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Spring 2022



WRLA STRATEGIC PLAN

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Liz Kovach

WRLA PRESIDENT

Carolynne Jansen

DIRECTOR, MEMBERSHIP AND BUSINESS DEVELOPMENT

Travis Waite

ACCOUNTING AND OFFICE MANAGER

Alisa Luo

GRAPHIC DESIGNER

Myriah Martin

EVENTS AND BUSINESS DEVELOPMENT COORDINATOR

Robin Webb

TRAINING AND WORKFORCE COORDINATOR

.....

FOR ADVERTISING INQUIRES

Carolynne Jansen

DIRECTOR, MEMBERSHIP AND BUSINESS DEVELOPMENT

204-953-1698 | cjansen@wrla.org

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WESTERN RETAIL LUMBER ASSOCIATION

300-95 Cole Avenue
Winnipeg, Manitoba R2L 1J3
Phone: 204-953-1698
Toll Free: 1-800-661-0253
Fax: 204-947-5195 | wrla.org

PHOTOS: COVER AND BOTTOM RIGHT: MARY-MARGARET MAGYAR; BOTTOM LEFT: ALISA LUO



BUILDING THE PATH FORWARD



On behalf of the WRLA Board and the entire staff team, we thank you for joining us at the 2022 WRLA Building & Hardware Showcase. We felt great energy throughout the week, and it was evident that our membership has missed in-person gatherings. We were delighted to reunite the industry, learn from each other's challenges and of course celebrate successes at our Thursday WRLA Social & Awards Event.

Thank you to everyone that took the time to provide us with feedback. We are working through various suggestions, recommendations and planning various changes as a result. If you or any of your staff are interested in joining our Show Committee and want to help shape the future of the event, please send me an email so that I can add you to the list.

With the Showcase now behind us, we have the opportunity to focus on other areas that need attention which include labour force and supply chain issues. Stay tuned in the coming weeks as the WRLA will be conducting its first Labour Study. The purpose of the study is to narrow down and identify the critical issues impacting our members in the areas of recruitment and retention. We thank the Government of Alberta for providing us with \$100,000 to help us conduct this research that will provide us with tangible data on the key issues our industry is facing.

We learned that in order for us to create change at the government level, we need to present the facts and provide a case for support. Our goal with this data is to translate our research findings into results for our members and this report will help us leverage funding that we can use to develop curriculum and partnerships that in turn help our members in their business prosperity.

Our goal is to become an undisputed partner in prosperity for our members and we look forward to working with you through this project.

The Showcase brought us back together in person and we had some very productive strategy sessions and meetings. Thank you to everyone that participated and contributed to the important dialogue. We are in the process of pulling these discussions together to develop strategies for the coming year and beyond. Stay tuned for the priorities which we will be releasing soon!

As YOUR industry association, we are here to serve you and will continue to engage with our current members while building our membership to help grow our voice and impact with the government.

To get more involved please contact me at lkovach@wrla.org or 204-770-2416.

Liz Kovach
PRESIDENT, WRLA



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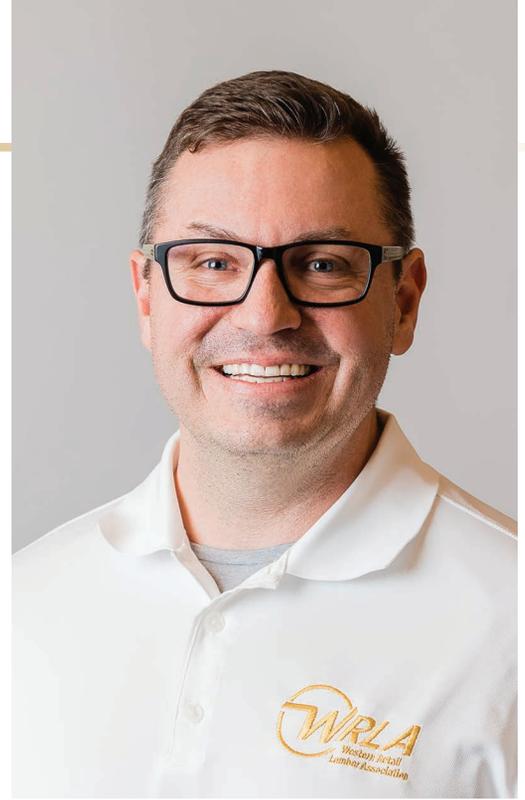


REFLECT AND CONTINUE ON

By the time this edition of the WRLA Yardstick hits your shelves, we will have had plenty of time to reflect on the first live show we have hosted in over 2 years. Not hosting the WRLA Showcase for 2 years meant going without sharing stories with our out of province acquaintances, without face to face interactions, without catching up with industry friends at after-show functions, without hustling for orders on the show floor, without an awards night for industry recognition, and no heartfelt speeches from Industry Achievement award winners.

As I write this, I have had time to reflect on this year's show, and I can confidently say, I was extremely glad Liz and her WRLA team were able to make it happen! I spent a good deal of time on the show floor from set up Monday and Tuesday, to while the show was happening on Thursday and Friday, and the excitement from all who were in attendance was palpable! Maskless smiles, hugs, and handshakes could be seen at every turn. The affection shared between friends and competitors carried on long into the nights...every night, and it was so great to see!

Being business owners of stores that are often the cornerstones of our communities, the past two years have been both exceptional and difficult at the same time. To be able to come together on common ground in Winnipeg, be with others who have shared the same successes and struggles over the past couple of years, and share anecdotally how each of us adapted and persevered in almost every aspect of our day to day operations was a blessing!



On my behalf, I left Winnipeg, and the 2022 WRLA Showcase invigorated, full of new ideas and strategies, and a renewed appreciation for my friends and peers in our industry! I look forward to connecting with you all in the coming summer months at Golf Tournaments, and other WRLA Hosted events, and at the very least, in Winnipeg for the 2023 WRLA Showcase.

Thank you to all the vendors who attended, the effort you put into your booths, the people you brought and the enthusiasm you exuded did not go unnoticed. Thank you to all the retailers who attended, the vendors and manufacturers appreciated your attendance very much! Lastly, thanks to Liz, the Board, and her team for all their work securing a truly first-class venue for the show and festivities. For those who were unable to attend this year, you do not want to miss next year!

A handwritten signature in black ink, appearing to read "Joel Seibert". The signature is fluid and cursive, written on a white background.

Joel Seibert
CHAIR, WRLA



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PHOTOS ON PAGE 9: LEFT ROLE: MARY-MARGARET MAGYAR. RIGHT: DARCY FINLEY

WRLA NEWS



WRLA Building & Hardware Showcase

NEW PRODUCT AREA



WINNIPEG JETS ALUMNI LOUNGE

WESTERN RETAIL LUMBER ASSC. MAR 27 2022

WRLA BOARD AND TEAM GATHERING IN 2022

This was our 1st gathering of the board since the new BOD was elected at the January AGM. It was an excellent meet and greet that set the group up for a productive week of meetings.

NEW BLOOD IN WRLA

Let us give a warm welcome to two new WRLA team members.



MYRIAH MARTIN

Events & Business Development Coordinator

Myriah is no stranger to the WRLA, you may recognize her from registration in Calgary at the 2019 and 2020 shows. She is back to take the lead on the events side of things. Myriah has spent 15 years in the marketing and promoting side of events and looks to put that knowledge to use while breathing some fresh ideas into the showcase and WRLA app.

She has a love for the outdoors, and you can often find her with her dog and partner on an adventure to explore the mountains around Fernie. When the time allows for it, she is an avid traveller and loves to try new foods and learn about local cultures.



ROBIN WEBB

Training & Workforce Development Coordinator

Robin recently joined WRLA in March of 2022. He has a background in Culinary Arts and Essential Skills training. He recently received his Certificate in Adult Education from Red River College and recently achieved his Bachelor's in Adult Education from the University of The Fraser Valley. Robin has a passion to educate others and seeing them succeed. Robin enjoys networking and meeting new people and continuing to learn from others. He is excited to be working at WRLA and being involved in an industry that cares about the work they do.



SAVE THE DATES FOR THE NEXT SHOWCASE

The 2022 WRLA Building & Hardware Showcase was a success. We thank everyone who has participated and supported WRLA. We look forward to seeing you again at the next show.

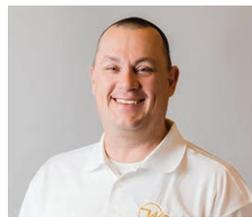
January 19 & January 20, 2023

RBC Convention Centre, Winnipeg, MB

Start booking today: wrla.org/events/wrla-show/

WELCOM NEW WRLA BOARD MEMBERS

It's official! Welcome to the WRLA Board Joel Hartung, Jonathan Middlestead, Kaitlyn Chimko, Kelvin Katzenback and Ken Crockett. We very much look forward to harnessing your experience, strengths and ideas to help continue creating change at the government policy level and steering the direction of the industry.



PHOTOS: MARY-MARGARET MAGYAR



GOLF TOURNAMENTS— FUN WITH A PURPOSE!

WRLA golf tournaments provide the opportunity for members to engage with industry partners, colleagues and customers for a fun-filled day with a purpose! Net proceeds support the WRLA Education Programs and in 2021, the WRLA awarded a record number of students (34) many of which are member employees. Over \$30,000 was awarded and we look forward to continuing this opportunity.

Please mark the following dates in your calendars and watch out for sponsorship and registration information coming soon!

SASKATOON GOLF TOURNAMENT

Thursday, August 4
The Willows Golf Club, Saskatchewan

WINNIPEG MEMORIAL GOLF TOURNAMENT

Thursday, August 25
St. Boniface Golf Club, Winnipeg

CALGARY CLASSIC GOLF TOURNAMENT

Thursday, September 8
Sundre Golf Club Sundre, Alberta



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New Locations

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Edmonton 10571 178 Street NW	Red Deer 101 Burnt Park Drive	Winnipeg 3700 McGillivray Blvd
Lethbridge (no change) 935A 36 Street N	Regina Highway 1 East	

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Have articles you want to see or have a milestone to celebrate? Contact us at marketing@wrla.org and don't forget to follow us on social media!

/wrlainc



ATTRACT
EDUCATE

CONNECT
ADVOCATE

ATTRACT. CONNECT. EDUCATE. ADVOCATE.

Liz Kovach, WRLA

As we kick off a new fiscal year we also have a new strategic plan that we have the opportunity to introduce to our membership. In 2021, the WRLA Board of Directors (BOD) engaged in a series of discussions and workshops to discuss industry needs and to set the direction for the WRLA and our new BOD will take the baton and support the implementation.



Please reach out if you want to get more involved, happy to connect and answer any questions, lkovach@wrla.org or 204-770-2416.

While much of the plan is to continue building on the foundation established by the previous strategic plan, we have added a new pillar that will be a large priority for the coming years. Our strategic goals are as follows:

ATTRACT

Attract skilled talent into Western Canada’s Lumber and Building Material (LBM) Industry by engaging with youth, underrepresented groups and those in career transition.

1. Find new and innovative ways to promote the LBM industry as a viable career path for youth.
2. Promote careers in LBM industry to underrepresented groups.
3. Promote careers in LBM industry to other industries.

CONNECT

Build an intimate connection with the industry by creating and facilitating events, venues and communication channels that help WRLA understand the industry’s needs, enhance customer/supplier relationships, and facilitate business transactions.

1. Define and communicate industry size, impact on the economy, gaps, issues, and needs.
2. Design and deploy the Annual WRLA Showcase.
3. Facilitate member engagement opportunities and events.
4. Attract and retain WRLA Members.

EDUCATE

Accelerate deployment of skills-based training to improve company competitiveness and prepare them for staffing and business succession.

1. Establish strategic partnerships with “best in class” training and consulting organizations to develop and deploy training to the industry.
2. Develop and deploy new training programs to meet the unique needs of member segments.
3. Promote existing training programs to existing and prospective members.

ADVOCATE

Facilitate engagement and development of government policy by directing the industry’s prioritized needs to all three levels of government and communicating to members frequently.

1. Prioritize industry issues and needs and communicate to all three levels of government.
2. Support Environmental Sustainability.
3. Communicate information and successes to members and the industry.
4. Develop trusted relationships with senior government officials.

We will continue to engage with our members and build our team to ensure that we remain focused on industry needs and invite you or members of your team to join committees if there is an area of interest that you or your staff may want to help shape.



WRLA EDUCATION MEETING

Prospectus Associates

After a challenging two years, WRLA members expressed excitement and relief to be back together in person and to tackle challenges and seize the opportunities at hand. The first order of business was the WRLA education session.

The discussion ran the gamut, with WRLA President Liz Kovach happily noting at the outset of the meeting that funding had been secured through the Government of Alberta, to examine labour force challenges.

A wide-ranging discussion was ensured, focusing on training gaps in the LBM industry, and how effective partnerships are required to better meet industry needs. Members also discussed how knowledge gleaned from professional development and coursework can be translated to increased sales and industry growth. With the pandemic subsiding, there was a consensus that in-person learning and professional development are preferable to virtual instruction.

Questions posed included, “What are the training gaps in this sector?” Work is ongoing with Saskatchewan Polytechnic on certification, and the Polytechnic is present at this year’s show.

Recruitment and retention of labour was a topic of keen interest to those in attendance.

There was the broad agreement we must effectively recruit and retain employees. Smaller companies do not always have in-house human resources personnel. The WRLA will seek to host a session for the membership with professional human resource consultants, to provide strategic hiring advice. It will be important to strengthen our membership base. Mobile technology is helpful in informing everyone of WRLA activities.

Discussion occurred on undertaking travelling roadshow, to showcase the industry.

Companies are keen to train if they can create long-term employees who want to be part of industry growth. There is an appetite for training if the value can be demonstrated.

WRLA wants to develop training to take the burden off dealers. A “Lumber 101” course, for example, to provide a base foundation on key industry points. WRLA members are deeply committed to those who work with them and wish to demonstrate that commitment. There is a great deal of industry knowledge that can be harnessed and leveraged to pass on to new entrants.

Now is the time to ensure that younger people are aware of the highlights of this industry and the need for new entrants to have the opportunity to thrive, succeed and be tomorrow’s LBM leaders.

The value of older employees was also discussed. Certain individuals may wish to return to the labour force for a number of years and can bring so much to the table in terms of experience.

It was pointed out that there is no special training to instruct those new to a lumber year—individuals start on-site and learn through practice. There is a need for high-level leadership, which is also necessary for succession planning.

Members are eager to tackle these challenges in the coming weeks in months. On a related note, the WRLA will be releasing a survey soon, to gain feedback on industry issues, and everyone’s feedback is strongly encouraged.

CATCH-22 ICEBREAKER— INTERNSHIP PROGRAMS

Alisa Luo, WRLA

Finding a job is never easy. This goes for both fresh graduates and employers. On the one hand, students with zero experience in the field naturally have a disadvantage when searching for a job. Between an untrained person vs. an expert, the latter is preferred by most employers. From the perspective of the employer, it is difficult to find the right person to fill the vacant position. All companies desire someone who has the experience, but skilled workers usually have a higher request that some organizations cannot afford. In the end, it falls into a horrid cycle, a situation similar to Catch-22.

For graduates: “I need the experience to get a job”. For owners: “I need someone with experience.”

As someone who has been in both shoes, I believe participating in an internship program is the best solution. It is beneficial to both employers and graduates.

Let us consider the advantage of internships for both parties.

VALUE FOR STUDENTS:

Gain real-world experience. By working with professional personnel, grads explore what it is like being employed in the industry. Students can test their knowledge with practical projects, and they will receive valuable feedback, tips, and guidance from their supervisor, which can be worthwhile in the future.

Explore a career path. As internship programs are usually temporary, it provides students with an opportunity to test themselves: determine whether they are fit for the job, and define whether they are in the right field.

Build your network. An internship offers a perfect opening to grow your network. The more people you meet in the professional field, the more connections you may attain.

Earn strong recommendations and references. Not all pupils have work experience. By earnestly working in an internship, grad-



uates receive exceptional recommendations and references from their employer, which could be considered in future job seeking. In contemporary society, the significance of word-of-mouth cannot be overlooked.

VALUE FOR EMPLOYERS:

Seek potential employees. Employers could seek potential employees through internship programs. The training presents an opportunity to test scholars, observing whether they are capable of the job. If the company feels the interns are suitable for the position, they could hire them right on the spot.

Increase performance. An extra pair of eyes and hands never hurt a business. Having a quality intern not only can help boost your company's productivity level but also help staff to avoid overburdened projects. Workloads do not have to be enormous, but small assignments given to interns could make a big difference.

Enhance creativity. As interns are fresh from the academy, they burst with ambition and inspiring ideas. They have innovations, creativity, and concepts that may be new and could be functional for your company.

Give back to the community. Work placements not only offer students an opportunity to learn but provide executives a chance to enhance the local workforce. Supervising an intern is like being a teacher—by providing guidance and fostering professional growth within students, companies will feel satisfied and at peace knowing they are shaping the future of their industry.

In a nutshell, internship programs play a crucial role in shaping one's future and breaking the Catch-22 situation. For graduates, internships build confidence, obtain experience, and boost chances of employment. For employers, work placements mean the possibility of finding the right staff, assisting young members in building their careers, and better corporate representation. What is it not to like?

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PREVIEW: 2022 BUILDING MATERIALS SALARY SURVEY

Stephen Borer, DMC Recruitment Group

DMC Recruitment Group, in association with the Western Retail Lumber Association, is proud to present a Prairies specific snapshot of our 2022 Salary Survey for Sales Representatives in the building materials industry.

Conducted during January 2022, the survey was distributed nationwide and focused specifically on Sales Representatives currently operating within the building materials industry. We targeted Sales Representatives working for; manufacturers, distributors, dealers, big-box retail, and buying groups. Our response was over 1200 nationwide.

Due to the structure of the building materials industry, we analyze data based the sectors respondents work in (manufacturer, distributor, retailer, etc.) and the sales channel they predominately sell to (Architect & Designer, Builder & Contractor, or Retail). This will allow readers to analyze results based both on sales channel and the type of organization they work for. We also included parameters such as tenure, sex, percentage of travel required in their role, revenue accountability, and geography.

Our goal was to, as accurately as possible, find the base salary, commission, car allowance and RRSP contribution being paid to sales representatives in the industry. We then sought to identify variations across sales channels, organization type, geographies, tenure, sex, percentage of travel, revenue responsibilities, etc.

In addition, we also surveyed respondents' happiness with their current compensation as well as the benefits that they would most value when considering a new job.



Top: Key survey findings for the Prairie region.

COMPENSATION IN THE PRAIRIES MODEST COMPARED WITH NATIONAL INDUSTRY AVERAGE

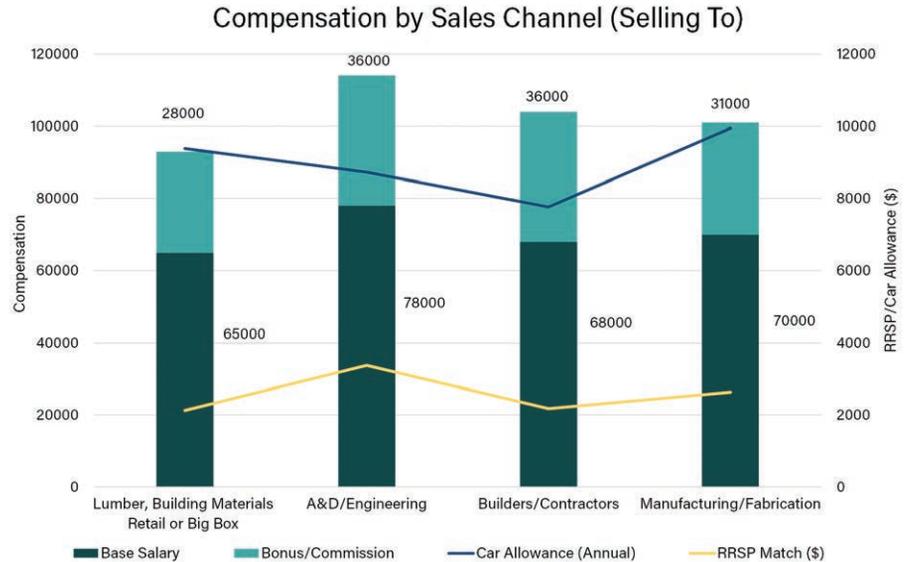
The above is a snapshot of the data we have collected for the Prairies. It is fair to say that the Prairies have not experienced as aggressive a recruitment market as in Ontario, Quebec, and British Columbia. Perhaps as a result of this, the numbers for compensation in the Prairies lag slightly behind the national average.

It is interesting when you view the national data en masse and realise that the national average of \$71k base and \$37k commission does not vary too greatly across channels, types of organization, longevity, and geography. As expected, employees with less than 5 years of experience were paid less than more tenured representatives, but after the first few years of learning the trade, the numbers become more stable.

One of the most obvious variances to be found was the wage gap between males and females across the industries. Females only averaged a base salary of \$66k and a commission of \$28k nationwide, which is an average of 13 per cent less than their male counterparts. This is certainly an area for us to improve in building materials and in the employment market as a whole. Given that less than 15 per cent of our respondents were female, perhaps the lower average compensation is a contributing factor to why we struggle to attract females to the industry.

“Sales Representatives selling to the Architect & Design/Specifier channel enjoyed the highest base salaries. What is more surprising is the fact that their commission/bonus payments were in line with sales representatives who sell to the Builder/Contractor channel.”

“Although Sales Representatives maybe unhappy with their current compensation, something other than compensation is keeping them in their position, whether that be culture, benefits, stability, or another factor that they consider more important.”



Top: Figure 1. Average base salary and commission of respondents based on the sales channel they sell to.

Unsurprisingly, we found that Sales Representatives selling to the Architect & Design/Specifier channel enjoyed the highest base salaries. What is more surprising is the fact that their commission/bonus payments were in line with sales representatives who sell to the Builder/Contractor channel. The high base salaries make them the best-paid Sales Representatives in the market. The assumption prior to the survey would have been that Builder/Contractor Sales Representatives’ commissions would have been more lucrative because their sales are immediately tangible, versus the specification sale that takes time to work through a process and can be more difficult to track for an organization.

Figure 2 PRAIRIES INDUSTRY AVERAGE

	PRAIRIES	INDUSTRY AVERAGE
\$ BASE SALARY	70K	71K
COMMISSION	34K	37K
RRSP MATCH	3.47%	3.87%
CAR ALLOWANCE	\$707	\$747
👤 SATISFACTION LEVEL*	47.3%	54%
♀ FEMALE GENDER SPLIT	14.8%	18%
✈️ TRAVEL > 20%	44%	43%
💰 REVENUE ACCOUNTABILITY >\$2M ANNUALLY	76.5%	72.5%

*We considered respondents who were *satisfied* or *very satisfied* with their compensation package to be "satisfied"

Top: Figure 2. Key findings in the Prairie region compared with the national averages.

Compared to national averages, the Prairies region produced slightly lower remuneration results as seen in Figure 2. The base salary was 1 per cent lower, commissions 8 per cent lower and car allowance 5 per cent lower.

Results indicate that Sales Representatives in the Prairies have greater revenue accountability and a larger geographic responsibility. Compared to the national average, 5 per cent more Sales Representatives in the Prairies manage territories over \$2m, and 2 per cent more Sales Representatives spend over 1/5th of their time travelling. Unsurprisingly, based on this result, satisfaction with compensation is 12 per cent lower than national averages.

When comparing our findings to the current recruitment market, it is interesting that the survey finds only 54 per cent of candidates nationwide (47.3 per cent of respondents in the Prairies) are satisfied with their compensation. At the time of writing, at the beginning of March 2022, the current recruitment market is incredibly heavy on jobs and light on suitable candidates. It is unexpected, therefore, to think that so many Sales Representatives are unhappy with their current compensation. You would expect that if salespeople were unhappy with their compensation, a key tool used to incentivize them, they would be receptive to moving to a new job. This means that something other than compensation is keeping them in their position, whether that be culture, benefits, stability, or another factor that they consider more important.

“Perhaps sales representatives, by nature, always want more and will never be satisfied?”

MANUFACTURING SECTOR OFFERS MORE ATTRACTIVE COMPENSATION

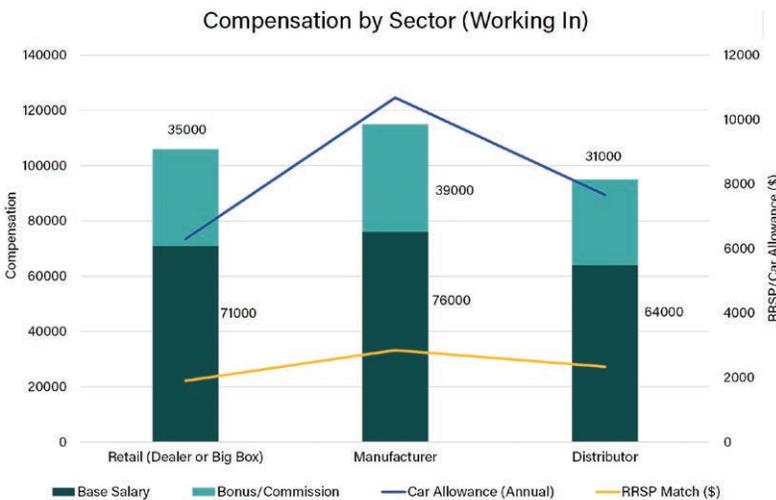
Looking at the industry sectors in which respondents work, those employed by Manufacturers had the highest base salaries, commission payments, RRSP matches and car allowances. While Manufacturers generally employ the majority of Architecture and Design Representatives (our highest paid Sales Representatives) the difference indicates that representatives selling to the other channels are also paid better when working for a Manufacturer. This should be an alert to employers in the distributor, dealer, and retail sectors to ensure that they are paying their people what they are worth, as their talent could be at risk from the higher paying manufacturing businesses.

WHAT CANDIDATES REALLY WANT

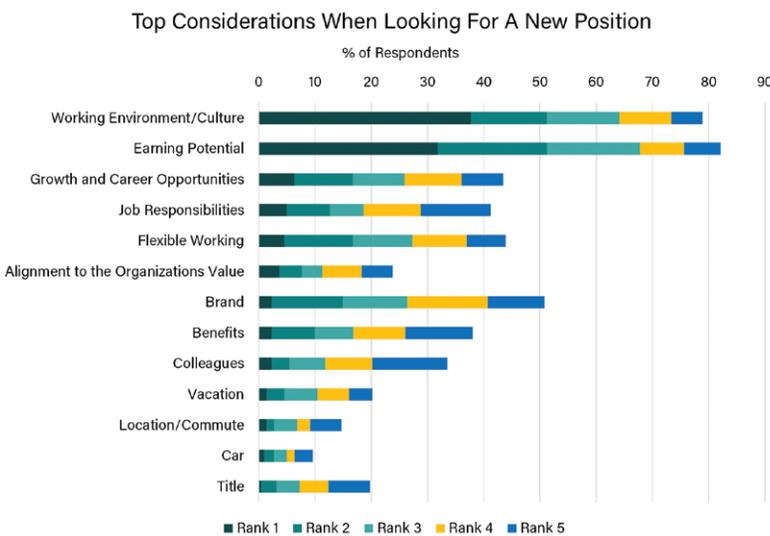
The current market is showing that very few sales representatives are looking for new jobs, which is interesting as our results suggest that over 50 per cent of sales representatives in the Prairies are unsatisfied with their current compensation. Perhaps sales representatives, by nature, always want more and will never be satisfied? Alternatively, more respondents choosing working environment/culture as more important than earning potential might suggest that fewer employees are looking for a new role because, whilst their compensation is a frustration, broadly they are happy with the environment in which they work.

The importance respondents gave to “Brand” when considering a new job was noticeable, reinforcing the effort that many employers have been putting into strengthening their employer brand in recent years.

As anticipated, flexible working scored highly with respondents in terms of considerations they have when looking at a new career opportunity, ranked #5 of 13.



Top: Figure 3. Average base salary and commission of respondents based on the sectors they work in.



Top Considerations Ranked by Respondents

1. Working Environment/Culture
2. Earning Potential
3. Growth and Career Opportunities
4. Job Responsibilities
5. Flexible Working

Top: Figure 4. Top factors that respondents consider when looking for a new position, ranked 1 to 5.



DMC Recruitment’s full Canada-wide 2022 Salary Survey for Sales Representatives in the building materials industry will be available by the end of April 2022. If you would like a copy of the survey, please email marketing@dmcrecruitment.com. DMC Recruitment and the WRLA are both committed to the building materials industry and happy to provide this data for free to anyone within the industry that is seeking this information.

PASSIVE HOUSE CANADA BRINGING GREEN BUILDING STANDARDS TO MANITOBA

Passive House Canada

Canadians have made it abundantly clear that meaningful action on climate change is important to them. Here at Passive House Canada, we continue to push governments and the building industry to adopt building standards that promote climate-resilient buildings, preferably Passive House, to meet GHG emissions reduction targets and make healthy, comfortable and low-energy places in which to live and work.

With 30-plus years of documented building science on our side, we know Passive House is the fastest, most efficient way to get to net-zero buildings. The heat domes in Western Canada last summer and COVID-19 have driven home the need for healthy, safe and environmentally resilient buildings.

More than 500 municipalities across Canada have formally declared a climate emergency. It is important for Passive House Canada to support cities and provinces across Canada, and the Manitoba market is no exception.

Through our recent educational partnership with Manitoba Building Trades Institute, Passive House will work directly with the construction industry in Manitoba—creating an avenue for trades professionals to gain practical training with a focus on sustainability and energy efficiency.

“The way we build is, by necessity, changing in order to meet our climate goals,” says Tanya Palson, MBTI’s Dir. of Business Operations. “It is critical Manitoba has training available for the tradespeople who will be physically building to meet new design standards.”

MBTI offers a range of Passive House courses combining in-class lectures and hands-on workshop experiences which cover energy consumption data, environmental impacts, case studies and the economics of creating high-performance buildings.



Top: Passive House Canada. Skeena Residence—Kelowna, BC.

For professionals looking to gain a more in-depth understanding of sustainable building techniques and receive skills accreditation, MBTI’s exclusive Passive House for the Trades course prepares participants for the nationally recognized Certified Passive House Tradesperson exam.

Whether your focus is residential or commercial structures, Passive House design allows for buildings to heat and cool themselves, providing significant occupant comfort and using 90 per cent less energy compared to conventional building methods.

Passive House is not about complex technologies. It’s about integrating low-energy design criteria into projects from day one. When these principles are met, buildings are healthy, comfortable, durable, and net-zero efficient.



Top: Passive House Canada and MBTI recently presented at the 2022 WRLA Building & Hardware Showcase in Winnipeg, MB.



Visit mbrades.ca/passivehouse to learn more about our skilled trades training programs in Manitoba.

PHOTOS: LEFT: PASSIVE HOUSE CANADA. RIGHT: MANITOBA BUILDING TRADES INSTITUTE

ENERGY EFFICIENT BUILDING FOR THE TRADES

Discover how Passive House Canada principles for high performance buildings can help you build for the future.



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DEMYSTIFYING YOUR FINANCIAL STATEMENTS

BEST PRACTICES THAT CAN HELP YOU MAXIMIZE YOUR BUSINESS SUCCESS

Travis Waite, WRLA

Dread reviewing finances and procrastinate reviewing your balance sheet and income statement? Here's why you need to make sure you are reviewing them regularly.

Strong financial performance is an important key to success and let's face it, everyone that owns a business has done so as goal of being successful! While that may seem obvious, there are some regular practices that often get ignored but should become a consistent part of your operations.

Financial statements are a gateway into your company's past financial performance and current financial position. You don't need to be a financial or accounting guru to pull meaningful data that helps provide a snapshot of your business' financial health. This can be critical in helping to plan for future successes.

There are a few different financial statements that you should understand and review regularly:

- Balance sheet.
- Income statement.
- Cash flow statement.

For this installment of the finance corner, we will focus on the balance sheet in more detail.

THE BALANCE SHEET

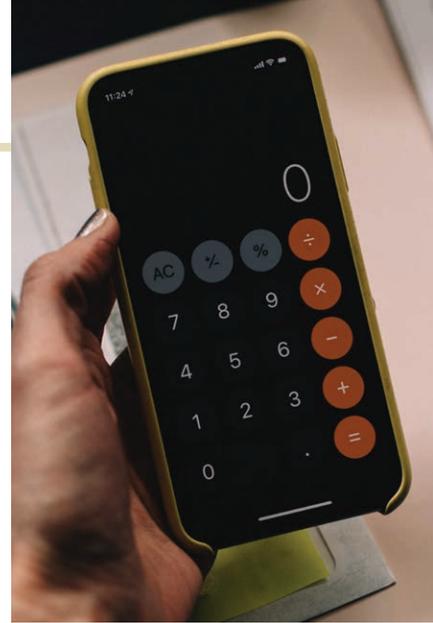
The balance sheet = the "book value" of your business at a point in time, meaning the numbers on a balance sheet are reflected as a lifetime total at a specified date.

This differs from the income statement and cash flow statement, which expresses values for a given period. The balance sheet gets its name from a formula known as the "accounting equation" which states that a company's assets will be equal to the total of its liabilities and equity.

The Accounting Equation

Assets = Liabilities + Owners' Equity

Top: The Accounting Equation.



“Equity does not necessarily reflect the actual value of the business if an owner is looking to sell!”

ASSETS VERSUS LIABILITIES

An asset is a resource with economic value owned by your company that has a perceived future value. Examples of tangible assets include cash, investments, inventory, and buildings. Intangible assets can include intellectual property, software, patents, and other assets that are not physical in nature.

Assets are distinguished on a balance sheet as either current (to be used within the next year) and long-term (to be used within a period beyond one year).

Liabilities are obligations that your company owes to others, usually expressed as a sum of money. Like assets, liabilities are classified on your balance sheet as current or long-term. Common examples of liabilities include accounts payables, outstanding loans, and accrued expenses.

SHAREHOLDERS/OWNERS EQUITY

Shareholder's or owner's equity is typically the hardest concept to grasp of the three balance sheet areas. It refers to the amount of money that would be left over if all your companies' assets were sold and liabilities were paid.

Owner's equity includes:

- Money the owner has invested in their business.
- The profits or losses incurred since inception.
- And the money drawn from the company by owners.

COMMON MYTHS

Many business owners think of equity as an asset to the business, but it draws more parallels with a liability as it is an asset to the business owner, owed to them by the business. If equity is in a negative position due to losses or excessive owner draws, this is known as a deficit and indicates weak financial health as the book value of liabilities would then outweigh that of company assets.

High amounts of debt typically bring with it higher interest payments which requires more money to service this debt.

Factors that play into the sale price of a business:

- The value of the company's cash flows.
- The fair market value of a company's assets (remember that a balance sheet reflects book value, not market value).
- The value of the company's current and future revenue stream and intangibles that are not reflected on a balance sheet such as customer base and brand recognition.

BRINGING THESE CONCEPTS TO LIFE

To help conceptualize some of these concepts better, I have included a sample balance sheet for XYZ Company at December 31, 2017.

Best practices: For the purposes of this article the focus is on the balance sheet, but it is best to review the balance sheet concurrently with the income statement and cash flow statement to get the best overall financial picture.

First thing to look at are two liquidity ratios; the current and quick ratio. These ratios help gauge a company's ability to meet its short-term obligations. The current ratio is calculated by dividing current assets by current liabilities. For this sample company, their current ratio is 1.25 (175,000/140,000).

If a current ratio is higher than 1, it indicates that a company has the ability to easily pay down short-term obligations (within a year). Looking at this even more conservatively, we can calculate the companies quick ratio, which removes inventory from the equation to give a snapshot of even shorter term financial health (90 days or less).

XYZ's quick ratio is .39 (55,000/140,000). Using the same benchmark of a 1 to analyze this ratio, we can see that the quick ratio indicates some major financial risk for the company to be able to meet it's short term obligations, particularly within the next three months.

Using these liquidity ratios as a starting point, further insight can be gained by exploring individual lines. First thing to question: why is there such a large difference between the current and quick ratio? Inventory makes up a large portion of current assets. The owner of XYZ may need to ask questions to understand why it is carrying such a high amount of inventory. If there are large sales orders in the pipeline then this may be a necessity. Conversely, sitting on inventory that won't be moved within the next year exposes the company to higher risk because of the large amount of current assets being tied up in inventory and minimal cash to cover other short term obligations.



Tune in to the next issue of Yardstick for my article covering the income and cash flow statements in our Summer issue.

Another point that sticks out in this example, accounts receivable is nearly three times higher than cash. This could mean poor collection practices by the company or may be due to December being a busy sales month. An owner would want to review the accounts receivable aging in order to determine this for themselves.

The balance sheet is not going to answer all these questions on its own, but it helps to flag issues like XYZ's short-term liquidity and allow owners to start asking these types of questions and exploring solutions to problems that may arise. It can also give insight into what is working and help build off those successes. Although not covered in this sample, balance sheets are often helpful to pull figures for two periods so that you can analyze variances in individual line items over time.

While there is so much more that this statement can be used for, I will leave the article here. If you have any questions or are interested to learn more, please reach out to me and I will be happy to review this with you.

I implore all business owners that haven't already to carve out time regularly to review financial statements and get a better understanding of the story they are telling you about your business. Not only will this process help you plan for better profitability today, it is important for future planning as well and for sale when the time comes.

XYZ COMPANY	
Balance Sheet	
12/31/2017	
ASSETS	
Current Assets:	
Cash	\$12,000
Accounts Receivable	35,000
Inventory	120,000
Prepaid Rent	8,000
Total Current Assets	\$175,000
Long-Term Assets	
Land	\$126,000
Buildings & Improvements	300,000
Furniture & Fixtures	50,000
General Equipment	125,000
Total Fixed Assets	\$601,000
TOTAL ASSETS	\$776,000
LIABILITIES	
Current Liabilities:	
Accounts Payable	\$60,000
Taxes Payable	25,000
Salaries/Wages Payable	30,000
Interest Payable	25,000
Total Current Liabilities	\$140,000
Long Term Liabilities:	
Loan 1	\$322,000
Total Long Term Liabilities	\$322,000
TOTAL LIABILITIES	\$462,000
OWNER'S EQUITY	
Paid in Capital	\$64,000
Retained Earnings	250,000
TOTAL OWNER'S EQUITY	\$314,000
TOTAL LIABILITIES & OWNER'S EQUITY	\$776,000

Top: A sample of balance sheet for Company XYZ in 2017.

MEASURE AND QUOTING AS EASY AS 1-2-3

Regal ideas Inc.

A much-delayed Spring will no doubt put the rush on your customers' outdoor projects over the next few months. We've seen it all before, time and time again. The mad rush seems to come all at once and your staff battle just to keep their heads above water during this siege. Customers today look for answers right away, thanks to an ever-changing world or the wide web. Technology has made today's shoppers smarter and more focused on what they want, but also more demanding.

Recognizing the changing retail landscape, Andrew Pantelides, Executive VP of Regal ideas, knew to alleviate the retail staffing pressures when it came to quoting and selling, and to overcome the intimidating factor and fear of making a mistake and misquoting, he needed to create a solution that many other quoting systems failed. "Since our exposure on HGTV, we kept seeing the rising demand of our products coming from new consumers and new retailers which inevitably put pressure on either our quote department to get quotes out faster. But the biggest challenge was the speed of communication between our office to retailers, back to consumers," says Pantelides "The opportunity was there to create a real-time platform where consumers can interact with Retailers and our office can help manage the same drawing simultaneously. Getting results and quotes back to the customer in minutes." The system is called Regal DesignONE, and it is not only a design tool, but also a portal where retailers can log into and order products as well. The consumer-facing retail version will be available this summer on regalideas.com, where consumers will be able to draw their deck and send it through the portal to their nearest Regal ideas Dealer for a price.

While Regal ideas had previously used other established estimating software, Pantelides felt they were missing the interactive piece that connected consumers to retailers with an easy-to-use platform. Regal ideas DesignONE was built based on one goal "to become the lead generating source that drives traffic through the doors of our Dealers." states Pantelides.

The most critically important piece of the new software was that it had to be very easy to use. The system is cloud-based, meaning that there is no software to install or download, and updates occur automatically. It simply lives on the cloud and can be accessed at anytime and anywhere. The next critical element was creating a simple "click and draw" feature which will allow users to draw out the shape of the deck while automatically scaling and preparing their workspace. Once the shape and dimensions have been deter-



mined, that's when the magic happens! The user simply clicks on the sections of the deck and applies the railing product of choice. Regal DesignONE gives the user unlimited possibilities and configurations. You select from Regal to CrystalRail to Urban with a click of a button. You can also custom configure your colours and have different colour rails, pickets and posts to truly customize your project. All with the click of one button!

Want to see what your railing looks like with LED? Not a problem, the real-time 3-D drawing shows the user what their railing will look like but also what it can look like at night with the LED lighting.

"The key to the software is finding the perfect chemistry between the input and the output, meaning it needs to cater to a first-time user and accommodate the pro." Says Pantelides. "The interface is easy to use with the configurator making it feel like you are an instant Pro, but the success is in the print package that this software produces." A detailed material list is produced, complete with the retailer's cost to which the retailer can immediately apply a markup for the customer. The quoting software also produces an accurate cut list so that your customer knows exactly where to cut their railing and where to install it on the deck. That kind of information is essential so that there are minimal mistakes made which makes for a happy customer. The print package goes as far as giving the user the exact location of the blocking, material cut lists and engineered drawings to take to their local Building Department.

Ken Karius, Regal ideas Territory Manager for Manitoba/Saskatchewan, mentions that the quoting software has been an effective sales tool as well. "It's one thing to produce a quote for a customer within a few minutes but to show them a 3-D rendering of it, has been an incredible sales tool.", remarks Ken. "Customers can see it spin around at different angles, different shadows and with a nighttime option so that you can see the LED option illuminate... it's just impressive and customers are sold right then and there!"

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With Regal ideas **NEW** 3D Quote and Design Software



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- FREE AND EASY TO USE
- QUICK PRODUCT CHANGES
- PROJECT LEADS
- REAL TIME REALISTIC 3D
- PERSONALIZED INTERFACE
- ACCURATE MATERIAL LISTS
- QUOTE MANAGEMENT

“Contractors love this software because you can export this file right into SketchUp Pro, which many contractors use today” adds Carley Engel-Mathison of The Ultimate Deck Shop. “While we find Regal’s quoting software a successful sale tool, for us, it’s the ease of use. It takes minimal training to teach someone the software and to turn around a quote in minutes, saves us so much time! It’s easily the best manufacturer software on the market today.”

The software also can make your store look like the experts, as Carley explains. “We had a call from a contractor in Ontario who was having trouble laying out his Crystal Rail project where the material list was provided by his local lumberyard. We did a quick layout on the software over the phone with this contractor and quickly found out that he had the wrong glass size to make this project symmetrical. The software does it all for us and now, we look like the superstar and this contractor is ordering from us now!” laughs Carley.

Winnipeg-based contractor Mike Dooley shares Carley’s enthusiasm for Regal’s software. “While it doesn’t provide me with pricing, it’s such a time saver to design the deck myself and provide the material list to a couple of my favourite lumberyards to quote. Plus, I can upload the design into SketchUp and show the customer the vision of their backyard project which is a massive selling tool for me!”. Dooley adds, “I love working with Regal...they are innovative and always are thinking of how they can make our (a contractor) life a little easier. Their railings and quote software save me time and now, add in the Moasure device where I can electronically measure my project and it automatically uploads into the quote software so that I can add my railings. It’s just so easy!”

Regal ideas continues to innovate with Moasure ONE, now available to interface with Regal’s DesignONE software. Moasure, in collaboration with Regal ideas, puts rocket science in the palm of your hand. It is a completely new way to measure. Moasure’s patented

technology uses motion to make measurements, leveraging inertial sensors and a proprietary algorithm to deliver an innovative new way to measure.

“We try to make our contractor’s life easier, so adding Moasure ONE to our lineup, just made perfect sense,” says Pantelides. The Moasure ONE device integrates into Regal ideas Regal ONE Design and Estimating Software to make quoting as simple as 1-2-3. Contractors measure up the areas and send the dimensions in real-time to the Regal ONE App. The App then synchronizes with the cloud server and creates a 3-D drawing in seconds in the software. The contractor or Homeowner then submits the drawing/material list to their local Regal Dealer in the software and receives a quote.

Moasure ONE creates measurements and estimates that are much more accurate than you would get with a standard tape measure... not to mention faster. One position of the device and you capture all information regarding distance, area and elevation.

A truly innovative turn-key solution for generating leads this season is Regal ideas DesignONE, and now with the power of Moasure ONE, doing a deck take-off from start to finish has never been this easy!



For more information on the quoting software, email marketing@regalideas.com or contact your local Regal ideas Territory Manager.

WHEN EXPANDING YOUR LIVING TO THE OUTDOORS, START WITH, OUTSTANDING.

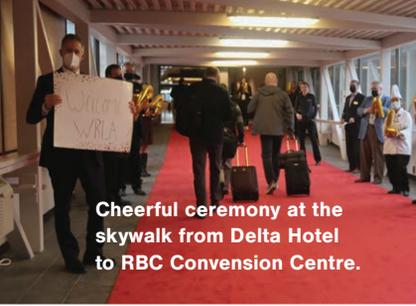
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A seamless continuity of living, from inside to out. Trex Transcend Tropicals showcases deeper wood grain patterns and two-tone luxury colours that bring your aesthetic outside without compromise. That comfort is enhanced knowing you'll have a 25-Year limited Residential Fade & Stain Warranty. Trex is made from 95% recycled materials so you can install a product that promotes your 'green' side, and sustainability. Complete your outdoor oasis with Trex Transcend Railing and Trex Deck Lighting.

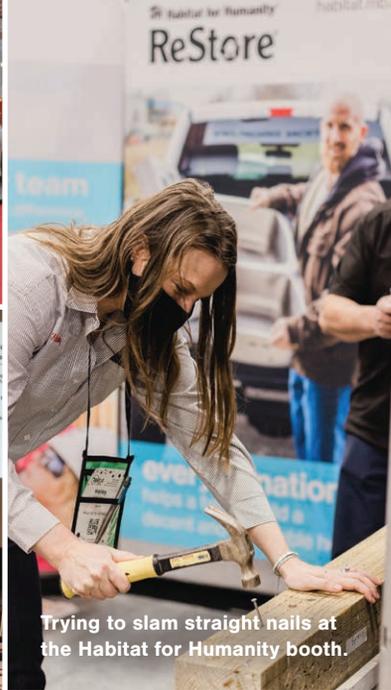
Trex Transcend Tropicals - Island Mist

taiga
building products

Whatever it takes.



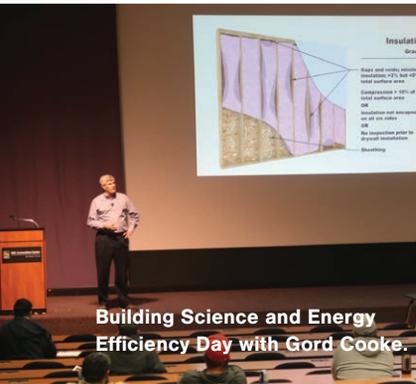
Cheerful ceremony at the skywalk from Delta Hotel to RBC Convention Centre.



Trying to slam straight nails at the Habitat for Humanity booth.



Evolve Stone™ won the Best New Product Award. See their feature on page 30.



Building Science and Energy Efficiency Day with Gord Cooke.



Incredible lunch sponsored by Sexton Group.



The Presenter of the showcase, Regal Ideas, showing off their fancy deck.



Recognition for Trent Balog, the Industry Achievement Award Winner.



Congratulations to All-Weather Window, who won the Best Booth Award.

WRLA 2022—WONDERFUL

Scott Tindall, AFA Forest Products Inc.

We disembarked the plane shortly after it had landed. Walking across the tarmac in the slush, water and melting snow, the cold Northern wind assaulted us out of a cloudy grey sky.

“So this is Winnipeg” I remember thinking... “Wonderful.”

We went into the terminal and gathered our baggage, met our ride in the passenger pickup area and after piling into his SUV we drove through the city to our downtown hotel.

On the way, we saw massive banks of dirty brown snow piled by the side of the roads, in parking lots and anywhere along the roadways and parking lots where you could pile it.

It was one of the top 3 snow years in Winnipeg since records were kept.

Wonderful.

The roadways were in rough shape from the brutal winter. In some instances potholes the size of small compact cars tried to snare the passing vehicles.

As we got closer to the downtown core, the building architecture changed from old, low, spread-out structures to newer, higher, tastefully appointed buildings.

I learned later that there was an ongoing long term initiative, begun in 1974 with the Winnipeg Convention Centre as the first component. The goal was to revitalize and modernize the downtown core. It was a first of its kind in Canada and a catalyst for downtown renewal. A very nice mixture of the old and new and very tastefully done.

Wonderful.

Arriving at our hotel, a sleek modern hi-rise structure, we grabbed our baggage and headed into the lobby to check-in. The interior of the hotel was recently renovated and looked terrific.

We checked into our rooms to change and freshen up. Looking out of the sliding doors, out over the balcony, I spied construction

cranes and other construction equipment working on yet another accommodation/mall/commercial centre.

We went to the restaurant in the hotel, which was very very busy, had a lite bite to eat then off to our pre WRLA meeting.

After the briefing, we went to our hospitality function, several blocks from our hotel and connected by an amazing enclosed pedway system above ground called the Skywalk.

Most of the downtown connects by skywalks and underground tunnel systems. Much of the downtown construction projects involve the addition and expansion of these systems. Very impressive.

Wonderful.

Our hospitality suite was busy. It was very well attended and provided a good time to all involved...well into the wee hours of the morning!

The next morning after breakfast, we made our way through this amazing skywalk system to the RBC Convention Centre. What a beautiful venue for a trade show. Very well done, modern construction design with gigatonnes of natural light! Let me repeat... natural light. It was like being in a gigantic outdoor living space! It was like an outdoor festival! Well done Winnipeg!

Wonderful!

The booth layouts and floor plans were extremely good.

It was a great day. Although attendance was soft by previous year's standards, those in attendance were very relaxed and spent the time to buy and learn about new products. More importantly, we were reconnecting with old acquaintances and making new ones after over 2 years of being apart due to the Pandemic.

Wonderful!

The first evening's WRLA Gala and the myriad dinner parties were very well attended and greatly enjoyed.

The second day was a shorter show day with the sun shining brilliantly and temperatures rising slightly. Although outside temperatures were a little cooler, people were enjoying the day and seemed happy.

I guess that's why they call it FRIENDLY MANITOBA.

We got up early on Saturday and piled into a cab that delivered us to the airport. By the time we had boarded the plane and it was in the air, the sun had risen in a big blue sky and temperatures had increased.

In summary, it was a wonderful event in a wonderful city filled with wonderful people.

Wonderful.

AFA had a beautiful booth setup with excellent new products. We also revisited existing product lines with some very informative displays and product presentations.

The main theme of our show was: Beat the Increase!

We had great inventories of excellent products and with many price increases imminent this show was a great opportunity to acquire stock.

The dealer's response was wonderful!

In closing, the first real WRLA showcase event was held in Regina, Saskatchewan 28 years ago in 1994. It has evolved into a major industry event but has maintained its Western region focus, supporting the lumber and hardware dealers of the West!

Accolades to Liz and her team for organizing and executing such a classy show under grinding Pandemic circumstances.

I am excited to return to Winnipeg in 2023 for the next WRLA Building & Hardware Showcase and to visit Friendly Manitoba.

And maybe do some ice fishing.....

We hope to see you there.

It's going to be wonderful!





WRLA BUILDING & HARDWARE SHOWCASE RETURNS WITH A BANG

Prospectus Associates

The Western Retail Lumber Association (WRLA) Building & Hardware Showcase roared into Winnipeg recently, with an exciting mix of vendor displays, award ceremonies and educational opportunities.

Over 190 booths, over 500 dealers, and over 1800 people in total marked the first such event since the global coronavirus pandemic tilted the world on its axis. The showcase took place at the RBC Convention Centre in downtown Winnipeg, with additional meetings at the adjoining Delta Hotel.

After two years of pandemic restrictions, and a further delay from the originally-planned showcase in January, everyone was excited to finally be together in person again. Day 1 of the showcase began with a ribbon-cutting by Manitoba Minister of Sport, Culture and Heritage Andrew Smith, alongside Liz Kovach, President of the WRLA. The relief and excitement to gather were evident. Colette Heschel, of GH the Leveller, noted, “People are optimistic. Lots of retailers are going through this. People need to see and touch a product. Colette and her husband Geoff co-own their company and were successful participants in Dragon’s Den. Suzanne Walsh of the Sexton Group described this showcase as “like a homecoming.”

Chris Hogan of Rockwool Sales further echoed the positive sentiment: “It’s been great. Really good energy. A lot of people re-uniting.”

Manitoba Liberal Leader Dougald Lamont and his caucus colleague Dr. Jon Gerrard visited the showcase and met with vendors, as did Progressive Conservative MLA Brad Michaleski. The Hon. Scott Johnston, Minister of Seniors and Long-Term Care, brought greetings on behalf of Premier Heather Stefanson at the Thursday evening awards event, and noted that in previous years, he had worked in this industry.

The bright future for the industry was evident with the cross-section of ages of vendors, and in particular, Red River College students who attended the trade show and were impressed at the array of areas in which they could work.

Throughout the showcase, educational opportunities were also offered. Everything from the role of today’s contractor, to the need for an effective social media strategy as part of marketing and business development. Other sessions included such topics as building science and energy efficiency, human resources, and the value proposition for high-performance windows and doors.

Trent Balog, Co-CEO of Taiga Building Products, was honoured as the winner of the WRLA 2021 Industry Achievement Award. The award recognizes someone who has contributed to their business, the building supply industry, the WRLA, and the communities in which they live. Balog noted in his acceptance speech the importance of the WRLA Building & Hardware Showcase. He summed up with an adage that has guided him in business: “You only have your word.”

Liz Kovach, President of WRLA had this to say about the Building & Hardware Showcase: “This took hard work, dedication, perseverance and an awesome team with a “whatever it takes” attitude to make this happen. Not to mention a lot of patience and courage to reunite the industry in a meaningful way, and re-engage the people who help to build our communities.”

WRLA is a member-based organization that attracts, connects, educates and advocates the building supply industry in Western Canada to facilitate the growth of member businesses. It is the largest building supply association in Canada, representing more than 1,300 retail stores employing 27,000 staff and generating \$7.2 billion in sales in 2019.

PHOTO: MARY-MARGARET MAGYAR



BEST NEW PRODUCT OF 2022 WRLA BUILDING & HARDWARE SHOWCASE—EVOLVE STONE™

Greg Fritz, Evolve Stone



ABOUT EVOLVE STONE™

Evolve Stone™ is the only mortarless, colour-throughout manufactured stone veneer that installs with a standard finish nailer and delivers 10X faster installation and half the weight of other stone veneers. Driven by a passion for technology and innovation and a two-decade plus foundation in construction and building science, Evolve Stone™ is the future of decorative stone manufacturing. For more information or to download images, please visit www.evolvestone.com/news, email evolvepr@ermarketing.net or call us at 1-703-646-8090.



Evolve Stone™ is the manufacturer, BUILT CM is the Canadian sales agency and Taiga is the Canadian Distributor.

The team at BUILT. Construction Materials is a sales agency with a focus on building envelope and exterior focused building materials. We represent companies such as DuPont (Tyvek, Styrofoam, Great Stuff), Evolve Stone, LIV Building Products (CAMO Deck Fasteners, Deckorators, Stinger Fasteners) and others with a focus on demand creation for our partners. We support our partners by focusing on education and training to dealers, builders and contractors.

PHOTOS: SUPPLIED



BEST IN SHOW AWARD AT THE 2022 IBS EVENT AS WELL AS MOST INNOVATIVE BUILDING MATERIAL

Winchester, Virginia—As the world’s first nailable, mortarless, colour-throughout stone veneer, Evolve Stone™ was awarded Best in Show for the NAHB International Builders’ Show® (IBS). Evolve Stone™ was also awarded the Most Innovative Building Material Product of IBS.



PHOTOS: SUPPLIED

“What’s one word that could summarize this...how we got here. That one word is simply this: care. We have a group of people who truly, absolutely care.”

—Greg Fritz, CEO of Evolve Stone

EASY TO INSTALL

“Given the shortage of skilled masons, and the demand for realistic stone for both interior and exterior use, manufacturers have been scrambling to develop an authentic-looking, easy-to-install, jobsite-friendly ‘stone’ siding product. In my opinion, Evolve Stone™ checks all the boxes. It looks and feels like real stone. It is easily installable with a nail gun and finish nails. It cuts like wood and is impervious to moisture. A beautiful product that, provided the price is right and is readily available, will likely be a big hit. This is a true game-changing product,” an IBS panel judge, said.

In the ninth annual Best of IBS™ Awards from the National Association of Home Builders® (NAHB), the panel of 24 independent judges received more than 200 entries for eight different categories. The winners of each category were chosen based on design, functionality and innovation.

Evolve Stone™ answers the need for a more efficient installation process with a highly workable, lightweight stone veneer product that installs up to 10X faster than natural stone and traditional stone veneer. Evolve Stone™ provides crews more flexibility and is DIY-friendly, as it doesn’t require specialty training, specialty tools, mortar or staging.



“We truly took something to market from the perspective of the installer and the builder—from how the material works, all the way down to how it’s packaged. It’s the first face-nail stone in existence and we’re very, very proud of it.”

—Greg Fritz, CEO of Evolve Stone



BEST BOOTH OF 2022 WRLA BUILDING & HARDWARE SHOWCASE— ALL WEATHER WINDOWS

Tracy Nadiger, All Weather Windows

ABOUT ALL WEATHER WINDOWS

All Weather Windows is Canada's largest privately-owned window and door manufacturer. Launched in 1978 in a 10,000-square-foot manufacturing facility in Edmonton, Alberta, the company has since expanded to serve Western Canada with two commercial offices, All Weather Windows Glass, and close to 800 dealers across Western Canada. With a combined capacity of over 300,000 square feet, our manufacturing plants produce a full range of award-winning, energy-efficient, sustainable, and weather-resistant window door and glass products for dealers, builders, contractors, glaziers, developers, and homeowners. Accolades for the company include 2020 ENERGY STAR Canada's Manufacturer of the Year, as well as a Platinum club member of Canada's Best Managed Companies. All Weather Windows gives back generously to the communities in which they operate, working closely with non-profit organizations.



“At All Weather Windows we are committed to strengthening our connections through both products and people and are excited about building a window, door and glass inspired future that connects us all.”

—Tracy Nadiger, Director of Marketing

The booth focused on showcasing our new product line of interior glass and hardware featuring shower doors, barn doors and glass deck railing. Alongside the new glass offering, we displayed our well-known and trusted window line up including new colour offerings and an interior colour slider. Our new window colours complemented our interior glass display telling the story of how windows and glass can provide design inspiration for both the interior and exterior of a home. Utilized on the interior of a home, adding interior colour to your window adds pop to a white wall and on the exterior a window colour accents the siding in either subtle or striking ways. The beautiful blue back-painted glass option we had displayed as the indoor countertop sparked customers’ excitement about the possibilities of glass.

We topped the booth theme off by having a red back painted bean bag toss game available for some added fun in the outdoor space. And finally, each member of our team wore dress shirts designed purposely to represent connect the dots, again another small detail linking to the theme of the booth.

Whether it’s a window on the exterior of your home, a barn door used for your home office, or a cup of coffee and a good conversation, we were able to demonstrate how All Weather Windows really connects people inside to outside and with each other.

BEST BOOTH AWARD:

Our booth at WRLA 2022 was the perfect setting for people to come, grab a latte and sit down for a chat. After 2 long years, we wanted to ensure that the booth was both inviting and welcoming by utilizing our large footprint to safely catch up with customers and our fellow WRLA industry peers.

The overall theme centered around connection—something that we believe everyone has been missing over the course of the pandemic. Our employees were eager to reconnect with our customers and our products are a perfect fit to facilitate and generate connections using glass. The booth featured an outdoor patio complete with a deck and an indoor traditional booth space to replicate the relationship of the inside of a home to the outside world. Located in front of the beautiful wall of windows at the RBC Convention Centre in Winnipeg the backdrop couldn’t have been more perfect for our theme.



“We are honored to receive the best booth award at WRLA 2022 and look forward to next year!”

—Tracy Nadiger, Director of Marketing



PHOTOS: SUPPLIED



CLAY STENBERG

ORGILL CANADA

Clay Stenberg has become an LBM industry veteran and has garnered the respect of his peers, his clients and more, over a 32-year career. After 15 years working with a family-owned building supply store (IRLY), he transitioned to Rona where he would serve for six years with the Corporate division. He would go on to spend eleven years working in the wholesale sector, with IRLY, Chalifour and Orgill through a period of transition.

In response to receiving this award, Clay noted, “I think it is flattering to be acknowledged by your customers; the commitment that we make over the years to keep the service level up for our clients, and to offer our very best. It is the ultimate compliment to be acknowledged.”

He further stated, “Through acknowledgement, it encourages other people that there is a reward at the end of the day, and that people are watching and acknowledging the achievement and the commitment. It pushes us to go even further to keep up that level of service.”

Clay is described as very responsive, understanding the adage that “time is money” and his rapid response to clientele has been acknowledged. He is valued among his peers for his honesty and integrity, and for always keeping his dealers apprised of special deals and other information that will be of benefit to them. He is a team player within Orgill in addition to the Timbermart buying group.

When asked what advice he would give to a younger version of himself or someone entering the industry, his advice is straightforward but sage: “Mean what you say, be committed, and be consistent, and you will succeed.”





DAVID JOHNS

ORGILL CANADA

David clearly enjoys his job. He said, “Being with Orgill for the five years now has been a real pleasure and treat to work for. A company that really takes care of their sales guys and employees.”

Asked about the importance of this award, David remarked, “It’s great to be honoured, especially by a store that honoured you. It wasn’t an internal nomination but a store you’ve been working with, for years, that’s come to the table and acknowledged you for some hard work over the years.”

As a retail business, many dealers appreciate sales representatives who wish to work with them to assist with growth strategies, by identifying new opportunities, who want to work with them to help with their growth strategy by identifying new opportunities for our business to help gain market share, and stepping up our customer service to customers while creating efficiencies.

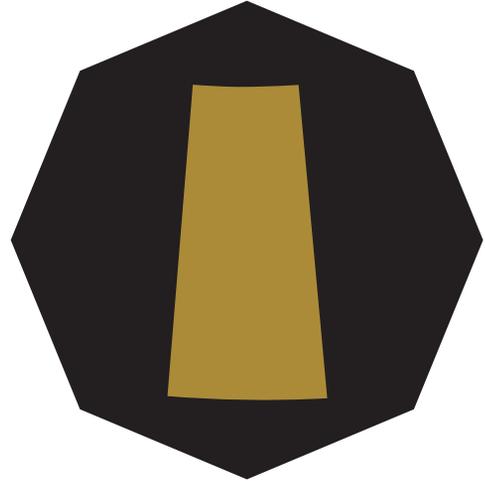
The Building & Hardware Showcase is vital because, “It’s an event that encompasses all of Western Canada, and multiple dealers with different banners. It’s just a really nice thing to be acknowledged by the WRLA.”

David displays the strong service-oriented focus of Orgill and values his customers; his efforts and attitude demonstrate this focus.

David shares his knowledge of how various stores in Orgill’s vast network have achieved success.

If he were speaking to a younger version of himself, he would say, “Work hard, study hard, mean what you say and say what you mean. Do the right thing.”





ANDY REIMER

ALEXANDRIA MOULDING

It is easy to make grandiose promises, but the real test is in the results that one can deliver. Andy Reimer is known for his follow-through on commitments and his forthright approach. He takes a long-term view.

“The award is special because essentially I was nominated from a group of my peers which would essentially be my customers. To be recognized, to be going up and above normal duties is a special thing. It’s quite humbling too.” He noted.

Andy embodies Alexandria’s company values, which are honesty and integrity. During these challenging economic times, positive answers can be hard to deliver, but Andy is truthful and upfront in his approach.

Regarding the WRLA Building & Hardware Showcase, Andy stated, “This is still a relationship-based industry. Getting us all together in one room allows us to grow those relationships with co-workers, different vendors and suppliers, and industry groups such as the WRLA. It’s really important that we do these things in person.”

Andy always communicates the production and shipping status and ensures we are aware of any delays and what they are doing to correct them.

In his spare time, Andy chairs a local support group that assists community members with alcohol and drug addiction and is often invited as a keynote speaker on the topic.

To the younger generation entering the LBM sector, Andy suggests, “A good tag line to stick to is, ‘nobody cares how much you know until they know how much you care.’ Some advice a sales manager gave to me years ago was, ‘There’s a reason why you have two ears and one mouth, because you’re supposed to listen more.’” He stressed the importance of listening to the customer and being attentive to what their needs are.





TIM COLOSIMO

METRIE CANADA LTD.

Tim treats his employer's business like his own, and demonstrates value-add in every sale he makes. Margin and dollars are a small percentage compared to the quality, sales and service Tim and his team bring to our business. Tim seeks opportunities with each sale. Mouldings and doors and just a part of a sale. Best practices are important to him and he eagerly shares his expertise.

On receiving this award Tim stated, "To be recognized by not only my peers, but by my customer base, is something that is truly, really special to me.

With new products or flash sales, Tim continually works to enhance business. He makes suggestions for power aisle selections, promotes in-store sales targets and follows up with employees on his own. He is adaptive and mobile and always strives to reach out to staff, and aid them in their growth. When he is on-location, he endeavours to engage with all staff in a meaningful way. He also offers marketing advice to ensure trending content.

If addressing himself as a younger man, he would say, "The biggest thing I have learned in this industry is that, when you say you're going to do something, follow up on that. If a customer or teammate asks you to do something, the biggest thing you have in this industry is your word and your integrity.

Tim also mentioned the importance of Red River College to his development. "Red River College was one of the building blocks of my career. I knew what I wanted to do, I knew I wanted to be in sales, and I knew I needed that secondary education to get where I wanted to go. Red River College got me off on the right foot, and I'd recommend it to anyone."



WRLA REMEMBERS

The WRLA wishes to take a moment to honour the memory of members who have passed in the last year. Thank you for your contributions to the industry. We will miss you.



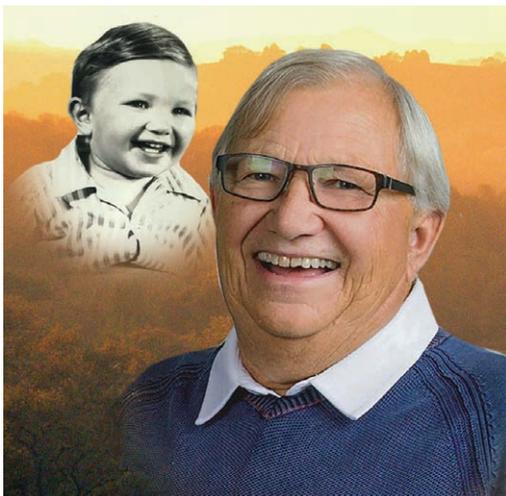
JERRY WOLTON

CanWel Building Materials Division

Jerry Wolton was the type of person that you would like immediately if you ever had the chance to meet him in person. He was well liked and respected in the Building Material Industry with the attributes that can be rarely found these days. Attributes like honesty, integrity and humility come to mind when describing Jerry Wolton. A true gentlemen with a kind soul.

Up until his recent retirement, Jerry was a fixture for years (25+) at the WRLA show in the CanWel booth representing Southern Alberta.

He was known to many as quiet, soft spoken and a good listener. His co-workers will remember Jerry as never being too busy to share his knowledge, help solve a problem or to jump in with an appropriately timed one-liner. He was a car and motorcycle enthusiast and loved outdoor activities.



JIMMY THOROGOOD

Totem Building Supplies Ltd.

We are sad to note the passing of Jimmy “Jim” Thorogood, this past March.

Jim had a competitive spirit which translated not only to work but on the golf course as well. He was a mentor to many and well known for his drive to succeed. “Let’s get going, let’s win” is a phrase he commonly used. He embodied the traits of what it takes to win which meant embracing change.

Work was vital, but family was paramount. Joyous gatherings with laughter were common and he will be greatly missed.

Jim’s journey in the industry began with his dad at Bow Valley Lumber, which became Totem Building Supplies.

A life well-lived and well-loved.



KURTIS JONATHAN KELLER

Wainwright Lumber

Last August, Kurtis Keller of Wainwright passed away, aged 42.

In 1982, his father Jim started Wainwright Lumber, which remains family-owned. Kurtis and his brother grew up in the business, eventually taking the helm together.

Kurtis was kind, humorous and loving. He lived as follows: happy, helpful and proud.

He is survived by his wife Sarah, and children Brey, Bowen, Jett and Vyda, his mom Shirley, mother-in-law Lorraine (Art), father-in-law Keray, sister Kim (Perry), brothers Troy (Laurie) and David (Kristie), and brother-in-law Beau (Jori), plus nieces, nephews and extended family. His father Jim passed in 2018.

Donations were made to the Wainwright Health Centre Palliative Care and KidSport Wainwright.

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