

# YARDSTICK

ISSUE 6 | DECEMBER 2019/JANUARY 2020



## 2020 WRLA BUYING SHOW



**INFORMATION  
FOR VENDORS  
AND DEALERS**

**2019  
ELECTION  
COVERAGE**

A close-up photograph of a person's hands using a white piping bag with a metal tip to pipe white frosting into a black muffin tin. The person is wearing a silver watch. In the background, there is a large white bowl filled with frosting and a wooden spoon. The scene is set on a wooden surface with some strawberries visible in the foreground.

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—**Gary Fletcher**, General Manager, Trail Building Supplies



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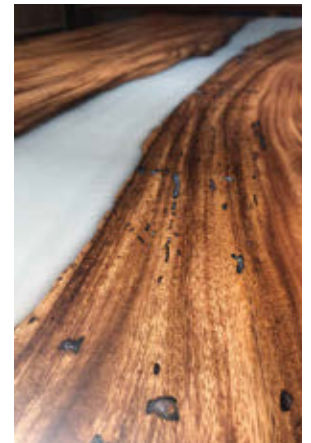
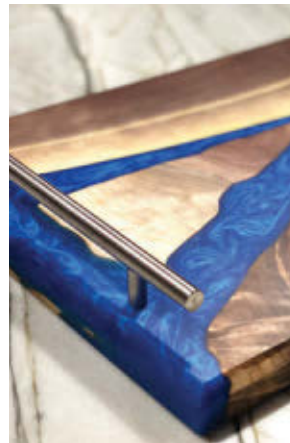
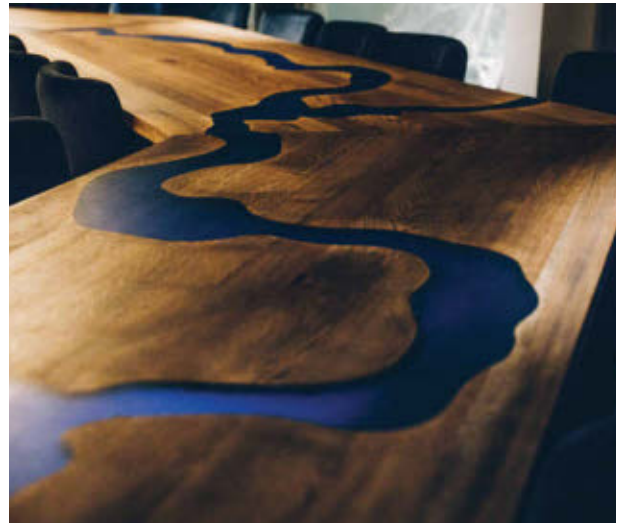
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# Working Together for Change

*By Liz Kovach, President, WRLA*

**POWER IN NUMBERS IS** an old cliché, but one that continues to hold true and is relevant now more than ever. As 2019 ends, it provides us an opportunity to look back at this past year and evaluate what went well and what didn't, adjust where we can, and hopefully implement some changes in 2020.

The lumber and building supply industry, like many others, has experienced some challenges and it is now more important than ever to work together for change. The WRLA government relations team was active this past year increasing our outreach to members, engaging political parties, and listening to our members' feedback. As we enter 2020, we will keep our foot on the gas to continue to engage more WRLA members to participate and work toward expanding our impact in the political front.

The WRLA represents the interests of 1,100-plus member businesses in the lumber and building supply industry and we want to continue to grow that number. We know that with your support and input we can make our collective voice stronger as we continue to ramp up our advocacy efforts.

To help set our priorities for 2020, we invite all WRLA members to join us on Tuesday, January 21 for our first-ever LBM Advocacy Summit. This summit is designed to allow our members to work together in a facilitated environment to determine which provincial policies your WRLA should focus on. The summit will take place at the Marriott Hotel in downtown Calgary from approximately 1:30 p.m. – 3:30 p.m. and will be followed by a small wine and cheese event.

We strongly feel it is important to have representation from all areas of our membership and Western provinces and we hope you will consider attending. The WRLA wants to take an active role in the change that you want to see. Please call me to discuss questions you may have or to simply sign up to participate.

As the Show in Calgary quickly approaches, I would like to take this opportunity to remind you to maximize the opportunities at the upcoming show. Education opportunities have been increased so please be sure to watch out for the schedule release and bring

members of your staff team to participate.

Be sure to join us at our Thursday night awards event where we will celebrate our awards recipients, including the Industry Achievement Award and the Sales Representative of the Year Awards. I am very pleased to announce that Rob Hauser of Camrose Home Hardware is the 2019 Industry Achievement Award recipient. If you are curious to see who the Sales Representatives of the Year are, then you will have to come and find out for yourself.

Finally, I would like to take this opportunity to thank Mark Westrum for his decade of volunteer service to the WRLA board and the industry. Mark's term comes to an end in January and he participated in some significant changes during his tenure. We will miss his presence, his humour, and his insights around the board table. On behalf of the board and staff team, thank you Mark!

Have a safe and happy holiday season, and I look forward to connecting with you in the New Year in Calgary! »



## CALENDAR OF EVENTS

### JANUARY 20

#### Advanced Estimating Level 3 with Stan Burkholder

8 a.m. – 4:30 p.m.

Hyatt Regency Hotel

### JANUARY 21

#### Principles of Yard and Warehouse Operations with Stan Burkholder

8 a.m. – 4:30 p.m.

Hyatt Regency Hotel

#### LBM Industry Advocacy Summit

2 p.m. – 5 p.m.

Marriott Hotel Downtown

Details coming soon.

### JANUARY 22

#### Pre-Show Education Classes

Hyatt Regency Hotel

Download WRLA 2020 Show app for  
class schedule or view online.

#### Welcome Wednesday Meet Up

2 p.m. – 8 p.m.

A casual meet up in a private room at  
Thomsons Kitchen & Bar (formerly  
known as the Sandstone Lounge).

Members can meet up in this private  
room to socialize and get their  
badge printed.

### JANUARY 23

#### 2020 WRLA Buying Show

8 a.m. – 5 p.m.

BMO Centre

#### WRLA Annual General Meeting

2 p.m.

Show Floor – Education Classroom

### JANUARY 23 (con'd)

#### Meet us at “The Place” – A Social Networking and Awards Night

6:30 p.m. – 11 p.m.

Hosted by the WRLA at the Hyatt  
Regency Ballroom, this night  
celebrates one another and furthers  
our connections made at the show.  
Join us and enjoy the food stations,  
appetizers, and socializing. No  
additional cost but attendees  
must wear their show badges  
to ensure entrance to the event.  
REGISTER TO ATTEND.

### JANUARY 24

#### 2020 WRLA Buying Show

9 a.m. – 2:30 p.m.

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# Winnipeg's City Sheet Metal Celebrates a Century

By Alana Trachenko

**ACCORDING TO ALLAN ABOSH,** City Sheet Metal President and Third-Generation Owner, the old adage is true: you never work a day in your life if you love what you do.



His passion for the products that City Sheet Metal manufactures, coupled with a focus on employee satisfaction and customer service, is a simple yet foolproof foundation for the company, which celebrates its 100th anniversary in 2020.

Unofficially, the company began in 1919, but Abosh's father felt that the year had too much negative connotation following the 1919 General Strike in Winnipeg.

"I thought a strike was a strike, and that was the extent of it," Abosh said in an interview with the WRLA's *Yardstick* magazine. "But actually, the Canadian government sent in armed forces to Winnipeg because they were so worried about communism taking a foothold in Canada because of the workers' strike."

City Sheet Metal was born at a time of great societal transition, but the industry has hardly changed in any practical sense, Abosh explained.

"It's a third-generation company but really nothing has changed," Abosh said. "The only thing that changes is the physical size of the products — besides that, nothing has changed in my industry since day one."

## EMPLOYEE-FOCUSED FROM THE START

City Sheet Metal manufactures a number of metal products, including gutter systems, downspouts, and elbows and trims, working primarily with steel and aluminum. When asked what



PHOTOS SUPPLIED BY CITY SHEET METAL

“I’ve always tried to put myself in the workers’ position, what I would want if I was working on the floor. I’ve listened to whatever the employees suggested and have done it within reason. We have an open policy: they need this or that, they ask.”

— Allan Abosh, City Sheet Metal President and Third-Generation Owner

their most popular product is, Abosh said it’s never been any one particular item. There are other reasons that their work is in demand.

“I’ve always prided the company on the quality of product and prompt service, so I think those are the main reasons that people deal with us,” he said.

Part of their success could be attributed to the almost unheard of level of employee loyalty at City Sheet Metal. Abosh said that on average, their employees stay with them for 15 years, a true feat when considering that it’s not unusual to see turnover after three or four years within the manufacturing industry. Nothing is an

accident at City Sheet Metal, including the high employee retention.

“I’ve always tried to put myself in the workers’ position, what I would want if I was working on the floor,” Abosh said. “I’ve listened to whatever the employees suggested and have done it within reason. We have an open policy: they need this or that, they ask.

“Last year they asked for a complete set of tools at each machine, and we discussed it and went ahead with it, and it’s helped a lot. You can see the difference in productivity, where a person isn’t walking around for half an hour looking for a screwdriver.”

Liz Kovach, President of the Western Retail Lumber Association, said that responding to employee needs is a sure-fire way of increasing business longevity.

“To build a great business, you have to be able to rely on and trust your employees, and they have to be able to trust you,” Kovach said. “At City Sheet Metal, it’s clear that there are very strong working relationships, which has allowed the company to weather the ups and downs of the manufacturing industry.”

## PASSION FOR THE PRODUCT

Abosh’s approach to business, which he credits in part to growing up in a family that knew the metal industry backwards and forwards, is straightforward — keep your employees happy, pay attention to product quality, and don’t get caught up in the what-ifs.

“I had a business mentor... and he would say to me, ‘Allan, how do you get so excited about selling a piece of eavestrough to someone?’ And I never noticed I’d get so excited about it,” Abosh said. “I got pumped up about the product we were making and I’d make sure the product was just so and the quality was just so and, if not, we’d have



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them reset the machine so when the product left here, I knew there was nothing wrong in any way, shape or form."

It's been a labour of love for Abosh and his team.

"I enjoy it so much, and I've been fortunate at being successful at it," he said. "Putting in a 10-hour week or putting in an 80-hour week, I never looked at it as how many hours do I have to put it in, I just worked the hours that are required to be successful. The motivation was that I enjoyed what I was doing, so it wasn't really work, and that applies to anything you do and any job you have.

"It's not about going through the motions and getting a pay cheque and going home."

### FACING INDUSTRY CHALLENGES

The industry itself may not have been revolutionized in the last century, but that doesn't exempt City Sheet Metal from being affected by the changes in the economic or political climate. The recent introduction of tariffs on metals coming from Canada, for example, has posed a new challenge for City Sheet Metal.

"The tariffs that the Canadian government is imposing, alongside what the U.S. is imposing, is absolutely ludicrous," Abosh said. "We were taken aback by the tariffs, and we had to sit down and talk about how we would cope with it."

But simply raising prices is not an effective strategy: as Abosh explained, they couldn't raise prices if their competition didn't raise prices, so up to a point, absorbing that loss is the only option.

Kovach said that tariff increases are one of the many challenges that small businesses face, alongside changing economies.

"There are always going to be outside forces, like the economy, trends in business, and political decisions, that impact small companies such as City Sheet Metal," Kovach said. "In order to maintain a strong business, City Sheet Metal has been on top of everything they can control internally, like product quality, employee training, and business strategy."

That steady rhythm has worked for Abosh and his team, whose approach has always been to take things one day at a time.

"I never thought about failure," Abosh said. "I just went to the next step, next step, next step — take it from there." »

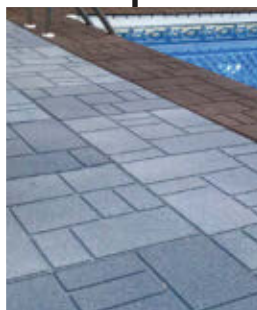
"There are always going to be outside forces, like the economy, trends in business and political decisions, that impact small companies such as City Sheet Metal. In order to maintain a strong business, City Sheet Metal has been on top of everything they can control internally, like product quality, employee training, and business strategy."

— Liz Kovach, WRLA President



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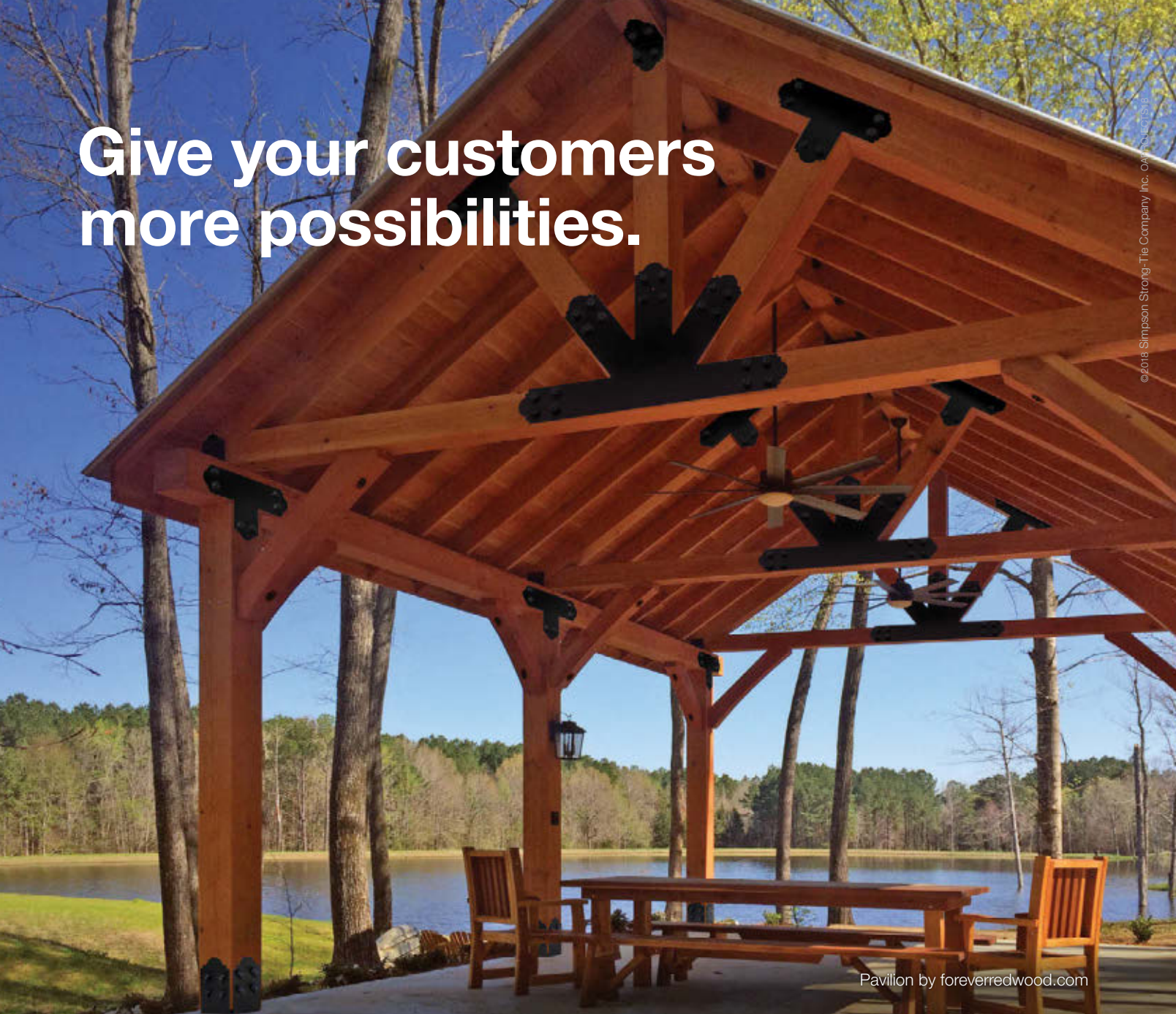
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# Windsor Plywood Still Winning after 50 Years

By Alana Trachenko

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**IN THE CONTINUALLY CHANGING** world of home improvement and building supplies, Windsor Plywood has managed to thrive by working off of the same values and philosophy that first brought the company success.



**“We’re just a people-focused organization. We focus on our customers, our employees, our owners.”**

President Curt Crego has been with Windsor almost from the start, some 40-odd years. Today, Windsor Plywood has 61 locations throughout North America, with a mix of corporate and franchisee-owned stores.

“Has the industry changed? Absolutely,” Crego said. “There’s been tremendous changes in many aspects of this business. But many of the fundamentals have stayed the same.”

He says products constantly change and that’s something that comes with the territory in building supplies, but the tenets in which Windsor Plywood first began have continued to this day.

“We’re just a people-focused organization,” Crego said. “We focus on our customers, our employees, our owners — we put a lot of focus on the relationships we have, and we have many different types. That’s the part that hasn’t changed in 50 years.”

He said the short-term goal for Windsor is the sale, but the long-term goal is to turn that transaction into an ongoing relationship. Crego’s own history with

the company supports his claim that Windsor Plywood is about longevity with customers, employees, and vendors.

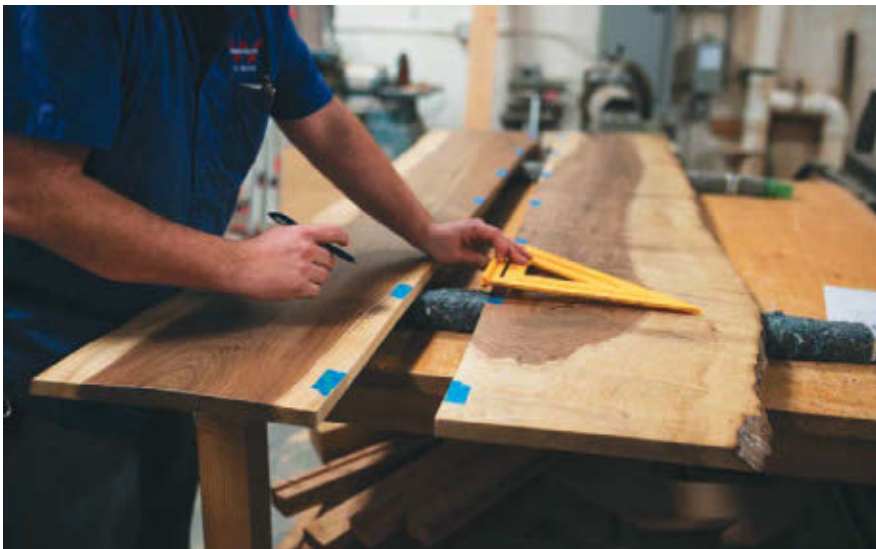
## A UNIQUE BUSINESS MODEL

Crego admits that while there is some complexity in Windsor both owning and franchising locations, it’s a model that has worked for them throughout the years.

“It ensures that we, as the franchisor, have skin in the game,” Crego said. “We own stores just like our franchisees. We watch how they’re run and managed and they offer us a platform to try things at our own expense before we go out to the franchisees and say, ‘you should do this.’”

“I think it shows to our franchisees, and the industry, that we’re really in this. We’re not just a franchising company. We’re not just a buying group. We’re heavily invested in the business in the same way we ask the franchisees to be.”

This mixed approach to ownership has also given Windsor Plywood and its franchisees the opportunity to learn from each other. By decentralizing the leadership and working in a bottom-up



style, Windsor has been able to stay connected with customers and owners at all locations.

"At head office we spend a lot of time listening to franchisees, asking them what works, asking them what they need from us," Crego said. "We're not telling them how to do business; we're not dictatorial."

WRLA President Liz Kovach said that Windsor Plywood's approach to store ownership and management is an example of how effective mixed business models can be.

"In today's business climate, you have to get creative about how you're going to meet the customers' needs," Kovach said. "There's no one-size-fits-all that's going to work over the long term. Windsor Plywood has been successful in this industry by staying connected to their customers, employees, and their franchisees."

### GETTING FACE TIME WITH CUSTOMERS

Even as president, Crego said he is able to get out to different Windsor Plywood

locations and connect with customers and employees on the ground. He says he sees a trend at all of the stores.

"It's apparent that significant amounts of these customers are repeat, long-term customers," Crego said. "They know our people by name and vice versa. You can hear conversations about the projects someone was doing a year ago, and 'how did that finish up?'"

And that makes sense to Crego, who also said, "You do business with people you like. If I don't like someone, I just don't shop there — it's not about the price, that's not the point."

He sees that same attitude in this next generation of customers, who he said are more discerning than ever, but appreciate value over a low price point as well.

"We have to provide a higher level of product knowledge than when I started in the '70s," Crego said. "A lot of my knowledge then came off the back of a can, and that was all you needed. But products and building codes have become more complex."

He said that while the internet can be useful for home renovations and other projects, it also has a lot of misinformation. If you're doing something for the first time it can save



you a lot of frustration to come into a store and talk to somebody who has that expert knowledge.

"The WRLA has seen this trend as well," Kovach said. "Our members are looking to become more efficient and informed, because that's exactly what their competitors are doing. Today, it's all about how you can stand out, and being an expert on your store's products and finding your niche is a simple way to do that."

Looking ahead, there are challenges that Windsor Plywood and its competitors will have to face. The key factor is people: entrepreneurial people comfortable with the culture and people who get what makes Windsor Plywood different. The company is continuously looking for the right people to continue its growth.

Another is the increasing cost of building and running store facilities.

"Escalating facility costs, whether you buy or are a tenant, they'll become a limiting factor to growth or to the

business model," Crego said. "We see it in our competitors, people trying different strategies, smaller locations."

But he said that Windsor Plywood is looking forward to another 50 years of business. Part of that will be continuing to build on the solid foundation it already has as a business, but the other part Crego isn't so quick to divulge.

"If I had the secret sauce recipe, I wouldn't share it."

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# Sexton Group Keeps Focus on Members

*How the Canadian buying group maintains a spirit of independence*

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Senior Manager of Purchasing for Sexton Group, Eric Palmer, said the company has very high standards that guide Sexton's procedures, policies and workplace culture. Refusing to rest on their laurels, Sexton has stayed competitive and built loyal partnerships with retailers across Canada.

"We've taken a focused approach to how we serve our members," said Palmer. "Our members are independent entrepreneurs who take pride in their own store banners. Our job is to help them thrive as independent brands."

Although consumers may not be aware of Sexton, businesses across Canada have come to depend on

their advocacy, accounting, and demonstrated buying power.

## **A CULTURE OF TRANSACTIONAL EXCELLENCE**

"One of our main focuses is transactional excellence," Palmer said. "When it comes to our industry, it's essential that members receive their full rebates from vendors as quickly as possible. We provide centrally billed invoices, a single statement and a rebate at the end of the month. We are focused on ensuring our members' rebates are paid to them quickly, in fact, we are the fastest in the industry."





"You can't make mistakes when you're dealing with someone else's money, so we've had a new IT system installed, ensuring that the information is 100% accurate and on time, every time."

That culture of excellence and responsiveness begins on day one with all staff.

"Our number one priority is to serve our members. We have a culture of responsiveness, so when a member calls we drop everything to respond to their requests. New employees have a 90-day plan to get trained on their daily tasks, but also to learn and embrace the culture, which is focused on responsiveness."

Next year, Sexton Group will be celebrating its 35th anniversary, and while the company began in Western Canada, it has expanded east adding members in Ontario, Quebec, and Atlantic Canada. Sexton currently serves 400 member locations across the country.

## BETTER DEALS WITH SEXTON

Palmer said it's becoming rare to see independent businesses that aren't affiliated with a buying group.

"There are still true independents, however they are few and far between," Palmer said. "For an independent to strike

a deal with a supplier can be challenging. Once you join the buying group, you gain the purchasing power of 400 members across the country that you're now connected with. You have access to the best and most competitive programs and can take advantage of group volume buys."

## PROBLEM-SOLVING AT ITS FINEST

Palmer said that Sexton Group's goals are to help its members achieve positive profit margins and provide access to beyond competitive market prices, both of which can be challenging as a small-to-medium-sized independent business.

The other piece of the puzzle is advocacy. Palmer said that Sexton Group is all about navigating and solving problems for its members. They have years of experience building trusted relationships with national suppliers. Every time a member has a concern or issue dealing with a supplier, Sexton is there to help them navigate that situation or speak on their behalf.

## STRONG, TWO-WAY COMMUNICATION

Over the years, Sexton has developed a diverse member base. What works for one

member isn't going to work for another, so an open line of communication between Sexton and its members is essential to their success.

"We have to ask, what is important for these members? What will be important in one year, five years, and beyond?" Palmer said. "The more we listen to our members, the more that creates a strong long-term strategy for us. We know that it's been a tough couple of years for some businesses, so our results must focus on protecting margins by negotiating regionally competitive programs."

Palmer said his team is always willing to work with current and new members to help them achieve their company objectives.

"We are a dedicated team of industry experts focused on our independent members' success. We negotiate strong, regionally competitive programs for all members coast-to-coast. We work for our members every day, so they can focus on what matters most—their business," Palmer said. "In a world where you're dealing with large manufacturers, where it's harder to get answers, we are committed to getting answers, solving problems, and serving our members."

For more information, visit [sextongroup.com](http://sextongroup.com). »

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# WRLA Remembers

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



## **DWIGHT DIXON 1954 – 2019**

It is with heavy hearts that we announce the sudden passing of our beloved husband, father, brother, and papa, Dwight, at the age of 65, of Balcarres, Sask. on Thursday, November 14, 2019.

Dwight grew up in the Tullymet District. After graduating high school in Balcarres he attended Kelsey Institute of applied arts and science and became a journeyman carpenter. He then moved home and started Dixon Construction until 1981 when he purchased Chatterson Lumber.

Dwight was an active community member. He served on town council for 34 years, 16 of those as mayor. He was a Lions member for 35 years. He was a board member and the president of the Western Retail Lumber Association. Throughout his life Dwight enjoyed traveling, spending time with family, and his grandchildren.



## **PETER KOHLER 1942 – 2019**

Peter Kohler, founder of Kohltech Windows and Entrance Systems, passed away in his sleep the morning of Dec. 2, 2019 at his winter home in Florida. He was 77 years old.

Peter founded Kohler Windows, now Kohltech Windows and Entrance Systems, almost 40 years ago with four employees and built one of the most respected window and door brands in Canada. Peter devoted his life to the window and door industry and won many awards for his accomplishments both regionally and nationally. He retired in 2010 after selling the company to his management team.

Kohltech continues to be driven by the culture of service, quality, and innovation that Peter founded the company on.

“Peter was an extraordinary human, friend, entrepreneur, and employer,” stated Kevin Pelley, CEO of Kohltech, who now owns the business with Carl Ballard, President. “We are committed to continue the legacy of excellence that Peter created and that has propelled the company to a top national brand with over 500 employees”.



## **CALLA KOMARNICKI 1969 – 2019**

Our friend and colleague Calla passed away on Oct. 10, 2019. After a nearly five-year battle with cancer.

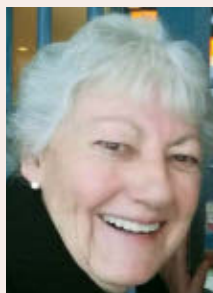
Calla worked at Sexton Group as our Communications Manager for 12 years. She was part of a small group of us charged with restoring our buying group to its former glory. We needed an injection of energy, enthusiasm, positivity and member focus. Calla provided all of that in spades.

Calla combined a big personality and a caring nature that made our work lives more fun and meaningful. People who encountered Calla quickly saw her as a friend.

During her prolonged illness, Calla made an effort to attend our functions, stay in touch with members and comment on our many marketing and communication missives.

Our thoughts and prayers go out to her husband Kevin, who magnificently supported her all the way, her children,

# WRLA Remembers



## **BEV PALKO 1945 – 2019**

Our industry lost a true pioneer with the passing of Bev Palko on March 8, 2019.

She was born in Leader, Sask. on Feb. 14, 1945, and is lovingly remembered by her two sons, Brad (Carrie) and Tyler (Leigh); daughter Patti James (Don); and several grandchildren and great-grandchildren.

Bev was predeceased by her loving husband Jerry Palko.

Bev was a trailblazer having been an owner of The Cedar Shop since 1978. Bev and her husband Jerry started the business together. Bev was majority owner since 2007 when her husband passed away.

Bev was a leader for all women in our industry and as a business person had extraordinary vision and compassion. Bev always made every employee feel that the business was their business.



## **KEN RONEY 1942 – 2019**

Ken Roney started his lumber career in 1963, working for Westrum Lumber in Briercrest, Sask. In 1972, less than 10 years later, he became a full partner in the business.

Over the next 40 years, he would see the company expand to four locations in southern Saskatchewan. Ken loved being a business owner and working at the lumberyard. He appreciated all the people who came into his life because of it, but his first love was his family.

Ken worked so hard but always put family first. He would go without new shoes or a new truck, making it a priority to create special family time with his kids and later all of his grandchildren. Whether it was the annual trip to Clear Lake, Disneyland in California, or Florida, he loved taking part in pool antics, card games, and the occasional ice cream treat.

Ken was never one to pass up a good round of golf with his family or long-time friends. He was happiest when he was able to barbecue for his family and friends. He was always generous with his time, drinks, and jokes. Ken was the kindest, most generous, and genuine person we had the privilege to know.



## **DOUG SEIBERT 1955 – 2019**

Husband, father, grandfather, dog father, business owner (Mountain View Building Materials), mentor, but above all else, friend.

Doug was fortunate enough to have found a profession where his larger than life personality afforded him the opportunity to meet, connect, and foster so many relationships with so many incredible people over the course of his life. From those with whom he worked, to those with whom he played, anyone who met him has a story about Doug; About how he helped them one time, or how they were both at a party, an incredible ski run or chairlift ride they shared, or, in the later years, an evening on a beach somewhere. Those are the memories of Doug we all cherish and hang on to.

In the words of Doug, work hard, play hard.



## **KEN SEXTON 1928 – 2019**

This summer, we said goodbye to Ken Sexton, the founder of Kenroc Building Materials, Sexton Group, Builders Choice Products and Pan-Brick.

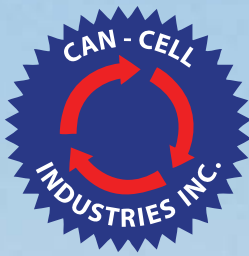
He passed away on July 25.

Going forward, all of us who work in the companies Ken founded will miss him immensely, but his legacy will live on as we stay committed to the values he established and lived. We will continue to work proudly to make each of these organizations "the best" in their respective industries.

What does this mean for the future of the business?

Three years ago, Ken completed the last step in the ownership transition of the business when he transferred his voting shares. Thus, beyond the significant loss of the wisdom and guidance of our founder, there is no impact on the business with Ken's passing.

The Sexton family will continue to own the companies Ken founded and are very proud of the businesses as well as the commitment and contribution of all of the current and past employees.



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# A Decade of Service with the WRLA

*Mark Westrum looks back on his time with the board*



*Mark Westrum will be retiring after serving on the WRLA board for 10 years.*

**F**or Mark Westrum, being involved with the Western Regional Lumber Association board came as no surprise — he's the third generation of his family to be a WRLA member and a second-generation board member and volunteer.

After 10 years of service and dedication to the WRLA board, Westrum will be retiring. Although his father was on the board and the chair at one point, Westrum said his own involvement wasn't a given when the opportunity presented itself many years ago.

"I wasn't sure at the time," Westrum said. "But colleagues convinced me and it started this 10-year trip."

Throughout his time as a board member, Westrum has had a number of roles, including chair of the board. He finishes his term in the role of past chair. Looking back, he said there are a lot of highlights and changes that he's had the chance to be involved in.

One notable change is the Buying Show, which after 23 years moved from its home in Saskatoon to Calgary.

"That was a great transition," Westrum said. "We also hired Liz Kovach as the President of our association and nationalized our organization with our sister associations in Canada so we could do some advocacy."

During his term, Westrum has had the chance to be involved in just about everything, he said.

"But the Buying Show was always near and dear to my heart," he added.

## WHY WRLA?

With his brother and other partner, Westrum operates Westrum Lumber, a lumber yard and hardware business that's been in the family for three generations. Today, Westrum Lumber has expanded to four locations in southern Saskatchewan. Belonging to the WRLA began as a way to take part in the fire insurance program offered by the WRLA. But later on, the annual Buying Show & Convention was the highlight, which Westrum said was essential for his family's business.

"At the start, we wanted to get ourselves some good deals, but really it's the camaraderie of getting together for the convention," he said. "It's also important to keep learning about best practices. If you're not continuing to learn, you're doomed to fail."

He said that the WRLA's focus, as well as the reasons that businesses might want to be involved, have shifted slightly.

"Especially under the current political climate, advocacy at the national level becomes key," Westrum said. "We are always expanding but advocacy is important."

"We're making sure that Ottawa knows that we're a \$75 billion industry and making sure that our membership

knows that as well. The WRLA is trying to improve home improvement credits, that's what we're fighting for."

Westrum said that another big focus for the WRLA has been the expansion of its educational programs. The Buying Show offers a variety of courses that are meant to support vendors and retailers of all sizes and specialties.

## A CHANGE OF PACE

The building supply industry continues to evolve, according to Westrum.

"You're dealing with an ever-changing workforce," he said. "People don't stay in jobs as long as they traditionally did. People sometimes don't look at building supplies as a career, and it's a great career, both as a vendor and a retailer."

He said another big change is the quickly developing technology which, while offering up a lot of solutions for business owners, also creates unique challenges.

"There are so many social media platforms," Westrum said. "You have to know your demographic. And you have to know how tech-savvy people are and focus your attention on that."

But belonging to the WRLA is a great way for business-owners to pool their expertise and stay on top of the latest trends. Westrum takes the same kind of collegial approach to business referrals as well. While some see other businesses as competition, he never hesitates to refer potential customers to a fellow WRLA member if he thinks that they can better meet the customer's needs.

"Maybe it will come back to benefit me," Westrum said. "But it definitely makes the customer happy. That's what matters." **»**

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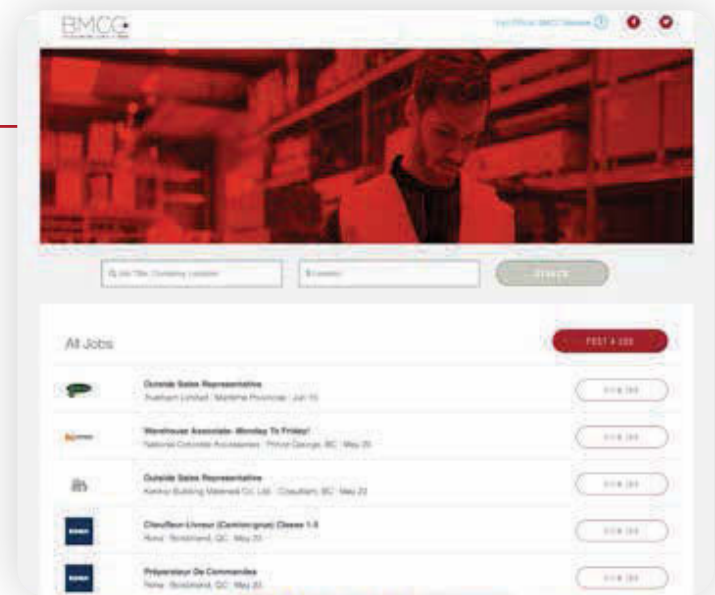
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# Meet the WRLA Board and Staff



*Board of Directors: left to right – Gregg Chester, Scott McKee, Randy MacDonald, Mark Kuzma, Mark Westrum, Ed Stol, Liz Kovach, Shawn Schwartz, Joel Seibert, Don Wygiera, Tom Bell, Andrew Reimer, Sheila Carr, Allan Hall, and Wendell Gillert. Missing: Rick Kurzac.*



**Liz Kovach**  
President  
LKovach@wrla.org



**Erin Lubinski**  
Member Services & Solutions  
Erinl@wrla.org



**Jessica Cranmer**  
Trade Show & Events  
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# Advocacy Bulletin 6

By Liz Kovach, President, WRLA

*DISCLAIMER: This Advocacy Bulletin was sent to WRLA members on Oct. 15, 2019. The purpose of this article is to inform the LBM industry of the WRLA's advocacy work throughout the election cycle.*

**AS THE FEDERAL ELECTION** date of Oct. 21 rapidly approaches, public opinion polling suggests we are witnessing one of the closest federal election races in recent history. It would appear to still be quite a toss up as to whether the Liberals or the Conservatives will capture the most seats, and whether they will do so with enough seats to form a majority government. Suffice to say that we're likely in for a late night on Monday (or an early Tuesday morning) before we know the final results.

## WRLA AT WORK

Since prior to and during the federal election campaign, WRLA has been very busy advocating with the major political parties for policies that will help stimulate economic growth in the residential construction sector, a sector which we all know firsthand has been quite stagnant these past couple of years, particularly here in Western Canada.

We have aggressively lobbied party leaders, party platform committees, MPs, and candidates with specific policy recommendations to help grow our sector and maintain and create important jobs for Canadians.

If the party platforms are any indication, our messages seem to have been heard.

If elected, among other things the Liberals propose to expand their new first-time home buyer program; they propose to retrofit 1.5 million homes over the next five years, and propose to give interested homeowners and landlords a free energy audit along



SARAH MORRISON/SHUTTERSTOCK.COM

*The Liberals proposed to expand their new first-time home buyer program, to retrofit 1.5 million homes over the next five years, and to give interested homeowners and landlords a free energy audit along with a \$40,000 interest-free loan to retrofit their home.*

with a \$40,000 interest-free loan to retrofit their home.

Meanwhile, if elected, the Conservatives propose to extend the period that home buyers can amortize an insured mortgage to 30 years from 25 years. The Conservatives also

propose to review the stress test and would not require people renewing existing mortgages to qualify under the stress-test rules if they are switching to a new lender.

While all these policies would be most welcome by our members, we will need

to be vigilant in order to ensure that whichever party does form government, follows through on its commitments. The time for talk is almost over and the time for action is about to begin in earnest.

In addition to our advocacy efforts with politicians and their political parties, we have also prepared an opinion piece (commonly referred to as an op ed), in which we highlight the challenges faced by our sector, re-iterate our various policy positions, and strongly urge the new government to take action on its commitments soon upon taking office.

These opinion pieces have been sent for publication to all weekly and daily newspapers in the western provinces. And while there is no obligation for the papers to carry the opinion pieces, we are certain that many will, as they will see the value of our positions and our efforts to stimulate growth in a sector that is so critical to the economy of our region.

So, for now I believe that's it. Again, I trust you are finding this information useful. Any questions, comments or suggestions, please do not hesitate to get in touch with me. **J**



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# Federal Election 2019: What This Means for WRLA Members

*By Prospectus Associates*

## **ELECTION 2019 RESULTS AND NEW GOVERNMENT**

The 2019 Canadian federal election has produced a strong Liberal minority government. The Liberal party has won the greatest number of seats with 157, only 13 seats shy of a majority. The Conservatives are second place with 121 seats. Although the Conservatives won the popular vote with 34%, the Liberals, who received 33% of the popular vote, won in all major urban centres, including Vancouver, Toronto, and Montreal. Winning in such


strategically important areas gave them a much larger share of the seats in the House of Commons.

The NDP lost 20 seats compared to the 2015 election, including 13 of their 14 seats in Quebec. They now have 24 seats in the House of Commons, good for fourth place.

Liberal leader and current Prime Minister Justin Trudeau will form government. He must maintain the confidence of the House, meaning he needs a majority of Members of Parliament to support his government on important

votes (budget and supply, etc.). He will need the support of the other opposition parties, likely the left-leaning New Democratic Party (NDP) and environmentalist Green Party. Because these two opposition parties are in favour of greater government programming and spending, we expect Prime Minister Justin Trudeau to pursue a more activist government agenda than his first term.

But the Bloc Québécois will also be a key party in a minority government.



All-party support for policy proposals is essential in a minority government. Whereas in a majority government, advocates can focus on the governing political party and its caucus, in a minority you need to widen your efforts to all parties. The WRLA is hopeful that we will receive a receptive audience with the Liberals, Conservatives, Bloc, and NDP.

The Bloc essentially stopped the Liberal's path to a majority, winning 32 seats in Quebec. But the Liberals and Bloc could actually work together on specific Quebec-focused legislation, as long as it aligns with Quebec's interests. The Bloc is more amenable to the views of business, and they strongly support Quebec-based companies.

The Liberals could also seek the support of the Conservatives. Make no mistake, there is no love lost between the Liberals and Conservatives. It was

a vicious campaign, with many insults and attacks traded between the two parties. But some of the Liberal campaign promises speak to Conservative values and principles, such as an increase Child Canada Benefit, exempting low-income Canadians from income tax and home retrofit loans, etc. Trudeau could try to find common ground with Conservative leader Andrew Scheer.

Taken together, that means the Liberals will have three different potential partners (Conservatives, Bloc, and NDP) when

it wants to pass legislation. The Prime Minister can scan the options available to him when looking for parliamentary support, giving him greater leverage in any negotiations. He's ruled out any talk of a coalition government; he will govern on a case-by-case basis and dare the other parties to oppose him. Accordingly, we expect Trudeau to remain Prime Minister for the foreseeable future. The NDP, Bloc, and Greens have no funds for an election in the next 18 months. The Bloc also tripled their Parliamentary seat count in

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2019; they've done very well and there's no incentive for them to try again in the near future.

It will be a stable minority government.

## NEW GOVERNMENT PRIORITIES

Prime Minister Trudeau will now be free to complete the commitments from his first term as well as his promises from election 2019. In his post-election press conference, Trudeau said that he will prioritize two key issues moving forward: affordability and climate change. These priorities were re-enforced in his new cabinet and speech from the throne. He's appointed a strong minister of environment and climate Jon Wilkinson and he's made Chrystia Freeland Deputy Prime Minister, giving her the job of working with Western premiers to improve relations between the prairies and federal government.

This is excellent news for the WRLA. Our key policy proposal, the eco-housing tax credit, addresses both affordability and climate change. An eco-housing tax credit will help fight climate change by making homes more energy efficient and help every Canadians with the cost of these retrofits, freeing up money for other purchases and making life more affordable.

The Liberal 2019 campaign platform had the following proposals about energy efficiency and home retrofits:

- To make life more affordable for Canadians, cut our emissions, and protect the environment, we will move forward with a plan to:*
- retrofit 1.5 million homes to help Canadians make their homes more energy efficient, and better protect them from climate-related risks;
  - give interested homeowners and landlords a free energy audit;
  - help homeowners and landlords pay for retrofits by giving them an interest-free loan of up to \$40,000;
  - help people buy newly built homes that are certified zero-emissions by giving them a Net Zero Homes Grant of up to \$5,000; and
  - invest \$100 million in skills training, to ensure there are enough qualified workers to keep up with energy audits, retrofits, and net-zero home construction.

*And to help make large commercial buildings more energy efficient, we will move forward with a national competition to create four \$100-million long-term funds to help attract private capital that can be used for deep retrofits of large buildings, such as office towers.*

Although none of the above proposals are a tax credit, they are still good news for our industry. Federal loans and grants to homeowners and landlords could greatly benefit the building supply industry. Better still, these proposals should receive cross-party support. The Conservatives

had a similar proposal (the Green Home Renovation Tax Credit) in their platform and the NDP promised to "fund energy efficient retrofits on social housing units and government buildings, expanding outwards from there." The Bloc Quebecois also pledged to re-instate the former ecoEnergy home retrofit program.

All-party support for policy proposals is essential in a minority government. Whereas in a majority government, advocates can focus on the governing political party and its caucus, in a minority, you need to widen your efforts to all



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parties. The WRLA is hopeful that we will receive a receptive audience with the Liberals, Conservatives, Bloc, and NDP.

From a government perspective, it also makes sense to give precedence to initiatives that will receive all-party support. The Liberals want to keep governing for as long as possible. The safest way of doing that is to focus on policies that unite the different parties. The WRLA will encourage the Liberal government to make home energy retrofit loans a priority, promoting their many benefits (from both a political and industry perspective).

The Liberal platform was silent regarding the WRLA's other two policy proposals, modifying the mortgage stress test and mortgage rules. But the Liberals clearly understand that housing affordability is a critical issue for Canadians. They've promised to expand the first-time home buyer incentive, which gives people up to 10% off the purchase price of their first home, increasing the qualifying value to nearly \$800,000 in the places where houses cost more — like the greater Toronto, Vancouver, and Victoria regions. The WRLA will continue to advocate for programs that help the retail lumber industry and related sectors such as home building, real estate, and construction.

## NEW GOVERNMENT RISKS AND CHALLENGES

Although they won the 2019 election, the Liberals lost many seats in the Western provinces. They were wiped out in Alberta and Saskatchewan, and their seat count in B.C. and Manitoba was reduced to 11 and four respectively. There will be fewer elected representatives from the West in the government caucus. This is a concern for the WRLA, as it means a strong Western perspective could be absent from the decision-making process. Prime Minister Trudeau has said he understands that this will be a challenge for his government, and he will do his best to address it. He's appointed former cabinet minister and MP for Winnipeg South Centre Jim Carr as a special advisor on the prairies. The WRLA will make representations to any and all government decision makers, ensuring that the western retail lumber industry is heard at all levels of government, including

the Western desk in the Prime Minister's Office, the Senate, and so on.

Apart from domestic politics and policies, world economic affairs and events may also challenge the new government. The International Monetary Fund is warning of a possible global recession, citing trade wars, negative interest rates, unprecedented levels of debt, and sagging economic growth and productivity. The new government will have to address these challenges and spur economic growth. The WRLA will continue to promote the retail lumber industry as an important engine of

economic growth and a key partner of the federal government.

In sum, the new Liberal government poses a number of opportunities and risks to the WRLA and its membership. Now is an excellent time to promote a green home retrofit program, and we will encourage the government and opposition parties to quickly adopt this initiative. We'll also ensure that all parties continue to recognize housing affordability as a central concern. It's an exciting time for the WRLA and we look forward to moving forward with the new federal government. **J**

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# The Post-Election West and the Role of the WRLA

By Joel Seibert

I am writing this one week after federal election. The Liberal party sit with a minority government, opposed by the popular vote-winning Conservative party. To all of us in the west, this came as no surprise, as we watched the Conservative party's movement to regain parliament essentially begin the day after the Liberals took power four years ago. Despite what our prime minister said in his re-election speech, that the Liberals "fought against division and won," being from Western Canada, I can't help but see that Canada is more divided than ever. East of Ontario, we have the Bloc Québécois party receiving near record votes for the party, and west of Ontario, "WEXIT" talks run rapid among social media and news outlets. One thing this election overwhelmingly succeeded in doing was shining the light on how polarized Canadian values are from one side of our country to the other.

As board members of the WRLA, we get to meet, or converse on a regular basis with delegates from sister building material associations from across Canada. As evident in last week's federal election, our political views differ heavily. However, one constant that we can all agree upon and discuss openly without bias is our building materials industry. The very industry we all hold stake in either as store owners, vendors, manufacturers, or employees, needs to be better represented at federal and provincial government levels. This election focused heavily around the oil and gas portion of our nation's energy sector, and basically boiled down to parties either being for pipeline or against. No grey area.

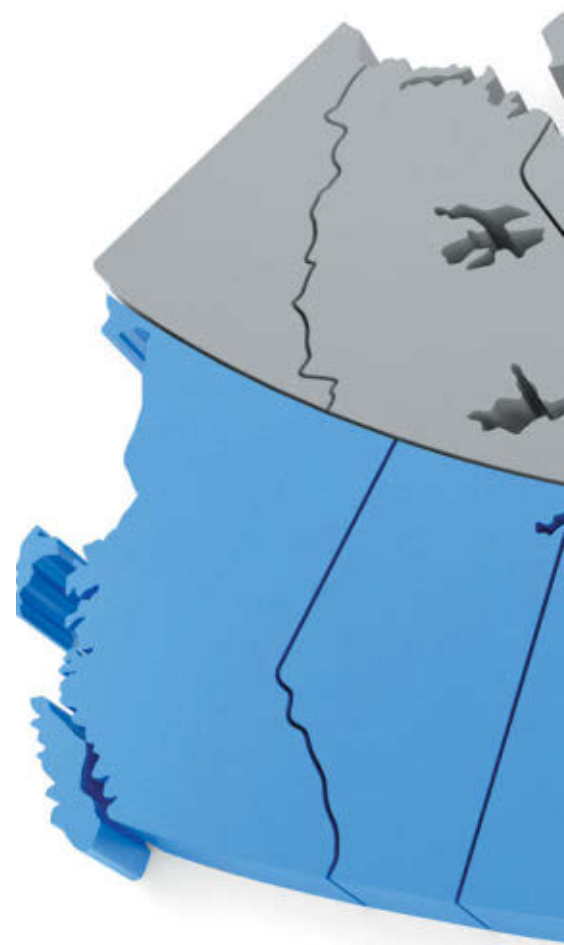
But what about our industry? This industry supports and employs over

262,000 Canadians and contributes over \$80 billion to the Canadian economy.

As an independent business owner and a member of the WRLA, I can't help but observe from the outside that our industry, much like the political system here in our country, is growing increasingly divided. Be it the vast geographical miles between WRLA members, the differing needs of each of our communities that we as business owners love and support, or simply the banner we represent for the buying group, we are all divided and pulled in different directions in order to help represent those that support us.


If we can garner one thing from this federal election, it is that a strong unified voice, be it a majority or minority, can bring about massive change. That is what the WRLA is for all of us. For the independent dealers and those dealers that belong to all the various buying groups, the WRLA is our unified front we can all get behind and support to fight for this industry that we ALL love so much.

Over the past year and a half, the WRLA board created a government relations committee from board volunteers and members interested in shaping our advocacy efforts. Over the past year and a half, the WRLA board created a Government Relations Committee from board volunteers and members interested in shaping our advocacy efforts. This committee was tasked and succeeded in identifying key industry partners that the WRLA can partner up with and support at a parliamentary level. They were tasked and succeeded in getting face time with our provincial leaders, and federal electoral candidates. They were tasked with and succeeded in informing our local MLAs about our industry and its breadth



across our nation. The WRLA unified the concerns of our buying group and independent members, and as one voice, and made sure WE were heard..

It is now more important than ever before, to throw our support behind our national industry associations and show our political leaders how big our industry actually is. As business owners who love and support the communities in which we conduct our business, I am confident that we can all affect change in our immediate



“It is now more important than ever before, to throw our support behind our national industry associations and show our political leaders how big our industry actually is. As business owners who love and support the communities in which we conduct our business, I am confident that we can all affect change in our immediate vicinities. If we put all of our support behind one voice, our INDUSTRY ASSOCIATION, THE WRLA, we can affect major change on a national level. After all, if our industry improves and thrives, we as businesses improve and thrive.”

vicinities.

If we put all of our support behind one voice, our INDUSTRY ASSOCIATION, THE WRLA, we can affect major change on a national level. After all, if our industry improves and thrives, we as businesses improve and thrive.

More than ever, I encourage all members to contact their provincial WRLA representative and take an active role in expressing ideas on how to improve our industry.

I encourage all of you to attend the WRLA Show in January, where we can all drop our banners and have unbiased, meaningful conversations about improving our industry and bettering our communities. WE are the businesses that can change the direction of our nation, one business, and one community at a time. ►

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# Best Practices: Improve your LBM store performance

## By analyzing your performance

No business can afford to ignore where the money is going. Consequently, managing margins, minimizing losses and controlling sales prices are constant financial imperatives.

Concurrently, a successful efficiency initiative should include some work around improving the productivity of your store's selling space and inventory management. You can make timely, informed decisions that keep your sales strategy on track by using data collected from your POS or management system.

- By analyzing your **prices**, you can efficiently correct any that might be either too high or too low.
- By measuring the **revenue and profitability** of each product against shelf space that it occupies, you can allocate space more strategically to promote the most popular and profitable products.
- Collect **customer data** to track product preferences, purchasing patterns and technologies used. Leverage the information to create a more personalized experience for your current customers and tailor your business to draw in new customers with similar purchasing styles.
- Data analysis can also help you identify **underserved markets** in surrounding areas. Using this data will enable you to focus your marketing and promotional efforts to establish a presence for your business.
- Through sales analysis, you will be able to plan **opening hours** that optimize your staffing schedules according to customer demand and peak periods.

Whether you access your performance data by leveraging BI tools with graphic dashboards or by exporting the information manually into reports, timely access to an accurate financial snapshot is a key element in improving your processes.

Real-time reporting enables you to make precise cash flow and inventory projections. Empowered by evidence-based data analysis, your business decisions can wisely anticipate and avoid overstock and stock-out situations and effectively identify unprofitable, dormant or underutilized product lines.

## By reviewing your procedures

If you are using a modern retail management system, it should have the BI capabilities to provide key information around critical business activities. Some of the more advanced systems will also provide recommendations to assist in the decision-making process. Using this data rather than relying on observational or anecdotal information can provide clear indicators that point towards possible problems and solutions, and remove the uncertainty of speculation.

Your BI tools should inform your decisions around business processes and shed light on questions like:

- Is cycle counting more cost-effective than a year-end inventory count?
- Does the current procedure cost more to run than the losses it prevents?
- What improvements can be implemented to make the process more profitable or is it more viable to phase it out?

Some level of analysis is always necessary, first to achieve profitability, and then to optimize your operation. Nowadays, this task is made easier with the prevalence of comprehensive, advanced and user-friendly technologies.

### By automating more processes

Manual operations are overly time consuming given that they can now easily be automated. Current software solutions are designed with integration and networking capabilities that will easily automate many of your business operations. By upgrading to an ERP management system that seamlessly links your work processes, every dollar you invest will free up time that you can reinvest in value-creating activities.

### By improving security

An alternative way to improve your processes is to take advantage of the security and identification features in your system. Besides safeguarding your operations, these features enable you to quickly identify the user responsible for a transaction or verify information to certify its accuracy. This will save you valuable time and your customers will experience faster service.

### Key takeaways

In the end, there is no magic formula to reach optimal performance, but these takeaways can guide through your decision:

- Use real-time data to make informed decisions.
- Review your current processes to maximize their efficiency.
- Invest in technology solutions created specifically for your industry.

Retailers have an abundance of tools available to help them stay competitive in today's data-driven retail market.

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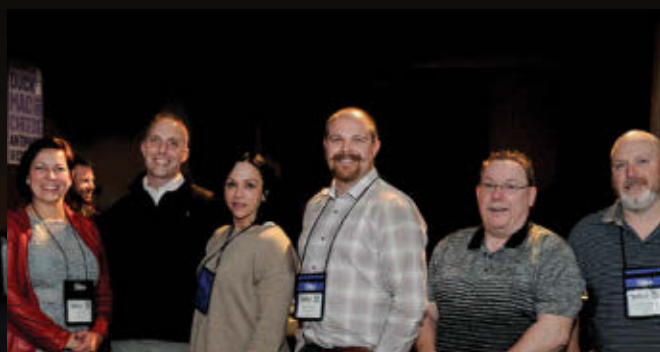
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# WRLA Journey Full of Lessons

## *Membership a Constant in Lifelong Career*

**R**ob Hauser knows a few things when it comes to building supplies — enough to tell you that the industry is really all about the people.

Hauser has been at the helm of a number of businesses in Camrose, Alta., beginning his career with Builders Supplies Camrose in 1989. Since then, he's rebranded and upgraded several times, constantly evolving his skills and staying connected to the community.

He said that joining the WRLA when his career began was a way for him to get to know his colleagues in the industry, but since then, his involvement has come to mean so much more.

Hauser is the 2019 recipient of the WRLA Industry Achievement Award, which he will be hanging on the wall alongside a large collection of other awards that recognize everything from his business success to his work in the community.

"When I joined, the WRLA's primary focus was to bring value to the members in different ways," Hauser said. "To me that was great, and good economically speaking, but this industry is about the people. Being young and new in the industry, I felt that joining was a way to connect with other members."

### STEPPING UP

Seeing the work that the WRLA was doing for members, it wasn't long until Hauser felt the need to get involved by volunteering with the board. He's spent a total of 14 years working with the WRLA board, a commitment that has provided Hauser with even more opportunity to connect with colleagues, learn about the competition, and work to better the building supply industry.

"To understand the industry helps you in your own business," Hauser said. "You can draw from some of those attributes and share your own, and that



just builds the industry. It's all about making the industry viable and attractive for new members."

Hauser also wanted an opportunity to share the experiences he had acquired over a long career and take an active role in the industry.

"It was a way to have an opinion or a say on what the board was doing, and it gave me an opportunity to be able to direct them in a way that made sense to the industry as well."

WRLA president Liz Kovach said Hauser's knowledge and spirit of collaboration has been indispensable to the association.

"[Rob] has always helped the WRLA look ahead and ensure that we are making steps to continue this for the next 10, 20, 50 years," Kovach said. "It takes a special perspective to not only work to support the here and now, but also keep in mind what we have to do to continue seeing success."

Fourteen years is no small amount of time to commit to a board, and Hauser's reasons for staying come back to something unsurprisingly familiar.

"It's the people more than anything," he said. "When you look at the people that get the attention of the board, or that the board seeks out, these are the key people in the industry that know stuff.

"They've been successful for certain reasons, and to be able to pool that info, to direct a board that tries to stay connected and give value back, you need to have quality people."

### INVESTING IN THE FUTURE

Hauser said one of the highlights for him was the creation of NexGen, an education and mentorship program that the WRLA offers to young people in the industry. He said it began with the assumption that the younger generation wasn't as disciplined, motivated, or efficient as its predecessors, and they had a responsibility to pass along their knowledge.

To launch the program, they invited young managers in the building supply industry for a conference so Hauser and his team could figure out a way to "fix" the new generation.

"We thought, we'll give our part, and then they'll talk," Hauser recalled. "Well they started talking, and our mouths dropped open. We spent the next day and a half listening to them."

Hauser said his outlook changed completely in meeting with these young people.

"It's not them, it's understanding them," he said. "We have a group of individuals that are smarter, work faster, achieve more, potentially be more profitable and are focused on having a better quality of life."

"Doing that changed me. It was a wonderful experience and the WRLA did that for me."

This kind of insight is no surprise to Kovach.

"Rob's biggest strengths are his openness to people and to new ideas, as well as his willingness to work together," she said. "That is just one of the reasons he's received the WRLA Industry Achievement Award." ■



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# Top 5 Ways the Buying Show Can Make Your 2020 More Profitable

*By Alana Trachenko*



*By being at the Buying Show in person, you're not only showing your commitment to learning about and contributing to the industry — you're also meeting like-minded retailers who are doing the same thing.*

In today's hyper-connected online world, it may seem like trade shows are a thing of the past — but they are more important now than ever.

Trade shows are more than an opportunity to shake hands, or see new products and get a snapshot of the industry at any given time. In just a couple of days, you could make more contacts than you might in a year behind your computer.

As a retailer in a highly competitive industry, understanding where your competition and customers are is essential in adapting and growing your business.

Check out the following reasons why you should mark the WRLA Buying Show down in your calendar for 2020.

## 5. NETWORK (CLONING SUCCESS)

Thanks to globalization, the retail world continues to change, with many businesses falling on either end of a growing gap between small, local retailers and massive, multinational ones. How do you remain profitable in an industry in which the big names continue to raise the bar on cost savings and speed of service?

One of the best strategies is to build a network of business colleagues who face the same challenges.

As a retailer, networking is an essential part of maintaining your business. Knowing how businesses are succeeding today will help you understand 1) who your competition

is and 2) who may be a potential partner or collaborator. If you're a new retailer, forging relationships with vendors and other retailers could make the difference between growth and stagnation.

By being at the Buying Show in person, you're not only showing your commitment to learning about and contributing to the industry – you're also meeting like-minded retailers who are doing the same thing. It's an opportunity to make real connections with people who could be key in moving your business forward.

The bottom line is when you come to the Buying Show, you're bound to see and meet retailers who are doing things that will spark new ideas you can clone and bring back to your store.

## 4. DEVELOP EXISTING RELATIONSHIPS

Western Canada's lumber and building supply industry is spread over a large section of the country, and for many retailers, a lot of relationships are built online and over

the phone. Technology has allowed us to extend our reach far beyond our local neighbourhoods, and it's been especially useful for business. However, it's still good to, at least once a year, get together with business partners in person and have the chance to connect face-to-face.

Connecting with vendors and other retailers can help you learn about new products and new technology sooner; give you access to more deals; and open the door to more profitable options for your business.

## 3. KEEP UP TO DATE ON HEALTH AND SAFETY

Keeping your employees safe is always a top priority, of course. But did you know that safer workplaces are also more profitable? Workplace incidents are costly, dollar-wise, but they also impact employee retention, and high turnover can quickly eat up your profits.

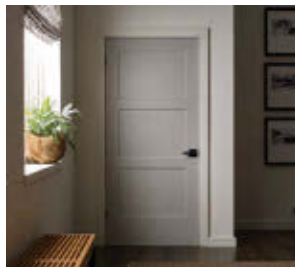
Trade shows like the Buying Show are a great place to get up-to-date information about new safety equipment and resources. Every year,



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the Buying Show introduces a variety of new safety products that make employee compliance simple, reducing the number of job-site incidents.

Mental health is just as important as physical. Check out Jolene Watson's talk about stress management on Jan. 22 at the Buying Show to learn more about how to check in with your employees, and yourself, when work gets hectic.

## 2. BE ENGAGED AND EDUCATED

The Buying Show is a great opportunity to engage your employees and get them thinking about the future. For most of the year, you and your employees are busy with the day-to-day of running your business. It can be helpful to take a few days to step away from daily operations and take a look at the big picture.

At the Buying Show, you have a chance to talk to your employees about what they would like to see happen at your retail store. Consider bringing as many employees as you can, whether they work up front with

The Buying Show is a great opportunity to engage your employees and get them thinking about the future. For most of the year, you and your employees are busy with the day-to-day of running your business. It can be helpful to take a few days to step away from daily operations and take a look at the big picture.

customers or behind the scenes in production — there's something for everybody to learn.

If you'd like to learn more about building codes, for example, you can attend Stan Burkholder's session on the topic on Jan. 22. He will also be giving a presentation on advanced estimating on Jan. 20.

## 1. CATCH UP ON TRENDS AND GET INSPIRED

The Buying Show is a great starting point if you and your employees are looking for inspiration or want to see

what other companies in the industry are doing. You'll have the chance to see the latest products, materials, and trends. This knowledge will be very useful as you plan your year and decide what kind of products you want to focus on.

Whether you're considering doing something new, or simply revamping an old system or product, the Buying Show will leave you with plenty of ideas to make your store more profitable in 2020!

For more information, visit [www.wrla.org/buying\\_show](http://www.wrla.org/buying_show). **▶**

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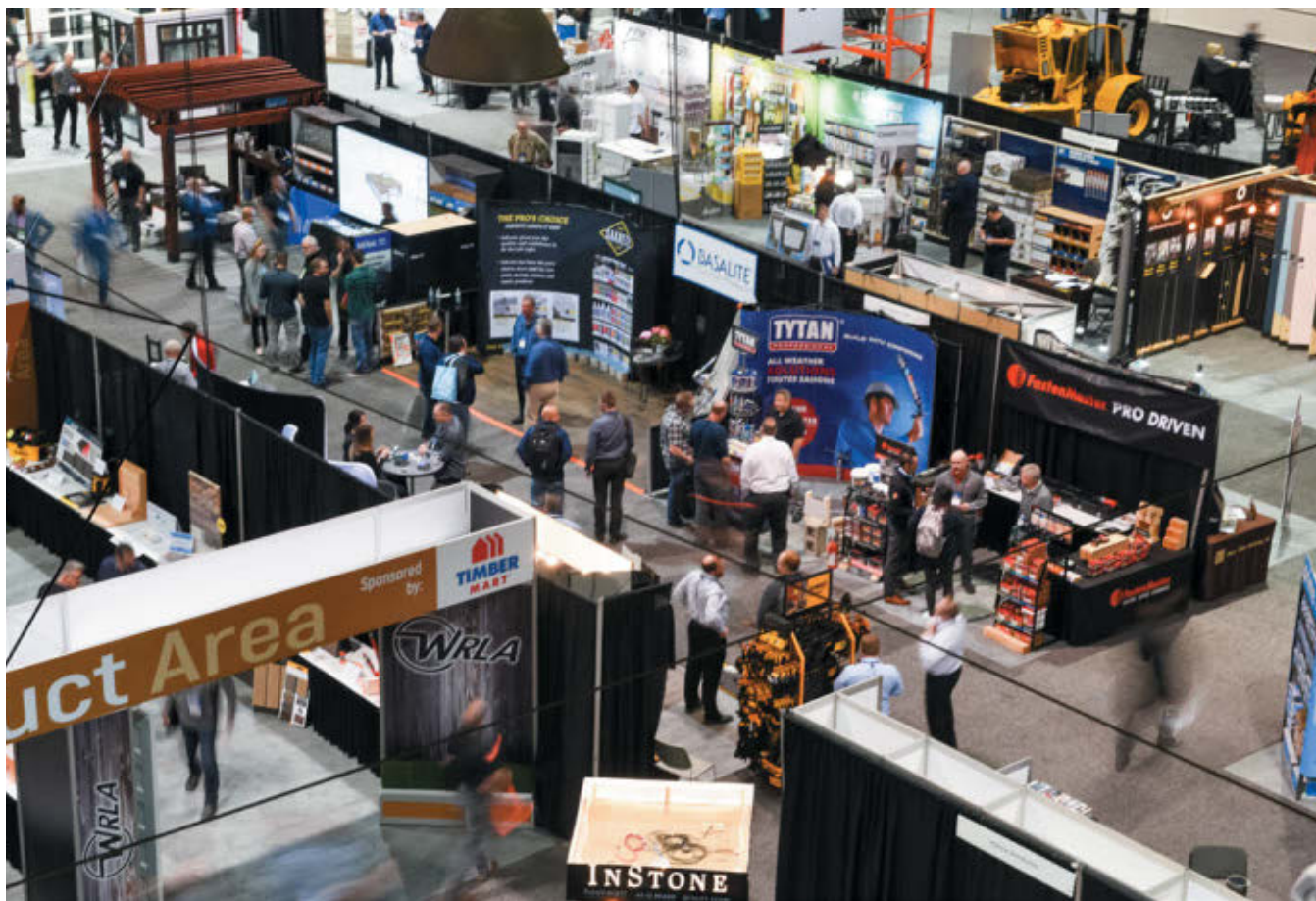
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# Top 5 Ways Vendors Can Make the Most of the Buying Show

By Alana Trachenko



*A great way to connect with buyers is by offering them deals that only they have access to by way of attending the Buying Show. This could include discounts on products, special offers like free add-ons, or access to limited-edition items.*

When it comes to marketing, you rarely get more bang for your buck than you do at trade shows. The WRLA Buying Show, which takes place Jan. 22 to 24 in Calgary in 2020, is a great opportunity for vendors to make important connections with buyers, share information about their products, and learn about what else is happening in the market.

In just two days, you have the chance to meet hundreds of potential customers from throughout Western Canada. It's also a great way to see what other vendors are offering.

In today's world, technology has made it easy to do business from behind a desk, but there's still something to be said about showing up in person, especially if you're in the lumber, hardware, or renovation industry. Buyers in particular are more likely to trust products that

they're buying from people they have come to know and trust.

So how do you make the most out of the Buying Show?

## 5. THINK BIGGER ABOUT YOUR DISPLAY

There will be a lot to see at the Buying Show, both from retailers and vendors. Ensure that your display stands out by getting creative with your space. In addition to displaying your products, you might want to create a "room" to showcase how the items would look in a store so your customers can visualize it.

Spend time thinking about the visual appeal of your display. Is it eye catching? Exciting? Will buyers feel they have to come over and take a look?

Are there any products that buyers can interact with? The Buying Show is a great opportunity for potential customers to get a feel for items and ask questions.

Aside from the products you're displaying, you might want to spruce up your booth with decor, brand colours, video, new technology, and graphics.

## 4. OFFER BUYING SHOW SPECIALS

A great way to connect with buyers is by offering them deals that only they have access to by way of attending the Buying Show. This could include discounts on products, special offers like free add-ons, or access to limited-edition items.

In today's world, technology has made it easy to do business from behind a desk, but there's still something to be said about showing up in person, especially if you're in the lumber, hardware, or renovation industry. Buyers in particular are more likely to trust products that they're buying from people.

By making the deal specific to the Buying Show, buyers will be motivated to make a purchase on the show floor, giving you a boost of sales and giving them the sense that they've been rewarded for attending the show.

Show-only deals are a great way to get new buyers in the door and start building relationships in person.

## 3. GET EDUCATED

There's plenty to learn at the Buying Show, and some of that learning happens in workshops. The Buying Show will be offering several seminars for show goers that could help you run your business more effectively.

Classes on building codes, procrastination, and stress management will be offered on Jan. 22. You can also take a course on advanced estimating and yard and warehouse operations earlier in the week on Jan. 20 and 21.

Courses are a great way to gain industry knowledge and better understand how to

work with your buyers, but they're not the only way to stay in the know. Talking with other vendors, meeting your competitors, and connecting with new and existing buyers is a great way to get the full picture on your industry.

## 2. MEET POTENTIAL BUYERS

One of the best ways to make the most of your space and presence at the Buying Show is to get out there and meet your target market. The Buying Show attracts retailers that are looking to expand or change their in-store offerings, making this weekend a great opportunity for vendors to shake hands and share information.

Get a better understanding of what your buyers are looking for. Is the market shifting? Is there a shortage on products that your business could be providing? The best way to understand what your customers need is by asking them questions and learning about what their experience is in-store with *their* customers.

## 1. SEE INDUSTRY TRENDS

To stay competitive as a vendor, it's important to anticipate trends in the marketplace. This means not only understanding what your buyers are asking for, but also what their customers are focusing on.

The Buying Show is an opportunity to speak to your colleagues, competition, and customers to get a better understanding of what your business can expect in the future. This information is essential in planning your business' road map for the next year, giving you the tools you need to capitalize on existing and upcoming trends.

Don't get left in the dark in 2020. Come to the Buying Show and see what's happening in your industry for the year.

For more info, visit [www.wrla.org/buying\\_show](http://www.wrla.org/buying_show). »



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# New WRLA Buying Show App Launches in January 2020

By Jessica Cranmer



**B**ack for the 2020 Buying Show, the WRLA has designed an interactive app to help you plan and maximize your show experience. We've brought back some of the popular features from 2019 and added a few new ones we think you will love.

The app will launch in early January 2020 (don't worry we will email everyone details when it is live), and you can find and download it on Apple's App Store or Google Play by searching WRLA 2020.

So, why use an app?

## 1. You are in-the-know.

The most up-to-date Buying Show information is on the app, including any last-minute changes or updates that you might need to know about. In addition, activating the push notifications lets us send you any quick notices of any changes or activities that are about to start.

## 2. Plan your visit.

With so much to see and do, the app allows you to maximize your time by helping you plan your schedule. Make sure you see your regular suppliers while checking out new ones. Don't want to miss that education session? Add it to your personal schedule and you'll have a built-in reminder.



ISTOCK.COM/BONGKARNTHANYAKU

## 3. New Products.

Yup — these are on the app too. Want to learn what is new for 2020? Check out the New Product area of the app. Learn about the great new products you'll see featured in the New Product Area at the show, then go visit the exhibitor booth to learn more from the experts.

## 4. Show Specials.

WRLA will be listing all show special on the app so you can get the best deals.

## 5. Don't miss out.

In addition to our exhibitors we have all the week's activities planned out for your perusal. Check out the education sessions, events, and other WRLA happenings.

## 6. Chat with other attendees and exhibitors.

When you download the app, you can create a personal profile. Once created, you can chat with other WRLA attendees and exhibitors. Message them to set up booth appointments, ask about a product, or just organize a meet up while you're in Calgary.

## 7. Like a challenge?

Are you a tad competitive? Play the WRLA app game and rack up points and bragging rights as you take on our show challenges.

## 8. Save some paper.

More people using the app means fewer guidebooks printed — a win for the environment. **»**

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# Pre-Show Education Sessions

**T**he WRLA is once again excited to add education sessions before and during the Buying Show. Pre-show education sessions will take place at the Hyatt Regency Calgary the afternoon of Jan. 22, 2020. WRLA Buying Show attendees and exhibitors can join any of the sessions with their badge. Need to pick up your badge? The badge pick-up kiosk will be in the Hyatt Regency Calgary's Thomsons Kitchen & Bar from 2 p.m. until 8 p.m. on Jan. 22. See you there!



## **Your Biggest Building Code Questions Answered**

**Speaker:** Stan Burkholder

**Time:** 2:15-3:15 p.m.

WRLA educator and industry expert Stan Burkholder answers the top 10 WRLA member questions around building codes.



## **Time Management: Strategies for Efficiency**

**Speaker:** Jolene Watson, Clarity Coaching & Development

**Time:** 2:15-3:15 p.m.

Identifying the real reasons behind procrastination and discovering techniques to lessen time wasting. Tips and tricks to manage yourself and others based on personality types.



## **Build Your Winning Team: Engagement & Succession Planning**

**Speaker:** Diane Taylor, Glow Leadership

**Time:** 3:30-4:30 p.m.

HR Hot Topics – Recruit, Develop, Engage, Discipline, and Terminate: People! The most challenging moving target of running any successful business. In this session Diane will cover best practices that will help ease your people challenges and help you move towards aligning your people with your business objectives. This session will also provide you with an opportunity to seek advice on your own specific people challenges in the Q & A portion of the session.



## **Stress Management**

**Speaker:** Jolene Watson, Clarity Coaching & Development

**Time:** 3:30-4:30 p.m.

Focus on understanding workplace and personal stress and how to manage yours and help others manage theirs.

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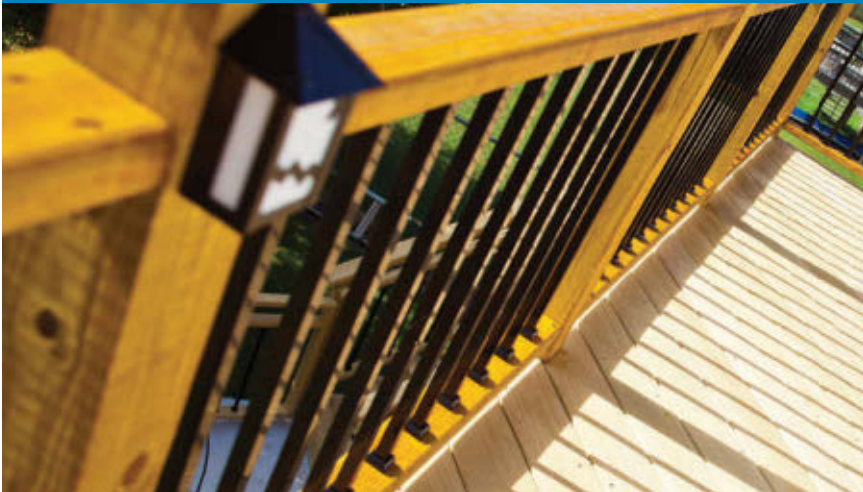
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# Tips for Social Media Success

By Charmaine Jennings

**S**ocial media is increasingly becoming an important component when it comes to marketing your business. Charmaine Jennings of Strategic Charm Boutique, a boutique marketing and public relations agency, shares her expertise on how to successfully use Facebook and Instagram in your marketing campaign.

## 10 TIPS FOR USING HASHTAGS ON INSTAGRAM

When using Instagram for business, you want your content to be seen by as many people as possible, not just by the people already following you. To do this, you need to make sure that you're not only using hashtags in every post, but that you're using them correctly.

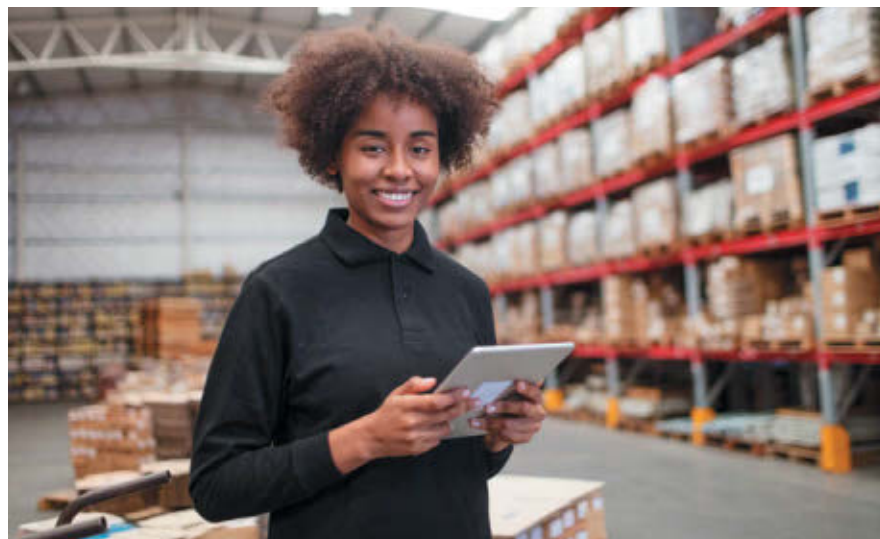
If you're an Instagram newbie, hashtags are tags you associate with your post as it relates to your business or the specific content you're sharing — i.e. #tiptuesday. When users search hashtags on Instagram, they can see many posts that others have created using the same tag.

Is it possible to get your posts seen without using any hashtags? Yes, but it's going to make your growth on Instagram take a lot more time, unless your brand is already super well known.

I've conjured up 10 different tips and tricks on how to use hashtags to make your content more visible and connect you with your ideal clients or others in your industry.

### 1. USE 30 HASHTAGS IN EACH POST

Instagram allows a maximum of 30 hashtags per post, and you're going to want to use all 30. That's 30 different ways people



ISTOCK.COM/ALVAREZ

can come across your posts. If you try to use 31+ hashtags in one post, Instagram will know and simply won't let your post go through until you delete enough hashtags to bring you back down to 30.

### 2. SEARCH YOUR HASHTAGS BEFORE USING THEM

Before adding hashtags into your post, do your research and type each and every single one into Instagram's search engine. This step is especially important in ensuring you're not using hashtags that has been banned by Instagram. Consistent use of banned hashtags puts you at risk of Instagram limiting the visibility of your account so users can't find you easily (shadow banned), or shutting your account down completely.

### 3. CREATE TWO SETS OF 30 HASHTAGS

Instagram sees the use of the exact same set of hashtags in every post as spam activity. Create two different sets of 30 and alternate them with each post. They don't need to be two completely different sets; as long as your hashtags are in a different

order and a few of them differ between sets, you're good to go.

### 4. KEEP YOUR HASHTAG LISTS ON YOUR COMPUTER AND ON YOUR PHONE

If you use a third-party app to schedule your Instagram posts, keep your hashtag lists on your computer for easy access when scheduling. You'll also want to keep your hashtag lists on your phone so they're just as accessible when you're posting on the go.

### 5. PUT YOUR HASHTAGS IN THE COMMENT SECTION

30 hashtags is a lot of text. Instead of putting them within your caption, put them in the comment section of your posts. You want to save your caption for fun or key information, and adding in your hashtags will make your caption cluttered and less inviting to read.

### 6. USE LOCATION-BASED HASHTAGS

This is especially important if you're a brick and mortar store or if you only serve

clients or customers in a particular area. Even if you're someone like me who can with clients all over the world, perhaps you especially want to attract clients who live in your city. Start by typing the city (i.e. #Winnipeg) of your target audience into Instagram's search engine and see what other location-based hashtags come up.

### 7. USE HASHTAGS WITH YOUR BUSINESS NAME OR SIGNATURE PRODUCT/PROGRAM OFFER

Create a hashtags for your business name and the key products or programs you offer, and use them in every single post. Encourage your clients or customers to use your hashtags to gain more traction and so that posts from other users also pop up under those hashtags.

### 8. SEARCH THE HASHTAGS YOU USE ON A REGULAR BASIS AND ENGAGE

Like you, other Instagram users love and appreciate it when they receive likes, comments, and follows. Search some of the hashtags you use on a regular basis as they

relate to your target audience, and engage with the first 20-40 posts that come up under that hashtag. Like the first 40, leave quality comment on ones that really catch your eye, and follow accounts that align perfectly with your target audience or who post content you want to see on a regular basis.

### 9. FOLLOW HASHTAGS

By now, you should have the ability to follow hashtags on Instagram. If you don't have this feature yet, try updating your Instagram app or your phone. Following a hashtag means the posts of users with larger accounts who use a hashtag you follow, will show up in your feed without you having to search for them. For example, I follow #canadianblogger so whenever someone with a large account uses that hashtag, their photo will pop up in my feed. Following hashtags is great because it allows you to easily connect and engage with ideal clients or people with a common interest.

### 10. USE HASHTAGS IN YOUR STORIES

When you're posting a photo or video to your Instagram stories, you can hit the

sticker button at the top and insert a hashtag before posting. This is a great spot to post your business name or product/service name hashtags because when someone clicks on a hashtag in a story, it takes them to where they can see all of the posts that have used that hashtag.

Coming up with a strategy for using Instagram hashtags can be a little tricky at first, but once you get the hang of it, you're golden.

## 7 TYPES OF CONTENT FOR YOUR FACEBOOK PAGE

One thing most business owners like most about Instagram is the large variety of content that can be shared. Anything from a product or service promo, to a snapshot of your breakfast and everything in between goes.

It's important to remember that every social media platform is different. Some content that works really well on one platform might not necessarily have the same impact or engagement on another.



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While posts about your daily workout routine or planning for your kid's birthday party can go over well on your business Instagram account, those types of posts can fall flat and seem disconnected on a Facebook business page.

There's still plenty of other content you can share with your audience through your Facebook page, and I've listed them down below so you can work these content types into your social media calendar.

## 1. FACEBOOK LIVE

Facebook favours pages that use their latest features regularly by helping increase page visibility. Use Facebook live as a way to engage your audience, provide value from your area of expertise, and to further explain your services.

Facebook Live content ideas:

1. General Q&A sessions
2. Behind-the-scenes tour of your workspace or inventory
3. Tips as they relate to your particular niche
4. Information about new products or services

## 2. VIDEOS

Like Facebook live, Facebook favours pages that upload video content. Upload videos between 30 seconds and five minutes that explain your products and services, offer industry tips, or answer questions your ideal clients often ask.

## 3. EVENTS

If you're hosting an in-person or online event, create an official event on your Facebook page and invite your audience to attend.

## 4. QUOTES

No matter who your target audience is, almost anyone can relate to funny, motivational, or inspirational quotes. Mix in different quotes as they relate to your industry or specific audience. Quotes can be shared in a text-based image or in your caption.

## 5. GIVEAWAYS

Host a giveaway in which one or more winners will receive a product or service you offer. You can take it one step further and collaborate with other business

owners who agree to pool their offerings to create one big prize.

It's important to note that it goes against Facebook's terms of service to require participants to like your page or share your posts as part of their entry to your contest. Be sure to read their complete list of rules and regulation before initiating your contest or giveaway.

## 6. INDUSTRY-RELATED ARTICLES

Notice an article on the latest trend to hit your industry or a come across a blog

post full of great tips your audience will appreciate? Share a link to the article on your page. This helps to further position you as someone your target audience goes to for key information.

## 7. TESTIMONIALS

Sharing testimonials on social media from past clients or customers is a great way to position yourself as an expert and strengthen your credibility within your industry. It's also a great way to promote your products and services without having to include a call to action to buy. **▶**



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# Winter Safety



**N**o matter where you live in Canada, the mere mention of winter never fails to illicit, at the very least, a cringe. Mention driving in winter, or working in winter conditions, and the response is even more pronounced. Icy conditions, snow, and extreme temperatures present a number of potential hazards, from dangerous driving conditions to cold stress, and slips, trips, and falls. Here are some things to consider when it comes to site, worker, and personal safety.

## EXPOSURE

Construction season does not end with the arrival of winter. As the temperature drops, it is important to remember that prolonged exposure to cold, wet, and windy conditions, even when the temperatures are above freezing, can be dangerous. Frostbite and hypothermia are the two main consequences of cold exposure. To avoid injuries and minimize lost-time incidents, it is important to know the signs and take precautions.

### Signs of Hypothermia:

- Shivering or shaking.
- Lack of coordination.
- Drowsiness or confusion.
- Slurred speech.

### Signs of Frostbite:

- Skin that is very cold and turns numb, hard, and pale.
- Blisters or swelling.
- Joint or muscle stiffness.

### Follow these simple precautions to avoid frostbite and hypothermia:

- Watch the weather — forewarned is forearmed.
- Wear several layers of clothing as opposed to dressing in one thick layer.
- Protect extremities by wearing gloves and proper-fitting foot wear. Consider adding an additional pair of socks on very cold days.
- Take frequent short breaks in a warm shelter to allow the body to warm up.
- Eat warm, high calorie food like pasta. The body expends more energy in cold conditions so eating a proper diet will go a long way toward combatting fatigue.

## SLIPS, TRIPS AND FALLS

In Canada, more than 42,000 workers get injured annually due to falls, according to the Canadian Centre for Occupational Health and Safety. Statistics show the majority (66%) are due to slips and trips on the same level. The remaining (34%) are falls from heights, such as ladders, stairs, or

roofs. Winter worksite conditions create an increased risk for injuries related to slips, trips and fall. To avoid injury:

- Walk slowly and deliberately, and remain focused on the path ahead. This is especially true when carrying heavy and/or awkward objects.
- Where possible, avoid slippery surfaces, such as wet or icy areas, and snow banks.
- Wear appropriate footwear with slip-resistant soles to work, and change into indoor footwear (NOTE: ice grippers that attach to footwear can provide additional traction for walking and working outside).
- Use handrails where available.
- Check to make sure entrance areas and stairs are clear of snow and slush as these create slippery conditions.

It is business owner/employer's responsibility to:

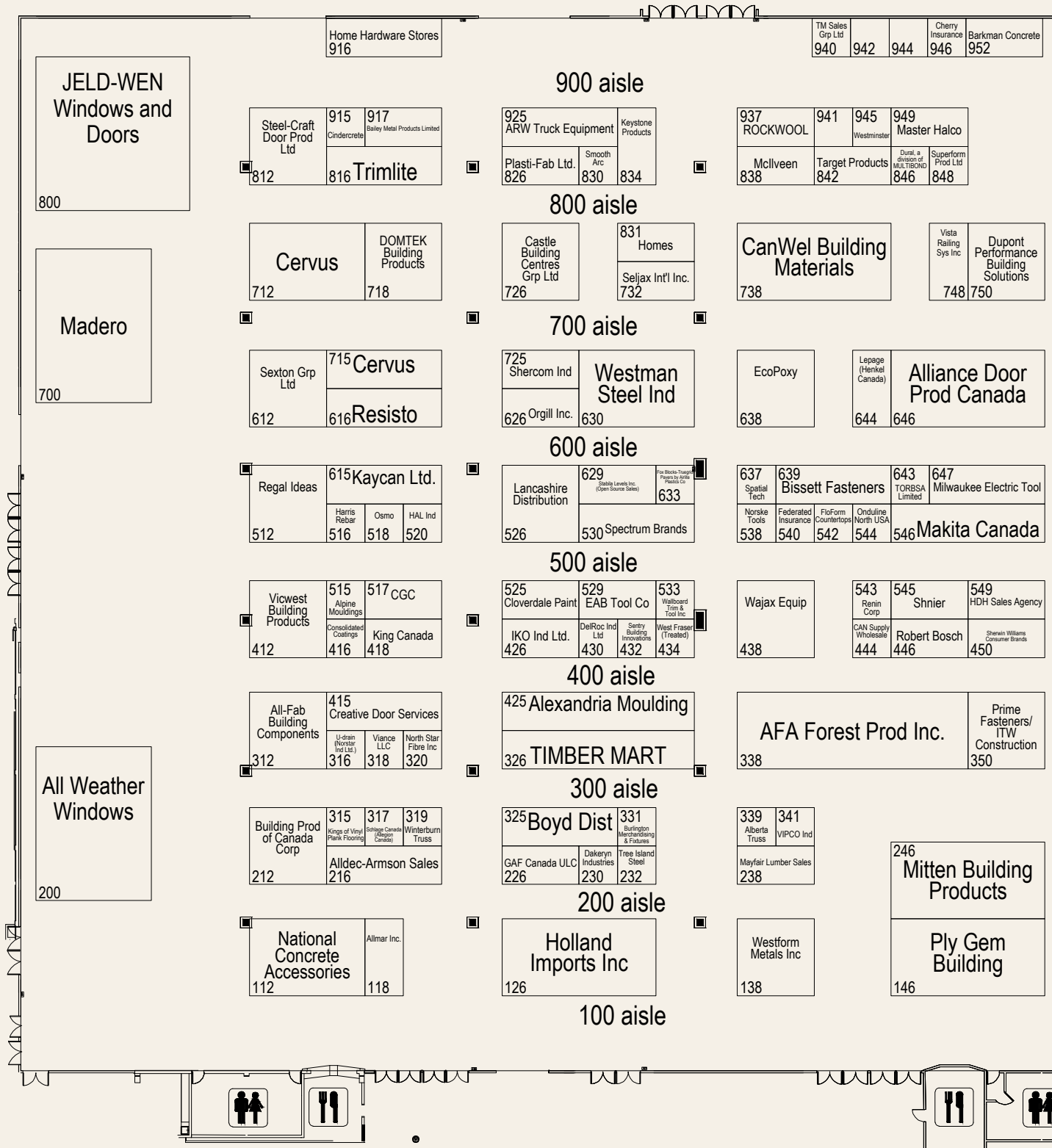
- Monitor the weather and keep parking lots, walkways, and worksites clear of snow.
- Given that the daylight hours are reduced during winter months, it is important to provide adequate lighting for parking lots, walkways, and worksites.
- Clearly identify steps, ramps, and other elevation changes.
- Secure mats and rugs that do not lay flat.
- Ensure that workers who are required to work in cold conditions, wear appropriate personal protective equipment (PPE).

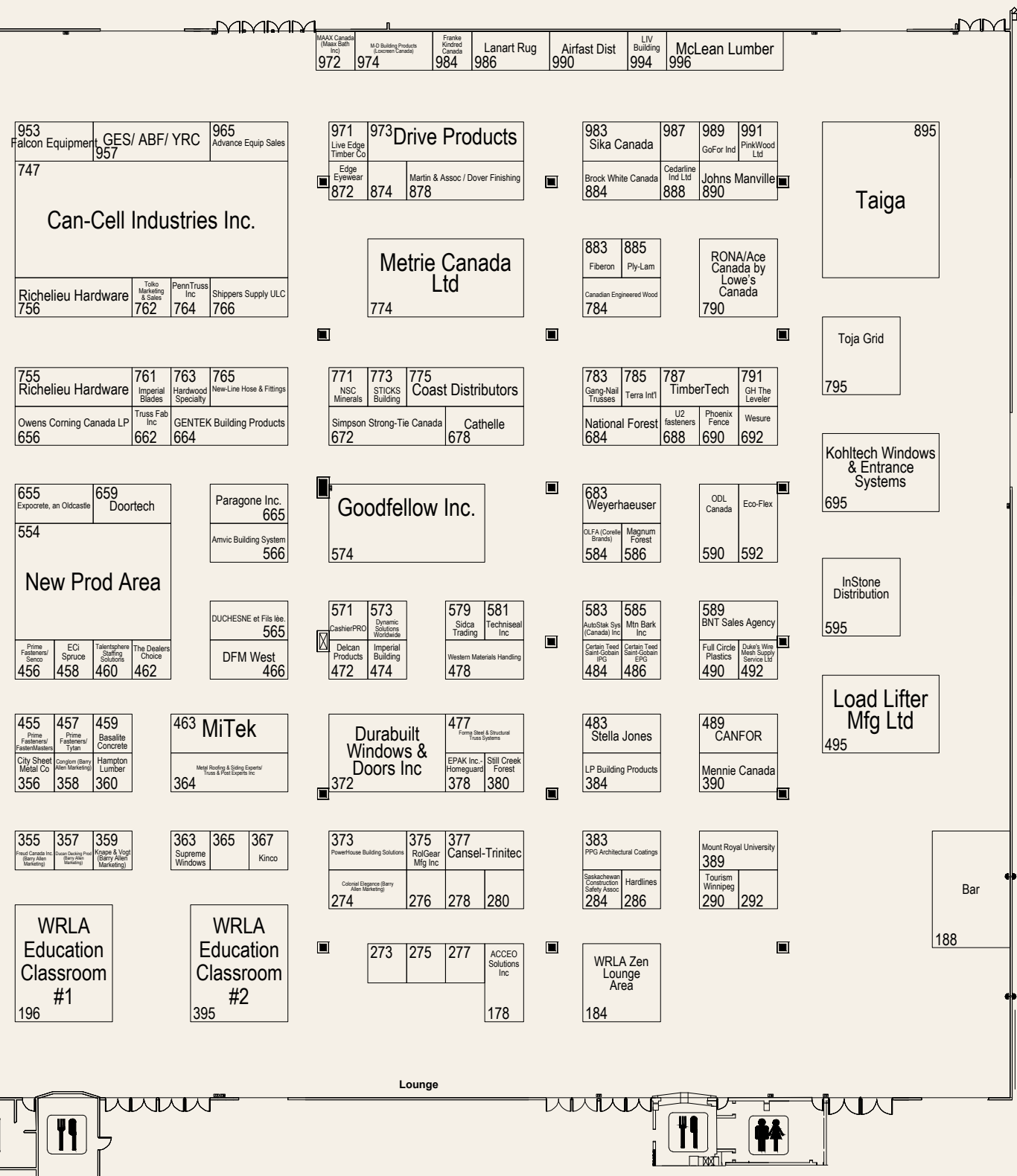
Winter can be a magical time of year, filled with fun activities and experiences for the winter enthusiast, but the unpredictability of this season make preparedness a crucial element in preventing injuries both on and off the worksite. **■**

*The Saskatchewan Construction Safety Association is a member of the Canadian Federation of Construction Safety Associations (CFCSA), which works as an umbrella organization for member provincial and territorial construction safety associations. To find a construction safety association in your province or territory, visit: [www.cfcsa.ca](http://www.cfcsa.ca).*

# EXHIBITOR FLOORPLAN

Information current as of November 15, 2019.





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# EXHIBITOR LOCATIONS

Information current as of November 15, 2019.

\*New exhibitor in 2020

## A

ACCEO Solutions Inc. ....	178
Advance Equipment Sales .....	965
AFA Forest Products Inc. ....	338
Airfast Distributors .....	990
Alberta Truss .....	339
Alexandria Moulding .....	425
All Weather Windows .....	200
All-Fab Building Components .....	312
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Alliance Door Products Canada .....	646
Allmar Inc. ....	118
Alpine Mouldings Ltd.* .....	515
Amvic Building System .....	566
ARW Truck Equipment Ltd. ....	925
AutoStak Systems (Canada) Inc. ....	583

## B

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Basalite Concrete Products .....	459
Bissett Fasteners .....	639
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Boyd Distributors Inc. ....	325
Brock White Canada .....	884
Building Products of Canada Corp. ...	212
Burlington Merchandising & Fixtures .....	331

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Canadian Engineered Wood Products .....	784
CANFOR* .....	489
Cansel – Trinitec .....	377
CanWel Building Materials .....	738
CashierPRO .....	571
Castle Building Centres Group Ltd. ...	726
Cathelle .....	678
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Certain Teed Saint-Gobain IPG .....	484
Cervus .....	712 & 715
CGC .....	517

Cherry Insurance .....	946
Cindercrete Products Ltd. ....	915
City Sheet Metal Co. Ltd. ....	356
Cloverdale Paint Inc. ....	525
Coast Distributors .....	775
Colonial Elegance (Barry Allen Marketing) .....	274
Conglom (Barry Allen Marketing) .....	358
Consolidated Coatings Corp. ....	416
Creative Door Services Ltd. ....	415

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Delcan Products Ltd.* .....	472
DelRoc Industries Ltd. ....	430
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DOMTEK Building Products .....	718
Doortech .....	659
Drive Products .....	973
Ducan Decking Products (Barry Allen Marketing) .....	357
DUCHESNE et Fils lée. ....	565
Duke's Wire Mesh Supply Service Ltd.* .....	492
Dupont Performance Building Solutions .....	750
Durabuilt Windows & Doors Inc. ....	372
Dural, a division of MULTIBOND Inc. ....	846
Dynamic Solutions Worldwide, LLC* .....	573

## E

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ECi Spruce .....	458
Eco-Flex* .....	592
EcoPoxy .....	638
Edge Eyewear .....	872
EPAK Inc. – Homeguard .....	378
Expocrete, an Oldcastle Company ....	655

## F

Falcon Equipment* .....	953
Federated Insurance .....	540
Fiberon* .....	883

FloForm Countertops .....	542
Forma Steel & Structural Truss Systems .....	477
Fox Blocks – Truegrid Pavers by Airlite Plastics Co. ....	633
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Freud Canada Inc. (Barry Allen Marketing) .....	355
Full Circle Plastics Ltd.* .....	490

## G

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GH The Leveller .....	791
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Home Hardware Stores Ltd. ....	916

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IKO Industries Ltd. ....	426
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Imperial Building Products .....	474
InStone Distribution .....	595

## J

JELD-WEN Windows and Doors .....	800
Johns Manville .....	890

## K

Kaycan Ltd. ....	615
Keystone Products .....	834
Kinco .....	367
King Canada .....	418

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Kings of Vinyl Plank Flooring*	315
Knapé & Vogt (Barry Allen Marketing)	359
Kohltech Windows & Entrance Systems	695

## L

Lanart Rug	986
Lancashire Distribution	526
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MAAX Canada (Maax Bath Inc)	972
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Makita Canada Inc.	546
Martin & Associates Industries / Dover Finishing Products	878
Master Halco	949
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McIlveen	838
McLean Lumber	996
Mennie Canada*	390
Metal Roofing & Siding Experts / Truss & Post Experts Inc.	364
Metrie Canada Ltd.	774
Milwaukee Electric Tool	647
MiTek	463
Mitten Building Products	246
Mount Royal University	389
Mountain Bark Inc.	585

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Osmo	518
Owens Corning Canada LP	656

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Seljax Int'l Inc.	732
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Shercom Industries	725
Sherwin Williams Consumer Brands	450
Shippers Supply ULC	766
Shnier	545
Sidca Trading	579
Sika Canada	983
Simpson Strong-Tie Canada, Limited	672
Smooth Arc Mfg.	830
Spatial Technologies*	637
Spectrum Brands	530
Stabila Levels Inc. (Open Source Sales)	629

Steel-Craft Door Products Ltd.	812
Stella Jones Inc.	483
STICKS Building Products	773
Still Creek Forest Products	380
Superform Products Ltd.	848
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## T

Taiga	895
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Terra International*	785
The Dealers Choice	462
TIMBER MART	326
TimberTech	787
TM Sales Group Ltd.	940
Toja Grid*	795
Tolko Marketing & Sales	762
TORBSA Limited	643
Tourism Winnipeg*	290
Tree Island Steel	232
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Truss Fab Inc.	662

## U

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U2 fasteners	688

## V

Vicwest Building Products	412
VIPCO Industries	341
Vista Railing Systems Inc.	748

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West Fraser (Treated)	434
Western Materials Handling & Equipment	478
Westform Metals Inc.	138
Westman Steel Industries	630
Westminster Industries Ltd.	945
Wesure*	692
Weyerhaeuser	683
Winterburn Truss*	319

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### Booth 178

**Contact:** Marc Leblanc  
marc.leblanc@acceo.com  
☎ 1-800-361-3607  
http://transaxion.ca

## ADVANCED EQUIPMENT SALES

### Booth 965

**Contact:** John Jammaat  
advancedequipment@tcc.on.ca  
☎ 519-527-2929  
www.loadmac.com

## AFA FOREST PRODUCTS INC.

### Booth 338

**Contact:** Murray Finkbiner  
mfinkbiner@afaforest.com  
☎ 403-261-9900  
www.afaforest.com

## AIRFAST DISTRIBUTORS

### Booth 990

**Contact:** Brian Lotz  
brianl@airfastdistributors.com  
☎ 604-597-9557  
www.impactfasteners.com

## ALBERTA TRUSS

### Booth 339

**Contact:** Paul Foreman  
paul@albertatruss.com  
☎ 780-464-5551  
www.albertatruss.com

## ALEXANDRIA MOULDING

### Booth 425

**Contact:** Jake Gorski  
jgorski@alexmo.com  
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## ALL WEATHER WINDOWS

### Booth 200

**Contact:** Kirsten Stang  
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## ALL-FAB BUILDING COMPONENTS

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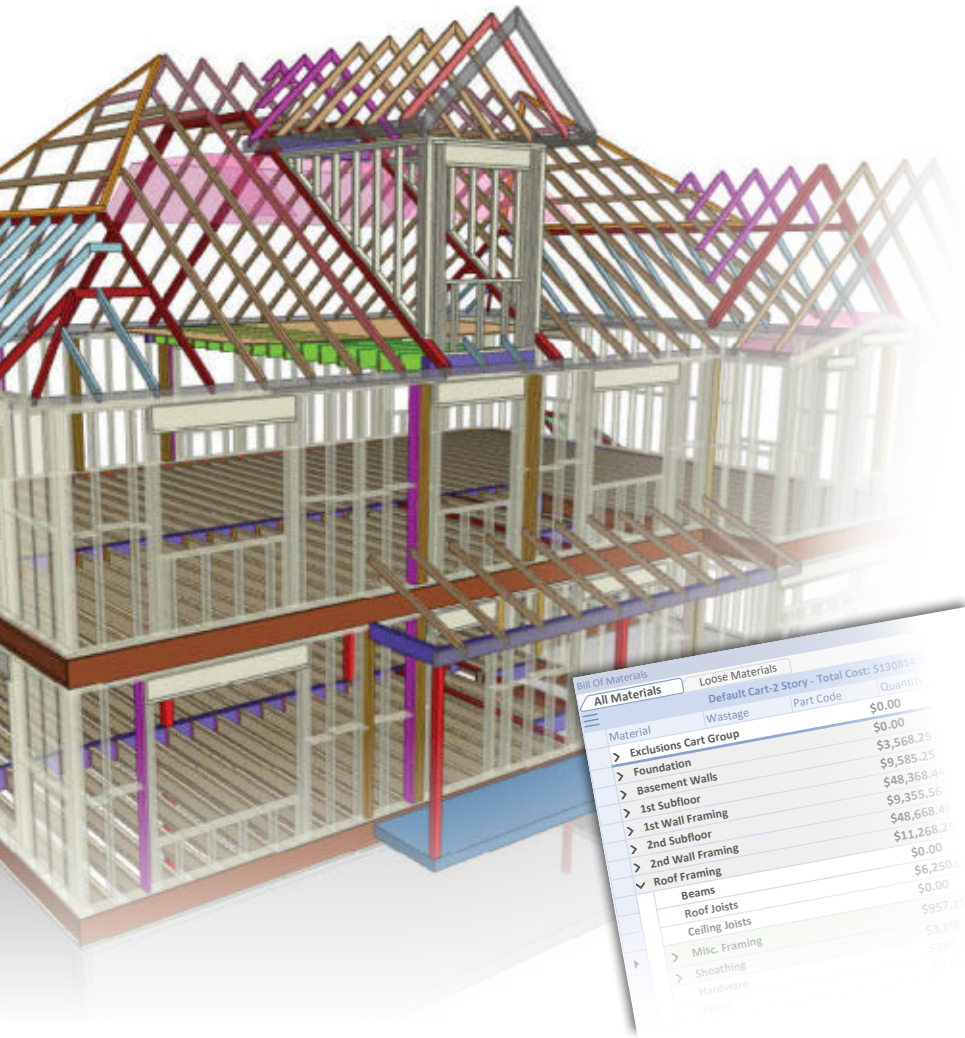
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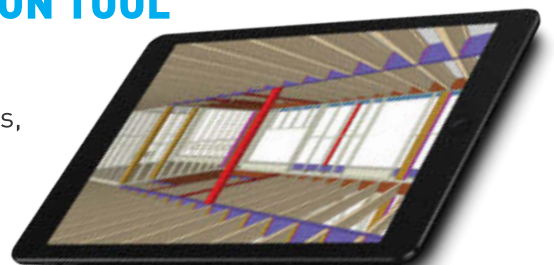
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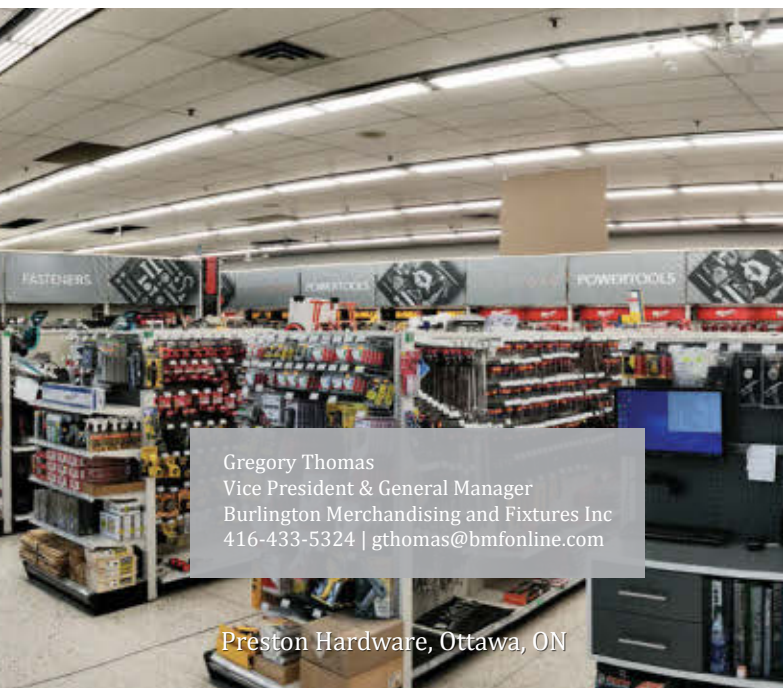


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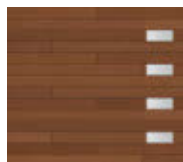
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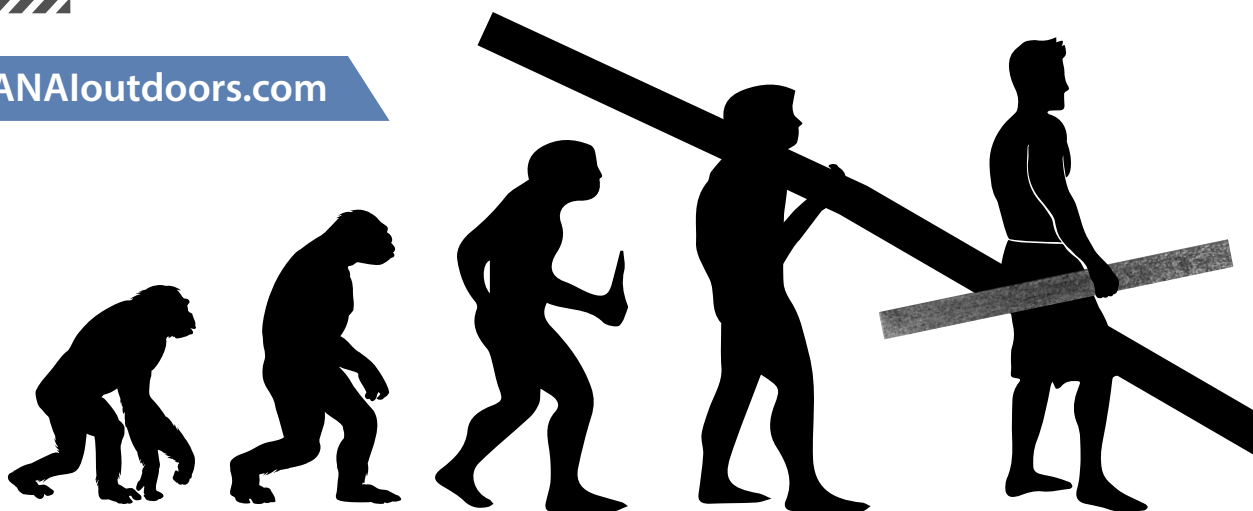


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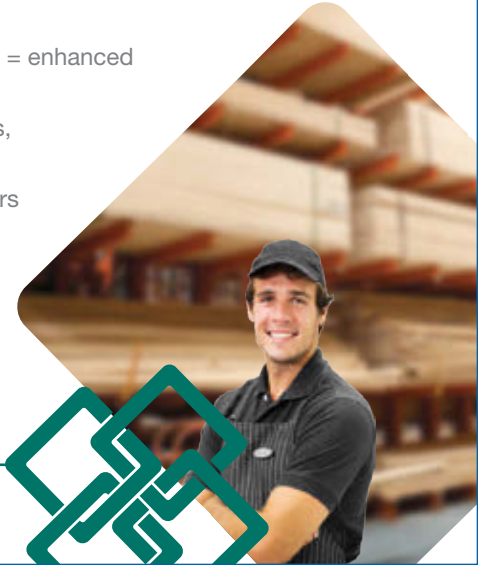
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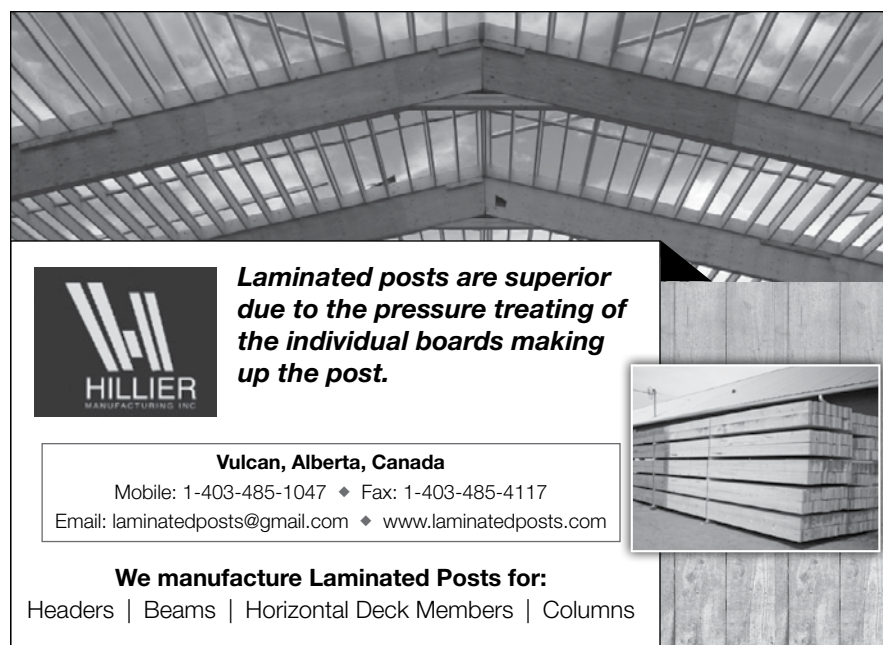
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