



# ANNUAL REPORT 2019/20

ADVOCATE

CONNECT

EDUCATE



## OUR MISSION

Serve the needs and promote the common interests of the Canadian lumber, building materials and hard goods industry in Western Canada.

## OUR VISION

To be the leader and voice for the building supply industry in Western Canada.

## OUR ROLE

ADVOCATE | CONNECT | EDUCATE

## THE WRLA STRIVES TO:

- Provide timely, relevant and quality programming, services and products to support and enhance the role of the membership within the industry.
- Represent, support and protect the interests of the membership and industry to government, agencies and the general public.
- Provide fellowship opportunities that enhance member relationships.



# WRLA ADVOCATES

## AD·VO·CATE:

one who supports or promotes the interests of a cause or group

“Lending your voice to a group that’s going to take your concerns forward to government is a powerful thing and the strength comes from the numbers.”

- Allan Hall, owner, Heritage Co-op



Liz Kovach, WRLA president, met with (left) Linda Kristal, vice president of advocacy and Dina McNeil, director of government relations with the Canadian Real Estate Association and (right) Rodrigue Gilbert, vice president of public affairs with the Canadian Construction Association, to discuss ways the WRLA can work together with these organizations to strengthen our message.



The Honourable Devin Dreeshen, Alberta's Minister of Agriculture and Forestry (second from right), attended the 2020 WRLA Buying Show and spoke with members about the lumber and building materials industry and heard our concerns.

Very few organizations can say they have a history that spans three centuries. The WRLA is pleased to have been connecting the building industry since 1890. As one of the oldest and largest trade associations in Canada, I am proud of the longevity and strength in numbers that WRLA boasts today, but I am equally delighted to be ushering in a new era. While the organization may have been around for 130 years, we are embracing new ways to deliver value and services to our membership.

This annual report will report on the activities that took place in the last year and I am pleased to look back on the 2019/20 fiscal year and see the incredible progress that has been made. It certainly wasn't without growing pains, but our staff team has evolved with new faces and a renewed energy to help elevate the WRLA to the next level and adapt to the ever-changing environment.

I am pleased with the growth in member engagement, whether it be through volunteering on our various committees, participating at our events that connect members and of course, attending our valuable educational opportunities online or in-person. Member engagement is critical to member associations and I am looking forward to continuing to build on that in the coming year.

Thank you for your support in the past year. We look forward to working with you in 2020/21.

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

Liz Kovach  
President, WRLA  
lkovach@wrla.org





**Y**ou told us you wanted the WRLA to advocate for the LBM industry and we listened. Knowing that the WRLA is a relatively unknown organization in the eyes of the public and government, and that the industry seems to fall under the radar, one of the key goals last year was to work on elevating our profile with various stakeholders. To assist us, we created a government relations committee and began to invest financially in this area, allowing us to get in front of government and make strides in advocating for our members.

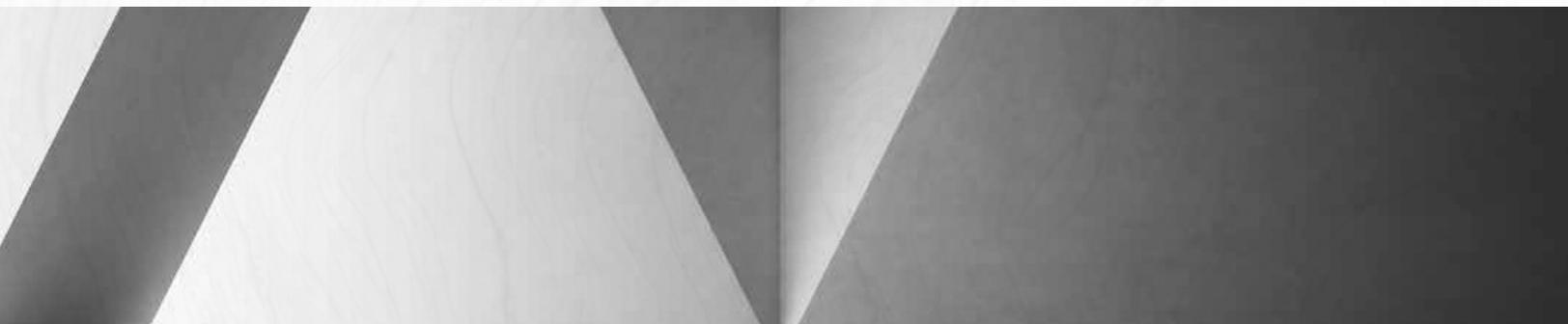
## TO SUM UP SOME OF OUR ACTIVITIES IN 2019/20, THE WRLA:

- Travelled to Ottawa to meet with ministers as well as other like-minded organizations that we can partner with on common issues.
- Advocated on behalf of our members during the federal election, including letters to the federal parties, which led to a meeting with the leader of the official opposition.
- Advocated on behalf of our membership during the Manitoba provincial election.
- Held our 1st annual advocacy strategy session in January 2020.
- Hosted Minister Dreeshan from the Alberta government at the WRLA Buying Show to connect him to the industry and provide a snapshot of its size.
- Sent letters on behalf of members to the federal ministers responsible for transport and supply, requesting they end the illegal rail blockades. The WRLA was approached to speak about the impact to the industry on Global News as well.

We are pleased, as an organization, to have made progress in this area and it's encouraging to have support from our members on this initiative.

As we look to 2020/21, we will continue to build on our messaging, which includes advocating for an eco-retrofit tax credit, particularly in the Prairie provinces, and collecting data on our market as this is a gap that needs to be addressed. We will continue to follow and respond to activities that will have an impact on our industries and economy.

Ultimately, our goal is to become an advocacy powerhouse on behalf of our members and we look forward to your continued support to help us get there.



# WRLA CONNECTS

## CON·NECT:

to place or establish in relationship

“I really feel that the networking and the relationships that you build make it so important to grow your business. That you get to pick up different ideas and different ways to improve how you do business... It just makes so much sense.”

- Rick Kurzac, owner, Home Hardware Kamloops Building Centre





## MAKING CONNECTIONS

**T**his isn't just about networking. It's about making real relationships – forming friendships, strengthening business relationships and building a rapport with others in the industry. WRLA offers numerous opportunities throughout the year to gather, engage and connect.

### Member networking events

Staff from the WRLA brought together association members at several events throughout 2019. Events were held in Saskatoon, Regina, Calgary, Edmonton and Winnipeg, bringing together 75 members. They had the opportunity to meet other members, chat with one another about the industry and business, and discuss the direction of the WRLA. Through these informal WRLA events, members are able to further develop these important business contacts.

“I realized that although we paid our annual dues faithfully and attended the annual WRLA Buying Show, we really weren't an active participant. It took a simple social gathering to make me realize you get out what you put into the association. For us, the benefits were significant. Even if it hadn't led to new business opportunities, the market knowledge I gained was worth it.”

- Ron Yeomans,  
Builders Choice Products Ltd.

### Golf tournaments

Rain or shine, the golf tournaments are always a fun way to get out of the office and bring together suppliers and retailers. Tournaments were once again held in Winnipeg, Calgary and Kenosee, as well as a fourth event added in Saskatoon.

The tournaments raise money to support the WRLA's education grants fund. In 2019, \$21,661.74 was raised. Thank you to the 439 golfers and 17 sponsors who made this possible! Special thanks to Mike Doyle, Don Horvath and their team of volunteers for hosting the tournaments in Calgary and Kenosee.

### Student tours

We have taken an active role in connecting the current industry leaders with new talent. WRLA held tours that linked approximately 40 students with members both at their locations and at the 2020 WRLA Buying Show. These tours provided members with the chance to promote career opportunities within the industry. Thank you to Durabuilt Windows and Doors, Can-Cell Industries and Trail Building Supplies for hosting students in your stores. Thank you also to those companies who welcomed students into their booth during the show: All-Fab Building Component, Cervus Equipment, Jeld-Wen, Regal Ideas, Resisto, Sexton Group and Westman Steel.

[wrla.org/events](http://wrla.org/events)

## 2020 WRLA BUYING SHOW

“The WRLA was the platform that we needed to be put in front of retailers. They gave us the setting. They gave us the trade show booth space and they brought the retailers to us. All we had to do is answer their questions... and sign them up.”

- Jack Maendel, CEO, EcoPoxy Inc.

Canada's premier lumber and building materials show continues to grow and evolve. It remains the largest show of its kind, bringing together vendors and retailers from the industry, facilitating new connections, and helping members to develop their businesses.

- 18 education sessions
- 7 speakers
- 40 new exhibitors
- 25 new products featured
- 800 app downloads

[wrla.org/buyingshow](http://wrla.org/buyingshow)





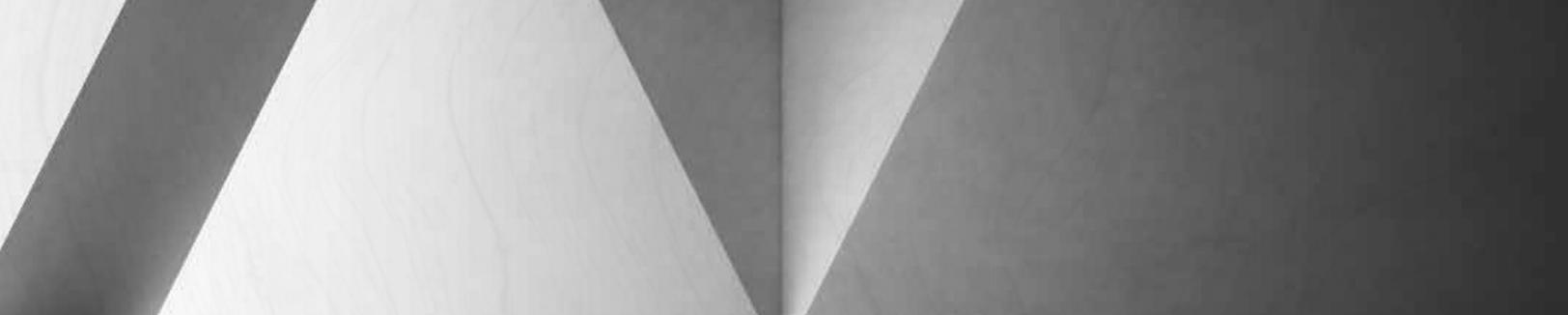
# WRLA EDUCATES

## ED·U·CATE:

to provide with information

“I think innovation is always going to be a key part of the home building industry; it’s a key part of really any industry. Always try to develop and grow as technology progresses, building code progresses. You have to change.”

- Sheila Carr, regional manager, All Weather Windows



## WRLA is passionate about helping our members continue to grow and learn.

**W**hether it's in print, online or in person, we offer a variety of ways to learn about the industry and beyond to help you grow your business.

Over 150 students attended education courses in 2019, including:

- Manual Estimating Levels 1, 2 and 3
- Online Estimating
- Principles of Yard and Warehouse Operations
- WRLA Fundamentals of the Lumber and Building Supply Industry certification

WRLA encouraged further learning through various platforms, including:

- Webinars
- *Yardstick* magazine
- WRLA e-newsletter

WRLA members saved on equipment training through a partnership with CERVUS. In 2019, 308 members saved \$19,429.

WRLA also offers grants for students to join the industry and for members' children who are pursuing post-secondary education. Funds are raised from the annual golf tournaments.

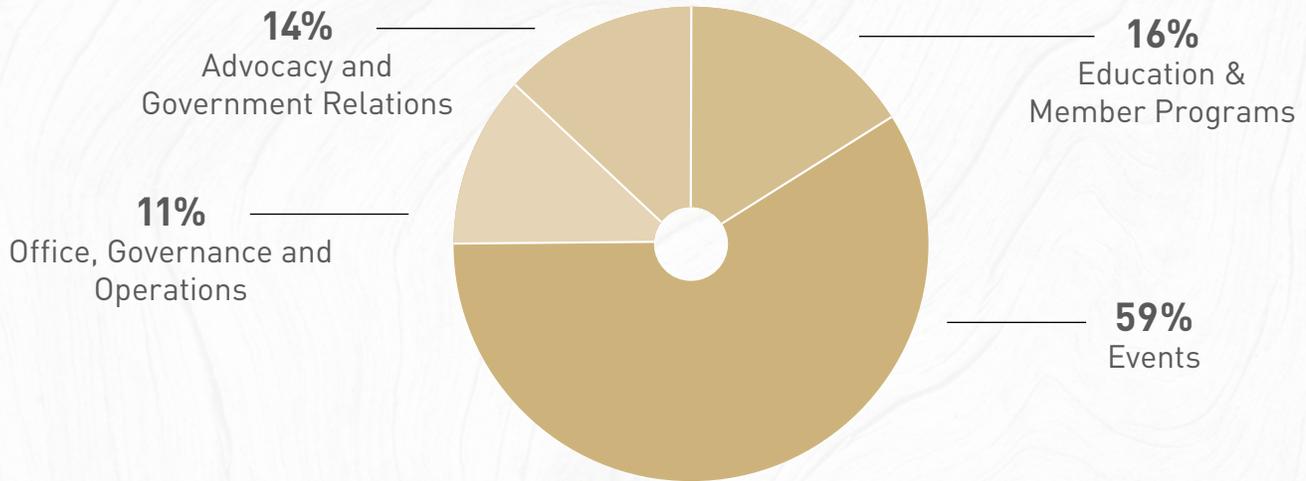
[wrla.org/education](http://wrla.org/education)



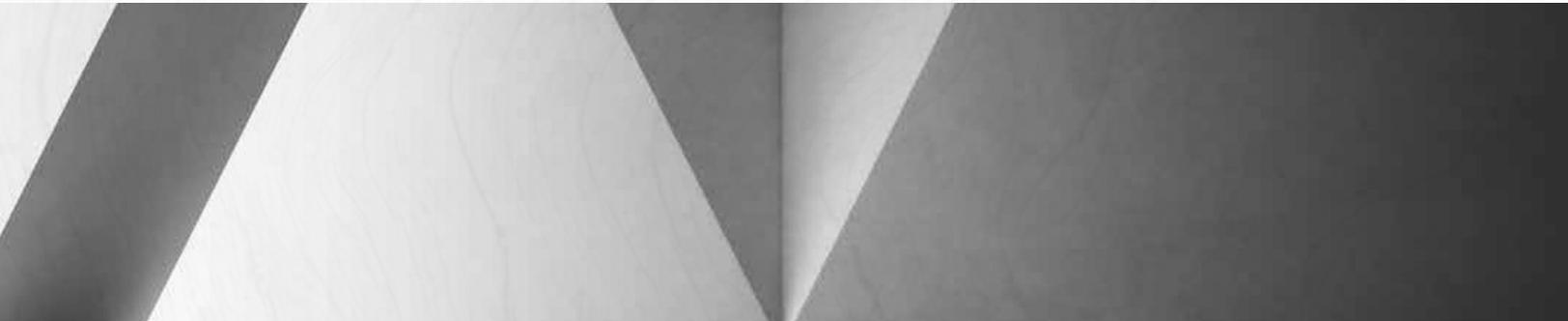
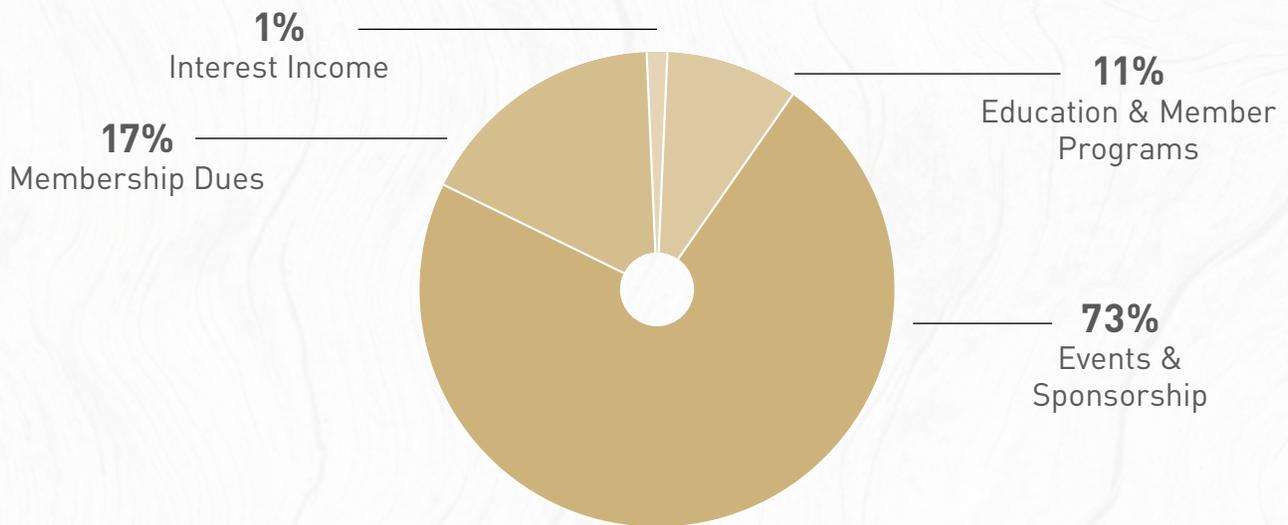


# Financials

## Expenditures



## Revenue





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