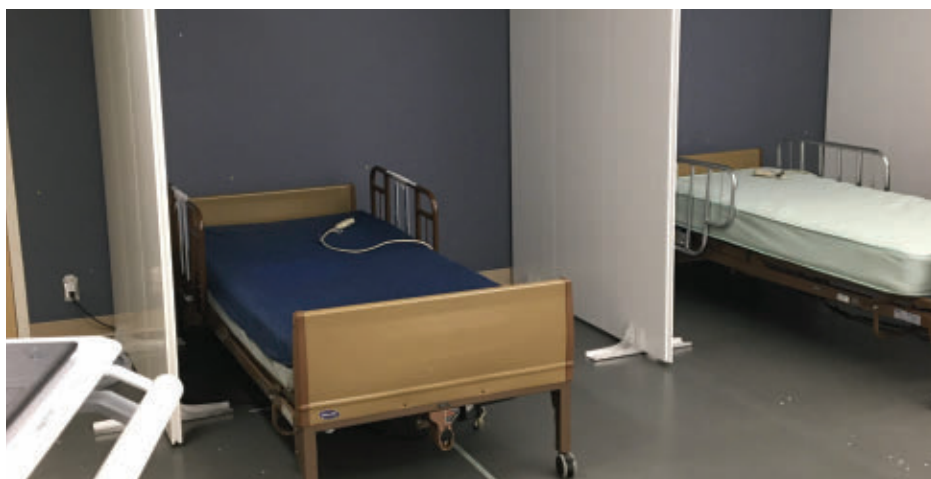
Domtek Building Products supplied TempWall by Trusscore to hospitals and care facilities at cost.



TempWall products are now being used in many care facilities across Canada.

DOMTEK BUILDING PRODUCTS

BRANDON, MANITOBA



Soon after the crisis hit Canada, Domtek began providing TempWall by long-time supplier Trusscore to hospitals, clinics and treatment centres throughout the country. This modular wall system comes pre-assembled for quick installation and creates temporary rooms and isolation spaces. TempWall quickly became the solution for many care facilities – so much so that Prime Minister Justin Trudeau even mentioned it during one of his daily public addresses.

“Our shipping department did an excellent job of figuring out pallets and wrapping, etcetera to ensure this medical-grade product arrived clean and in

great condition,” says Tyler Mancini, Domtek’s director of marketing.

Domtek also made the easy decision to sell the product at cost, not wanting to profit off this important product in a time of need.

As an essential service, Domtek is still fully operational, with most staff working remotely. Internal changes have been made to shipping procedures to ensure all staff and customers remain safe. Drivers coming to pick up material at the plant are now asked to remain in their trucks. Material is loaded in and then drivers are asked to exit the plant first before strapping down the load outside to ensure there is no contact between individuals. Paperwork,

including packing slips and bills of lading are now sent digitally.

“It’s amazing how this process has actually made our company more efficient. We are communicating with staff and customers more than ever. Customers are happy we are able to adapt to their changing needs,” says Mancini.

“We are in this together” is what the management team at Domtek has been telling their customers and staff. The WRLA wholeheartedly agrees!

domtek.ca

KAMLOOPS HOME HARDWARE

KAMLOOPS, BRITISH COLUMBIA

When businesses were told to implement social distancing protocols and safety measures, Kamloops Home Hardware came up with a creative solution – a concierge shopping experience. Prior to entering the store, a sales associate meets with the shopper to discuss what is needed and then escorts the customer through the store to purchase the necessary items. Shoppers are done in less than 15 minutes with minimal interaction.

"It's created a very efficient shopping experience for the customer. We are putting through more customers per hour than before, under the pre-COVID method of just allowing people to hang out," says president, Rick Kurzac. "We're actually hitting new records all the time and it's due to the quick in and out process. Customers are enjoying it and giving us a ton of praise in regard to the efficiency."

The one-on-one shopping experience has also reconnected the sales team with customers. Associates can better understand what the client is looking for and help choose the right product, as well as offer additional items they may not have considered to complete a project.

The new method has been working so well, Kurzac and his team may continue it even after the pandemic. "It's probably made us one of the more efficient lumberyards, certainly in Kamloops, as far as the volume of customers we can



put through our store during this unprecedented time," says Kurzac.

Kurzac is quick to commend his team who have stepped up to help during this difficult time. It was a staff member who created a vanity outside, with running water, so customers could wash their hands before and after shopping – an idea that originated from an Ontario Home Hardware dealer.

The store is also offering curbside pickup, with orders being taken via email or phone, as well as free delivery in the community to those who are unable to leave their home.

"Hardware stores were declared an essential service, and in the beginning, I wondered 'Why does a building supply store need to be deemed an essential service?' But consumers need that ability to do something at home rather than sit there watching news all day and we've seen this real surge of projects," says Kurzac. "I don't think I realized in the beginning how important home improvement and looking after your own nest is. It is helping to retain some sort of normalcy when you change those doors or build that deck... working together as a family on a project, creating an accomplishment and giving you a sense of real pride. It's really helping to ease the pressure of self-isolation."

facebook.com/kamloopshomehardware



Top: Kamloops Home Hardware staff member Ethan Milobar created a hand-washing station outside the store.
Bottom: Members of the Kamloops Home Hardware team.

REGAL IDEAS

VANCOUVER, BRITISH COLUMBIA

In times of crisis, it's natural to worry about your future – your business or job, family and health. And while Norm Liefke, owner of Regal Ideas, took the appropriate steps to take care of his company and staff, his first thought was “What can I do to help our communities?”

Already known for his humanitarian efforts, Norm has stepped up throughout the pandemic to support others around him and throughout Canada. He has donated N95 masks to hospitals in BC, where Regal Idea's head office is located, as well as in Ontario and Seattle where some of his staff live and work. He donated 100 microwaves to the Atira Women's Resource Society, a BC women's shelter that is creating a 100-room shelter for women in need. Along with the microwaves, more appliances, N95 masks and essentials are being sourced and donated to those in need. “We are so grateful to Regal Ideas for their support at this absolutely critical time and in particular, their decision to support women who are marginalized by their experiences of violence and abuse, poverty, struggles with substance use and/or mental wellness,” says Janice Abbott, CEO of Atira.

Norm also started Feed the Fight Canada (feedthefightcanada.com), an initiative to provide meals, personal protective equipment and other necessities to front-line workers and those impacted by COVID-19. Plus, the innovative charity supports local

restaurants and businesses who are feeling the crunch during this difficult time by sourcing meals and products. The goal is to sustain this initiative past the pandemic.

“Norm's big drive is to make the world a better place. Everyone has the right to be safe and healthy, despite their financial situations,” says Andrew Pantelides, vice president of marketing and business development for Regal Ideas. “Norm inspires us each day as to what is important and the value of giving back.”

Norm hopes that his efforts will encourage others to follow and contribute to help people and businesses in need.

To ensure Regal Ideas continues to operate throughout the crisis, many steps have been taken to increase inventory levels and protect the supply chain. Travel bans and stay-at-home policies for territory managers along with technology investments to stay connected were also implemented. From taking the successful DeckStars program online to virtual meetings

with customers, Norm believes in making the transition during our current times as easy as possible for customers and team members.

Once we're on the other side of COVID-19, Norm's efforts will continue as this humble humanitarian is focused on a better tomorrow and has a long-term vision for helping people in need beyond a pandemic.

regalideas.com

Top: Norm Liefke, owner of Regal Ideas with Dr. Decks, Jason Russell, Regal Ideas ambassador and award-winning deck builder.

Bottom left: Glenn Juhnke of Uncle Glenn's Eatery in Edmonton, AB, delivers food to firefighters through Regal Ideas' Feed the Fight Canada initiative. Bottom right: Regal Ideas donated 100 microwaves to Atira Women's Resource Society in BC.



WM DYCK & SONS

NIVERVILLE, MANITOBA

When the crisis began to hit Canada, Carl Fast, president of WM Dyck & Sons, swiftly made changes to the hardware store. With a focus on staff and customers, and reducing their risk of exposure, the retailer adopted new policies and procedures early on, ahead of the crisis, including making select departments available by appointment only, temporarily suspending the return policy and requesting that customers avoid bringing in children.

As the pandemic level quickly rose, the company took additional steps, such as reducing store hours, restricting the number of customers in store, screening everyone coming in, setting up hand sanitizing stations and offering free pickup or delivery. Through regular communications with customers and contractors, these changes were adopted effectively and well received by the community.

"We were an essential service so we expected to stay open as long as we could provide a safe environment for our staff and our customers," says Fast. "We also made sure that any staff who were not comfortable working could at any time take a leave of absence and return to their job when the health situation was under control." To date, the company has kept all staff employed, despite a significant drop in sales.

"The challenges COVID-19 is presenting are unprecedented. Questions around

the length of time this will last and how long it will take the economy to find balance again are not possible to answer today. As we move through this pandemic, we believe it is our responsibility to follow recommendations from Manitoba's chief health professionals to protect staff and our customers," says Fast.

WM Dyck & Sons was recognized by their buying group, Castle Building Centres Group Ltd., as going the extra mile. "Their change of operations to ensure a safe environment for their staff and customers are above and beyond provincial guidelines. When I was gathering some information on Castle members, I saw the amazing job they did on including a link on their website and detailing all of their implementations for customers to see," says Matthew Raetsen, business development manager for Castle. "WM acted swiftly with their customers' best interest in mind, first. They are committed to serving their core customer base that has supported them over the years, as well as their Niverville community and surrounding trading areas."

wmdyck.com

Store signs and floor decals were added to communicate with customers at WM Dyck & Sons.



STAR BUILDING MATERIALS

WINNIPEG, MANITOBA

Star Building Materials was looking forward to a banner year in 2020 – they had just moved into their new storefront and were planning a huge grand opening. And then COVID-19 hit and the simplest household items like toilet paper became a hotter commodity than oriented strand board (OSB).

Branch manager, Chris Osborne recalls when one of his buyers suggested stocking toilet paper and Osborne initially scoffed at the idea. “I remember looking at him like he was crazy. ‘We sell building materials not toilet paper!’” But after rethinking the prospect, Osborne did indeed bring it in and to ensure the store was not seen as gouging customers, it was priced virtually at cost and flew off the shelves.

As the world changed, Star Building Materials began to stockpile sanitization supplies and lockup the personal protective equipment. Changes were made to ensure staff and customers could remain safe.

“I remember not long ago in early March, before COVID was a household word, we were brainstorming about the sanitization steps we need to take as a company. Some of the suggestions around the table had drawn some very strange looks, but many of these actions are in place and considered the norm today. If not in place, we would be playing catch-up,” says Osborne. “Staff would



look at us like we were crazy and I kept saying ‘You will never know if you overreacted when this ends. If we are allowed to stay open and nobody falls ill, then how can you call it an overreaction?’”

When a call came out for N95 masks, Osborne made the natural choice to donate what the store had in stock. “Knowing we had a couple hundred (in store) with a bit more coming, we felt it wasn’t right for us to be sitting on them just in case.” Osborne reached out to

a local contact at Winnipeg’s Health Sciences Centre to donate the masks.

“It was only a couple hundred but all we had. Hopefully, like the toilet paper, it helped someone in need sleep better.”

starbuilding.ca

Special set-ups and signs at Star Building Materials to ensure the safety of staff and customers.



ROLL OUT THE WELCOME MAT

GETTING TO KNOW OUR NEW BOARD MEMBERS

Liz Kovach

It's truly a pleasure to work with each and every WRLA board member – developing trust, coming to understand the things they value and what drives them to be who they are as a person, and appreciating what they do as a business professional. I genuinely love working with people and value the relationships built through our time together, but the time comes when we have to say goodbye to these important volunteers. While that's never an easy task, this also opens the door of opportunity for fresh perspectives and renewed energy on the board.

Being part of a board of directors is a privilege, from my perspective – some may even call it a blessing and curse because once you're in, you never really get to leave. ;-) Harnessing people's passion and experience is a huge benefit to a non-profit, such as WRLA, as the insight from industry professionals provides excellent intel and helps to shape future objectives.

The WRLA is one of the oldest and largest trade associations in Canada and supports a vital industry. An industry that was built with a strong foundation by excellent people and will continue to succeed with incredible individuals taking up the mantle. And I'm so thrilled to welcome these amazing people to the WRLA board for the next term – Micah Flaig, Wade Laurent and Len Regier.

These three individuals have joined the board during a critical time for the WRLA as we continue to grow our three pillars – advocate, connect and educate, and we look forward to their contributions as we move forward.



MICAH FLAIG

LUMBERWORLD OPERATIONS BRITISH COLUMBIA

The industry is intriguing and I'm looking forward to learning more about the industry at a higher level. I'm also eager to take a leadership role in initiatives that will attract talent into the industry and help be an ambassador and put the industry on the radar for the next generation.

As WRLA gets older and wiser – we are celebrating 130 years in 2020 – we are also welcoming our youngest-ever board member. At 23 years old, Micah Flaig is eager to support innovation in the industry and bring fresh ideas to the organization.

Saying Micah was keen to learn about joining the WRLA board is a bit of an understatement. Micah was not leaving the 2020 WRLA buying show in Calgary until he had a chance to learn what the board role would entail, time commitments required and if he would be able to contribute value to our organization. After having connected with me, in addition to other board members, Micah was sold on the idea and threw his name into the hat.

“The industry is intriguing and I’m looking forward to learning more about the industry at a higher level. I’m also eager to take a leadership role in initiatives that will attract talent into the industry and help be an ambassador and put the industry on the radar for the next generation,” says Micah, who also wants to learn from other business leaders.

Micah has spent the past five years working for Lumberworld Operations out of Victoria, BC. While his key role right now is front sales representative, he is keen to better understand the building supply industry as a whole. He has spent a lot of time and energy to be cross trained in various areas of the business, including yard and warehouse operations, customer service, lean manufacturing training, boom truck delivery of drywall and lumber goods, and staff management.

“I’ve been attending the WRLA buying show since I was 16. I find it interesting to see how the building supply industry is moving forward each year,” says Micah.

Since he started working as a teen, Micah has held various jobs, from the food industry and lifeguarding to managing a small farm. The element of each role that Micah loved the most was getting to know people and their professions, and understanding their goals and aspirations. This desire to understand people’s motivation and create strong connections with others has helped Micah develop the skills needed to work with a variety of individuals.

Micah’s youth and passion for the industry will come in handy on the board, particularly with the NexGEN program. Currently in the process of being rebranded, one of the key areas where we need to advance NexGEN is in the area of promoting the building materials and supply industry as a career path to youth. Micah will be an excellent ambassador for this program, while also giving him the opportunity he’s been craving to learn more about the industry.

“Moving into the chair role means there is an opportunity for me to pass the baton to another young leader who will help to take on the leadership of the NexGEN program,” says Joel Seibert, who recently began his two-year term as WRLA board chair.

We are delighted to have Micah join our board as we evolve our programming and strengthen the value proposition to members. Despite the challenges ahead, it is an excellent time to join the team and be part of shaping and leading some of the initiatives going forward.



WADE LAURENT

ULTIMATE DECK SHOP
SASKATCHEWAN

... I realized just how much of an impact this group could have on the entire lumber industry. I don't want to say I was naive, but I certainly had no idea just how big WRLA was. I always thought of WRLA as just the retailers and as I found out this organization touched every aspect of the LBM, from production to final sale, I became more certain that I wanted to be part of it.

Wade Laurent has always had a desire to make positive changes to organizations around him.

"I was told if you want to change something, you actually need to join to do that," says Wade, who was raised to believe in helping your neighbours, building strong communities and working hard.

When approached about joining the board, Wade knew he didn't want to "just be a head at the table" – he wanted to make a difference.

"As I looked into the size of this organization, I realized just how much of an impact this group could have on the entire lumber industry. I don't want to say I was naive, but I certainly had no idea just how big WRLA was. I always thought of WRLA as just the retailers and as I found out this organization touched every aspect of the LBM, from production to final sale, I became more certain that I wanted to be part of it," says Wade. "I feel like we, as an industry, have become complacent in how we do business, and one of the things I thought would be important to be part of was the transition from the way we currently do business to a system that is modernized."

The way homes are built, the way people purchase and the things we value are constantly changing, and Wade wants to see the industry catch up.

"I am in a generation of people that don't like to fax and would rather purchase online. That does not mean I don't want to support a local business; it means I want that local business to sell the way I want to shop. If we can start having these discussions in this industry, I think we will have a great chance at adapting with our customers," says the Saskatchewan resident.

Wade also wants to change many misconceptions that the public has about the industry and highlight it as a viable and attractive career opportunity.

Despite being the son of a carpenter, Wade himself did not immediately consider the LBM industry. His work experience has run the gamut, from working on drilling rigs and in the restaurant industry to a career in psychology. Seeking a change, Wade decided to dive into construction and began to frame houses. He became a finisher with J and G Homes in Brandon, Manitoba, and finally felt like he'd found his calling.

When the opportunity to move back to Saskatchewan presented itself, Wade decided to join forces with high school friend Shane Chapman, and the pair opened The Ultimate Deck Shop in 2016.

This varied career path is something that will serve Wade well on the board, as he can offer an outside perspective.

"I also do not have any of the nostalgia that comes with being in an industry for years, so hopefully I will be able to bring some of my energy to improve the WRLA and the industry as a whole. I look forward to the challenges and more importantly, I look forward to the privilege of serving on this board as we take our industry into the next decade."



LEN REGIER

**FRIES TALLMAN LUMBER
SASKATCHEWAN**

I joined the WRLA's board of directors because this industry has been an incredible lifelong career path for me, and I feel it's time to give back to an industry that has supported me. WRLA was an integral part of my growth through the education components, along with the networking.

As the saying goes "It's not work if you love what you do." Len has spent his entire working career in this industry and could not think of doing anything else. One of the reasons that he has remained in this line of work was the continuous support for development and opportunity for growth that is available within our industry and through the WRLA. This is also what has encouraged him to join the board.

Len has always had a keen interest in WRLA and has been active in the buying show for over 20 years. Recently, he used his passion for further education to support the organization by participating in the development of the WRLA Fundamentals of the Lumber and Building Industry certification program.

"I personally feel our construction industry is not very well perceived as a desirable career. It is imperative that we work as an industry to change that perception, and it needs to start at the high school level," says Regier. "I want to learn how the industry is connecting with the high school programs across our represented provinces, and work towards a common message to encourage the young people to join our industry."

Len's own career started in Winnipeg where he was exposed to retail, shipping and production. In 2012, as part of the company growth strategy, he moved into the role of sales manager with Fries Tallman Lumber, managing both the Regina and Fort Qu'Appelle sales teams.

"I joined the WRLA's board of directors because this industry has been an incredible lifelong career path for me, and I feel it's time to give back to an industry that has supported me. WRLA was an integral part of my growth through the education components, along with the networking."

Len brings a fresh perspective on the wholesale industry, as well as 18 years in builder/commercial/contractor sales. As the current chair of the Regina & Region Home Builder's Association's board, Len brings new connections that will be an asset to the WRLA and its members.

Always striving for continuous self-improvement and learning, Len hopes his time on the board will help him to gain more insight into the higher-level workings of the industry on a national level.

Len's passion for continuous improvement and learning will be an asset to the WRLA as the association continues to evolve and inject a new energy into its education programs.

I am at a point in my personal and career life that I feel I have the time needed to give back to the industry that has provided me a comfortable lifestyle. I am proud to give back to our association and help foster growth and education within our industry," says Regier. "I look forward to supporting the WRLA and the members."

WANT TO GIVE BACK TO YOUR INDUSTRY?

There is no better time to get involved in the WRLA than right now. With the challenges that have been presented to each and every business in 2020, our organization needs to continue to evolve to better support our industry and WRLA's 1,200 members in Manitoba, Saskatchewan, Alberta, British Columbia, Northwest Ontario, Northwest Territories, Yukon and Nunavut.

The work we do as an industry and organization is vital to our country. The building supply industry is a \$80+ billion industry that directly employs over 262,000 Canadians. It enables the work and contribution of other Canadian businesses, such as the country's developers and builders, small contractors and do-it-yourselfers. The building supply industry extends into every community across the country, contributing to the very fabric of Canada. It brings a multitude of economic benefits, jobs and investment to the provinces and country.

If you're interested in giving back to the industry, contact WRLA president, Liz Kovach at 204-770-2416 or lkovach@wrla.org to discuss.

You can be a part of its growth!

- Do you want to be a part of creating relationships with government and being an advocate for the industry? Do you enjoy analyzing policy and how it impacts business in the industry?
- Are there education gaps and professional development opportunities that you can help the industry address?
- Are you passionate about driving support to local business and encouraging Canadians to spend money in our local economies?
- Does attracting talent and developing succession opportunities interest you?
- Do you have passion and drive to support and evolve the industry?

During times of challenge there are always opportunities, but there needs to be a willingness to harness them.

IN THE NEXT YARDSTICK...

INNOVATION & TECHNOLOGY ISSUE!

- HR technology to improve your business.
- How bragging about failures can lead to innovation.
- Building excitement for Winnipeg.
- And more!



• INTRODUCING OUR NEW 12" TUBE, THE BFT12!

- Bigfoot Systems® Footing Forms along with the BFT10 and BFT12 tube form a complete engineered pre-molded pier footing system.
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- BFT10 and BFT12 are not affected by ground water or rain.
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- Cost less and requires less concrete than other systems.
- Back-filling before pouring concrete? No Problem.
- Meets or exceeds all National and local building codes in North America.



BF28 **BF24** **BF36**



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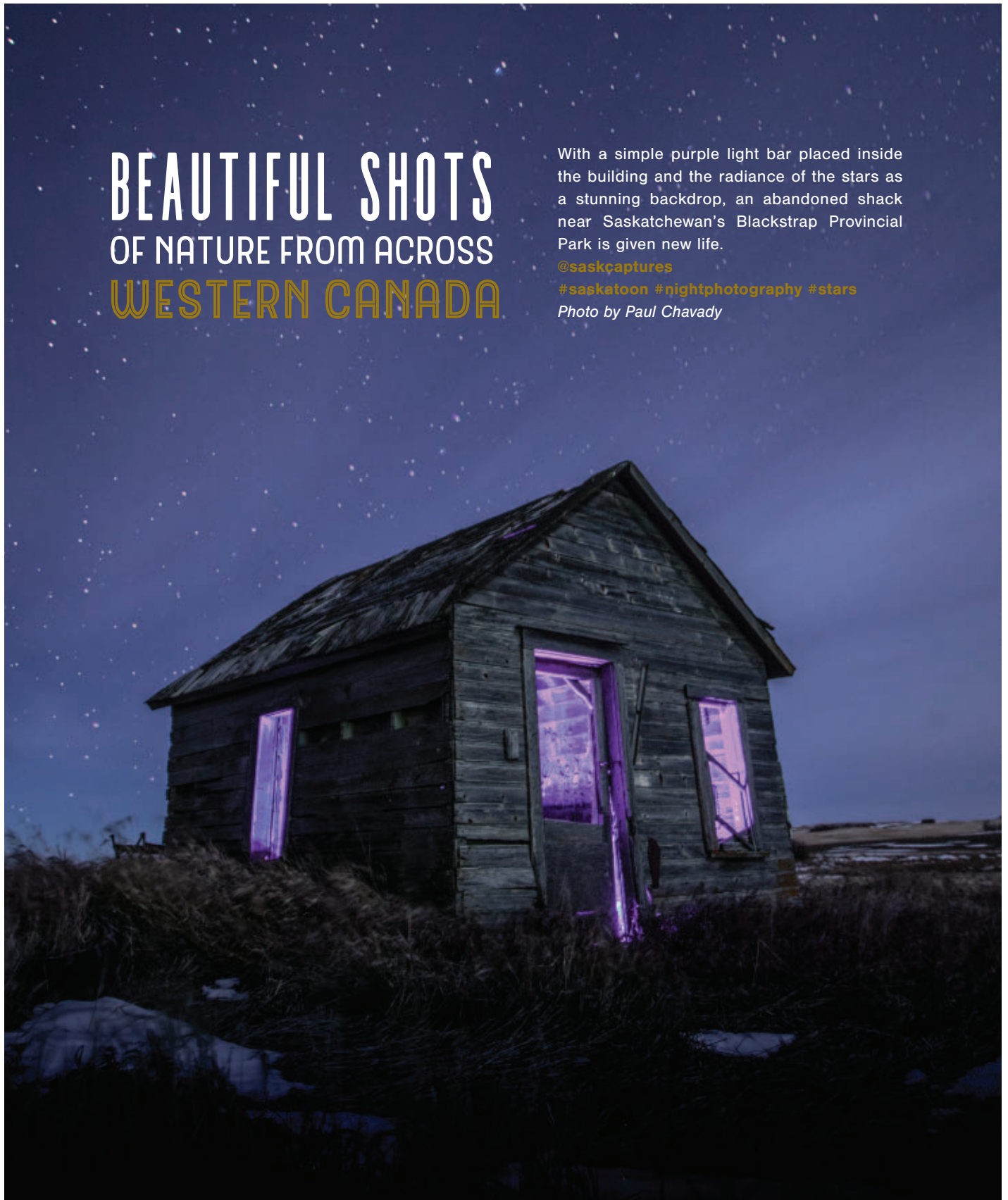
BEAUTIFUL SHOTS OF NATURE FROM ACROSS WESTERN CANADA

With a simple purple light bar placed inside the building and the radiance of the stars as a stunning backdrop, an abandoned shack near Saskatchewan's Blackstrap Provincial Park is given new life.

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Photo by Paul Chavady



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