



YARDSTICK

Issue 1 • March 2020



RECOGNIZING THE INDUSTRY'S **BEST**

2019 SALES REP OF THE YEAR AWARDS

2020 WRLA BUYING
SHOW RECAP

ONGOING
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On the Cover Bryan Hamilton, Curt Butala, Preston Boyce, Jonathan Middlestead & Liz Kovach

COVER PHOTO & BELOW: KELLY MULNER



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MASTHEAD

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Published March 2020

The WRLA Yardstick is the official publication of the WRLA and is published six times a year. It is mailed to all retail and associate members of the WRLA; to retail lumber dealers and others in the building supply industry in Northwestern Ontario, Manitoba, Saskatchewan, Alberta and British Columbia; and to selected dealers in the Yukon, Northwest Territories and Nunavut. Views expressed in Yardstick are not necessarily official WRLA policy, nor does the publication of product information or any advertisement imply recommendation by the WRLA.

Designed by Ayoko Design Web Print, 960 Portage Avenue, Suite 302, Winnipeg MB R3G 0R4, ayokodesign.com

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



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

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LOOKING BACK. MOVING FORWARD.

It was so great to see so many of our members at the 2020 show. The team very much appreciates all the fan mail and thank you notes from you in the weeks since the show. And if you responded to the post-show survey, thank you for your feedback!

We would not be able to host such a successful event without the support of our sponsors! Thank you once again. Your partnership has allowed us to continue to offer important elements of the show that add value to our members and we look forward to partnering with you in the upcoming year.

There was one point of interest that we picked up on – for the past six years we read post-show surveys with comments that the show should go back to Saskatoon. This year? Not one comment that indicated we should return to Saskatoon – rather the survey responses expressed a desire not to leave Calgary. I get it – change is hard. But the WRLA represents Western Canada and the change in venue will allow us to meet the needs of all members across the West. I wonder what the feedback will be in three years? ;-)

A special thank you to Castle, Sexton and Windsor Plywood for carving out a few minutes of time in your meeting agenda as it was a great opportunity for me to present key initiatives we've been working on. The dealers' engagement was great and it really helps us to better understand your issues and how we can assist and add to your success.

As I reflect back on the show, some of the other highlights include:

- Celebrating our award winners! It's always great to be able to celebrate our colleagues who have been recognized as extraordinary contributors to the industry. Congratulations once again to all the recipients and thank you for an excellent night!
- Focus group sessions to discuss the rebranding and evolution of the show. While the staff did not participate to ensure unfiltered conversation, I heard excellent feedback and was so pleased to know that we are moving forward in the right direction.

- The advocacy summit to take stock of where we are at and items that we need to bring forward to government. Details are included in the advocacy article on page 17.
- Connecting with members and chatting about how we can collaborate in the best interests of the industry. This is always a highlight!

Last but not least, congratulations to our new board members that have joined us. I'm looking forward to the fresh perspectives and new ideas that will help us to take the WRLA and industry to the next phase!

Liz Kovach
PRESIDENT, WRLA



P.S. You may notice a change to Yardstick. We've changed the design and have introduced a new column architecture. The magazine will be evolving over the next few issues, so please reach out and let us know what you think, for better or for worse. This magazine is for you, our members, so we want to hear your feedback. [Email marketing@wrla.org](mailto:marketing@wrla.org).



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BREAKING GROUND



The Thursday of the 2020 WRLA Buying Show in Calgary marked the official start to my two-year term as chair of the WRLA. The past four years I have served as second chair and vice chair, and prior to that, I spent two years learning the processes while sitting on the board of directors. During this time, the WRLA has undergone some significant changes, and it's safe to say that those changes were only the beginning.

A big change still to come is the 2021 WRLA Buying Show moving to Winnipeg. The decision process to move the show from Calgary was lengthy. All criteria were evaluated blindly, meaning the board read the RFPs from all potential host cities without knowing which city it was from. Ultimately it came down to the final two with Winnipeg emerging as a clear winner! My own business is located in Calgary – I am one of the owners of Mountain View Building Materials – but I could not be more thrilled for this change of scenery. We, as a board, are extremely excited for you all to see what Tourism Winnipeg and the WRLA has lined up for us!

Along with improving the association's education programs and our advocacy efforts to increase the LBM industry's visibility at a provincial and federal government level, my focus is to improve the way the WRLA and its members communicate. We have some great ideas and a fantastic board of directors who are eager to implement these ideas as expeditiously as possible.

And personally, during my time as chair, I look forward to learning from, and working with the different buying groups. My business is a true independent lumber yard; we belong to no buying group. I am interested in better understanding how the WRLA can be a valuable partner with each group and better the business of each of their respected members.

For the next two years as chair, I look forward to serving the WRLA and its membership and further strengthen our solid foundation for another successful 130 years as Canada's leading lumber and building products association. On behalf of myself, Liz Kovach and her WRLA team, second chair, Andrew Reimer, vice chair, Wendell Gillert, past chair, Tom Bell, the WRLA executive committee, and the board of directors, we thank you all for your continued loyalty and commitment to the WRLA. We look forward to the challenges and changes that lay before us. We are poised and ready to meet them head-on in a unified effort to make *all* of our businesses better.

A handwritten signature in black ink, appearing to read 'Joel Seibert'. The signature is fluid and cursive.

Joel Seibert
CHAIR, WRLA

I look forward to serving the WRLA and its membership and further strengthen our solid foundation for another successful 130 years as Canada's leading lumber and building products association.



**WE'RE MOVING TO
WINNIPEG!**
2021 | 2022 | 2023

For more information, visit wrla.org

A large graphic on the left side of the page. The top half shows a gold-colored silhouette of the map of Canada against a dark background with bokeh light effects. The bottom half shows a close-up of a lit sparkler with bright sparks, set against a background of autumn leaves and a wooden branch.

130 YEARS STRONG

WRLA is celebrating its 130th anniversary in 2020. This honourable milestone could not have been achieved without the support of our members and partners. The board and staff of the WRLA would like to thank all of you for the continued support over the years. Our success is your success!

***Follow us on social media
as we celebrate!***

ROLL OUT THE WELCOME MAT

Please join us in giving a warm welcome to WRLA's newest team members.



LEA CURRIE

MARKETING & COMMUNICATIONS MANAGER

Lea joins us with over 15 years of experience in marketing, magazine publishing, advertising and video production. She was most recently the managing editor of *CAA Manitoba Magazine*, which evolved to become the province's number one read publication under her tenure. She's a loving wife and mom to a toddler and fur-babies, and when she has a few minutes of downtime, she chips away at her long list of books to read.

*Have a story idea for Yardstick or want to talk marketing?
Email Lea at leac@wrla.org.*



ROBERT ZYLUK

ADVERTISING SALES REPRESENTATIVE

Robert brings a breadth of knowledge in sales and marketing to the team. He was the vice president of sales for the Winnipeg Goldeyes and CanWest Global Park, and he also handled sales for other Manitoba sports teams, including the Moose and Cyclone. He has agricultural industry experience working as general sales manager for John Deere dealerships. Robert is married with two wonderful children and enjoys anything and everything to do with the outdoors.

If you want to advertise in Yardstick, the WRLA newsletter or online, email Robert at robertz@wrla.org.

Connect with the team: wrla.org/contact



SAFETY TRAINING COURSES

Make sure you and your crew stay safe in 2020. Register for a 2020 safety training course with CERVUS and WRLA. You'll learn safety tips and tricks to reduce the risk of damage and injury. Training is available both at the job site or at the CERVUS equipment training centre.

For more details: wrla.org/cervus



WE WANT TO HEAR FROM YOU!

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

   /wrlainc



INTRODUCING OUR NEW BOARD

At the WRLA's annual general meeting in January, we welcomed our new board of directors, including new members Wade Laurent and Len Regier. We are grateful that these individuals take time from their busy lives to give back to the WRLA and the industry. Thank you to our outgoing members, Gregg Chester, Rick Kurzak and Mark Westrum.

Front Row (L-R) Don Wygiera, Liz Kovach (President), Sheila Carr, Allan Hall **Middle Row (L-R)** Shawn Schwartz, Randy MacDonald, Scott McKee, Ed Stol, Wade Laurent, Joel Seibert (Chair) **Back Row (L-R)** Tom Bell (Past Chair), Andrew Reimer (Second Chair), Wendell Gillert (Vice Chair), Mark Kuzma

Not pictured: Len Regier

Want to get involved on the board or a committee? Email liz@wrla.org.

PHOTOS: KELLY MULNER



BUYING SHOW 2021

The 2020 show may have just ended, but we're already working hard on the 2021 WRLA Buying Show. We are excited to show you what Winnipeg has to offer, from an incredible show venue and friendly Manitoba hospitality to top-notch sites and restaurants that will make any foodie drool! And we have a few tricks up our sleeves to make this a show you don't want to miss.

KEY DATES

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

Pre-show education day: January 20, 2021

Show days: January 21 & 22, 2021

Start planning today: wrla.org/winnipeg2021



BE SEEN & HEARD

Want to easily promote your company to a huge captive audience? Become a sponsor at the 2021 WRLA Buying Show! There are so many innovative ways to be seen and heard by exhibitors and retailers across the show floor.

For sponsorship inquiries, email buyingshow@wrla.org.



LIFE-LONG LEARNING

Our spring 2020 course schedule is now available. Register yourself or your employees to grow your company's skill set. All courses below are taught by Stan Burkholder, highly recognized industry instructor and 2018 WRLA Industry Achievement award recipient.

PRINCIPLES OF YARD & WAREHOUSE OPERATIONS

\$289 for members (\$389 for non-members)

Regina, SK: April 24

Winnipeg, MB: April 27

MANUAL ESTIMATING

LEVEL 1: ESTIMATING FUNDAMENTALS – DECKS AND GARAGES

\$578 for members (\$778 for non-members)

Online: No time limit to complete.

Regina, SK: April 20-21

Winnipeg, MB: April 28-29

LEVEL 2: ESTIMATING FOR RESIDENTIAL CONSTRUCTION

\$578 for members (\$778 for non-members)

Regina, SK: April 22-23

Winnipeg, MB: April 30-May 1

***Register for Regina courses by April 17 and by April 24 for Winnipeg courses (There is no deadline to register for online courses).**

For full details & to register: wrla.org/education

SAVE THE DATES!

Summer is coming – we promise! Add the WRLA golf tournament dates to your calendar.

GOLF SASKATOON 2020

August 11

The Willows Golf Course, Saskatchewan

WINNIPEG MEMORIAL GOLF TOURNAMENT

August 19

St. Boniface Golf Course, Winnipeg

CALGARY CLASSIC

September 3

Sundre Golf Club, Alberta

GOLF KENOSEE

September 9

Moose Mountain Provincial Park, Saskatchewan

Registration and sponsorship details: wrla.org/golf

PHOTOS: KELLY MULNER

MEMBER CORNER

WE WANT TO HEAR FROM YOU!

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

   /wrlainc

SHOWING THE SHOW SOME LOVE

The team had a great time (at the buying show). The unit we had on display actually ended up going straight to a demo from a contact we made at the show with a good chance of being sold. Fingers crossed it does sell (easy to prove ROI that way!).

Kelsey Patrick, Falcon Equipment

Thanks again for a terrific show. It was fantastic for us. We could not believe the interest we had and the buying groups that want to partner with us. An absolutely tremendous show for us and our two dealers (Wallace & Wallace and Ultralite).

Mike Morrow, Clopay Corporation

Well, 2020 WRLA Buying Show is in the books and what a great show and fine farewell to Calgary. One of the show's successes for myself and my team was the new WRLA show app. The app was full of valuable information and I embraced all that the app had to offer. We were able to communicate directly with retailers prior to the show, with specials and the opportunity to win World Jr. Hockey tickets. We certainly saw the results as we wrote some good business.

This industry far too often utilizes old methods to reach our customer base. As we all know, the methods of communicating are changing and changing fast. I compliment the WRLA for embracing the change. It's direction like this that will aid in moving the industry to new levels of effective communication. Looking forward to version 2021 Winnipeg.

Greg Gardenits, Westman Steel

WEISER INTRODUCES HALO™ TOUCH SMART LOCK

The Weiser® brand of Spectrum Brands Holdings, Inc. adds to its family of Wi-Fi enabled smart locks with its latest addition, Halo™ Touch Wi-Fi smart lock. Using the latest technology to create a convenient and secure smart home experience, the Halo Touch provides homeowners access to their home via fingerprint.



THE SEXTON GROUP LTD. ANNOUNCES CHANGES TO ITS SENIOR LEADERSHIP

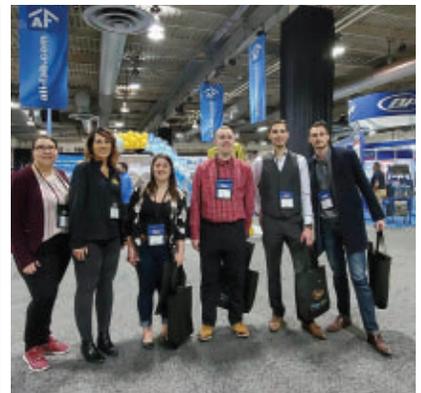
The following leadership changes are effective February 1, 2020:

- Brian Kusisto will assume the role of chairman.
- Steve Buckle will become chief executive officer (CEO) for the Sexton parent company.
- Eric Palmer will become the vice president & general manager of the Sexton Group.
- Tom Bell will be promoted to the vice president of business development for the Sexton Group.

OUR FAVOURITE POSTS



McCleanlumber Big thank you to all the organizers of this year's @wrla showcase, our vendors for their support and those who stopped by to see what's new for 2020! #build #create #McCleanlumber #cedar #work #worklife #insta #thankyou #calgary #yyc #yycbuilds #yycliving #decks #decking #industry #cheers #2020 #tgif



masmarketingclub Thank you so much to @wrlainc for giving us such an amazing tour of this year's buying show! We appreciate the amazing opportunity to meet so many of your fantastic vendors and partners. Photo credit: @danyloroman

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—Gary Fletcher, General Manager, Trail Building Supplies



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FRAMEWORK FOR SUCCESS

ALL-FAB CELEBRATES 50 YEARS IN BUSINESS

Lea Currie and Erin Lubinski

66 **B**uild with Confidence” is the slogan of All-Fab Building Components, and while the motto speaks to the experience they provide to their customers – it also speaks to the history of the company itself. Celebrating 50 years of providing structural roof, wall and floor systems, the component manufacturing divisions of All-Fab have become a leading building solutions provider across Western Canada, and are known as strong, dependable partners.

“All-Fab began in 1970 as a new venture for owners and managers of Redekopp Lumber and All-Mar Distributors,” says Garry Roehr, chief innovation officer and partner. “Wood trusses with metal connector plates were fairly new to Western Canada at that time.”

Over the past five decades, the company has seen many changes. In 1991, All-Fab merged with PB Trusses and the Reimer and Fast families became business partners for the next 27 years. In 2018, the partners retired after growing All-Fab into a multi-location company serving customers across Western Canada. While the families sold the business to a private equity management firm, it still continues to operate with the same values and management in place.



“All-Fab maintains a strong foundation in family values of honesty, trust, caring, learning, compassion and leadership. These values extend into our working relationships with employees, customers and suppliers,” says Ed Richmond, president and partner of the All-Fab Group.

All-Fab employs more than 330 people across Western Canada. The now parent corporation, the All-Fab Group, consists of five operating brands in 12 divisions that operate from Manitoba to British Columbia with customers across Canada, the United States and even into Asia.

“Diligence, focus and perseverance are key to building a successful business,” advises Richmond.

Throughout much of the past 50 years, All-Fab has been a proud member of the WRLA.

“We believe it is important to support our industry associations by joining in fellowship with our industry colleagues at

both a business and personal level,” says Richmond.

“There have been many benefits of membership with the WRLA. Investing in our employees through education has been extremely advantageous. The estimating courses and retail business management studies programs are very well received. Participating in the annual buying show gives us the ability to meet with customers efficiently and provides us with the opportunity to showcase new products while keeping informed of advances in building product technologies. We would encourage all members of our industry to continue building a network, to learn together and achieve successful business growth,” adds Richmond.

All-Fab’s anniversary celebrations kicked off in January 2020 at the WRLA Buying Show with an industry partner event. Festivities will continue throughout the year in communities that All-Fab calls home.

BMCC

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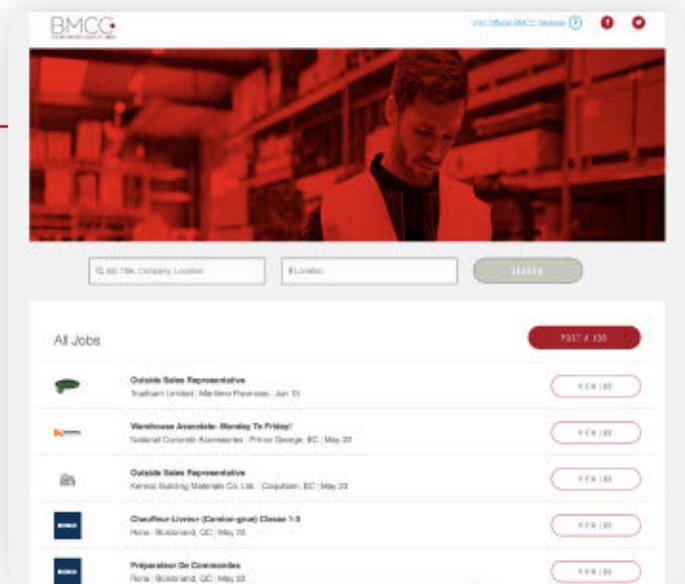
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Lumber Association

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THE EVOLUTION OF GOVERNMENT ADVOCACY

Liz Kovach

Let's cut to the chase – over the past three plus years, there has been a common message that our industry associations have underrepresented the industry in the area of advocacy, both provincially and federally, and that the lack of an industry voice is very visible when compared to other industries. Several of our members have indicated that advocacy is the most important service we can provide to them and the industry, and it is an area where resources need to be invested more in order to move this forward.

Our goal at the WRLA is to take feedback from members and put key initiatives into action that will support the industry as a whole. As a result, advocacy has become a key focus for us.

To answer this call, the WRLA implemented a government relations committee and has since partnered with other important industry association partners to raise awareness of the WRLA with like-minded organizations and of course, government. While we have made some progress in the initial stages, so much more needs to be done.

We need to keep the foot on the gas when it comes to advocacy, so the government relations committee and WRLA board participated in the 1st annual WRLA advocacy summit. It was the first working group style discussion we had that solely focused on issues and pain points experienced by members and items that we can take forward to government. We went through the process of identifying our strengths, weaknesses, opportunities and threats. With a 130-year history, the WRLA has developed several strengths and we need to leverage those on behalf of our members to overcome our weaknesses and turn them into opportunities.

KEY TAKEAWAYS FROM THE SESSION

- 1 There is power in numbers.** We will continue to partner with other organizations where possible as partnerships can add strength and credibility to messages.
- 2 We have similar pain points.** Several issues were identified as pain points for most of our members across our respective provinces. Once finalized, we will roll out a plan to address these.
- 3 Commitment to the cause.** There is a strong commitment from our members and that has created an opportunity for the WRLA to engage more representatives from our membership to contribute, add strength and help to make our industry better.

Advocacy is a marathon – not a sprint, which means we will have setbacks from time to time, but we will continue to put one foot in front of the other to ensure that our governments know who we are, what we contribute to local communities and the economy as a whole, and why our industry voice needs to be heard and considered an important component to policy development.



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

Contact lkovach@wrla.org

ARE YOU READY FOR THE NEXT GENERATION?

MILLENNIALS & GEN Z IN THE WORKPLACE

Diane Taylor



66 The only thing constant in life is change.” Francois de La Rochefoucauld might as well have been speaking about generational diversity in the workplace. With Generation Z entering the workforce, things are changing once again, even as employers still struggle to understand and engage the Millennial generation. In our current marketplace where good people are hard to recruit, engage and retain, it is even more critical to understand your employees and innovate your people practices. The reality is, what you were doing just 10 years ago is probably not going to be effective for your current workforce.

Change is an inevitable part of life and business. Highly successful leaders embrace change and constantly adjust their approach to be competitive. Because people are one of, if not the most, significant factor to your company’s long-term success and profitability, ensuring you are evolving with the next generation is a sound strategic practice and gives you a significant competitive edge.

RECRUIT – Millennials and Generation Z are online so look at sites like Indeed.com where you can post free or sponsored job postings. Go beyond the job description by

speaking about your company’s employee experience and the benefits of being a member of your team. The next generation is ‘we rather than me’ focused, so offering an employee referral bonus is also an excellent way to recruit great hires.

ENGAGE – The timeframe from offer of employment to the completion of the first 90 days on the job are critical for engaging employees long term. Support the development and confidence of the employee with a structured training program, and don’t underestimate the power of a welcoming and supportive workplace. Engage the next generation by making them feel like part of the team – help them understand where that team is headed (the business vision) and how their role contributes to that goal.

RETAIN – We know very well that the next generation is not afraid to move on if they are not learning, doing meaningful work and being valued. As a result, it is critical that you support growth and two-way communication. Processes like the annual employee review are dinosaurs as they do not serve the needs of the new generation. Innovative onboarding, in-house training, leadership development and recognition programs are essential to retaining the next generations.

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

MILLENNIALS

(BORN 1977-1997)

Represent approximately 27% of the global population.

- Motivated by freedom and flexibility.
- The technology milestone is the smartphone and they prefer to communicate via text, email or apps.
- They view their careers as collaborators who work with their organizations to help them achieve business objectives, rather than just paid workers who complete tasks and instructions.
- Many watched their parents loyally commit their life to a company, only to receive a pink slip in many cases. As a result, they are more focused on their own individual development and career.

GENERATION Z

(BORN AFTER 1997)

Represent approximately 32% of the global population.

- Motivated by security and stability, similar to the Baby Boomers, but the influence of tech makes them significantly different.
- The technology milestone is Artificial and Virtual Reality.
- Expected to become “career multitaskers,” which means they will often contract their services to companies rather than become employees. Employers must actively engage them to keep them long term.

CLIMB THE SOCIAL MEDIA LADDER

Sahil Khillan

Social media is no longer just for friends and social networking. This constantly evolving landscape is now widely used to create business opportunities and new client leads for a lot of small- or large-scale businesses. Gone are the days when companies can treat social media as a secondary marketing tool. Today, social media is a platform (or lots of platforms) where any business has an opportunity to establish themselves and create and engage with clients. Here are some key things to be kept in mind when building your social media presence:

1 CREATE A SOCIAL MEDIA PLAN

To get started, note important days in the year for your company. Then look at any local or industry events you are interested in. Add in holidays, both commonly celebrated and those that will directly impact your business. (You can include quirky holidays too for good measure!) Once you have that laid out, you can create posts around these important dates. Then, fill in a monthly planner with posts revolving around your product pictures, features, team, working environment, latest trends in the industry and many more.

2 SET YOUR TARGET AUDIENCE

Identify the right audience for the product or services you are offering. Start with a target persona of an ideal customer and then list the demographic, psychographic and geographic info for your clients. This will help you in understanding the right clientele and will save you time.

3 KEEP IT SHORT & SWEET

Social media is not about writing too much content but writing the correct content. Keep your posts short and to the point. The audience doesn't like to read a lot when they have an image to look at.

4 DON'T FORGET TO USE HASHTAGS

One thing everyone should do before working on social media, especially Instagram, is making a list of relevant hashtags. It is very important to find the appropriate hashtag for your posts or company so that your target reach can find you and relate to your posts.

5 VIDEO CONTENT IS A MUST

Don't forget to take advantage of the wonderful features of Instagram and Facebook stories. (Stories are images or video content in a slideshow format that is only available for 24 hours.) Create multiple stories related to work or fun activity to engage your audience.

6 CREATE AMAZING POSTS

Use tools like Canva, GIFs or stickers to make your posts cool, funny and engaging. Create a variety of amazing images to attract a variety of audiences and get them talking and taking interest in your posts.

7 DON'T JUST FOCUS ON YOURSELF

Self obsession is not good in real life and it's not good on social media marketing. You need to maintain the balance of 70:30 ratio where you are talking about your company, product or service and promoting your partners, employees and industry activities.

8 DON'T FORGET TO GO LIVE

It's time to go live. Do Facebook live and Instagram live to connect with your audience. Ask them what they like and answer their queries. Share some latest trend via a live video to excite the audience. Even the act of unboxing a new product can really help to gain interest and followers.

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Cloverdale Paint

HOW TO COMBAT THE AMAZON EFFECT ON CUSTOMER LOYALTY

While Amazon may not erode the core of LBM businesses, it certainly impacts customer expectations and can result in lost sales from hardware, tools and other building accessories purchased online. Here are six ways building suppliers can combat the Amazon effect:

1 DELIVER WHAT AMAZON CAN'T

- Develop personal relationships with your customers to serve them better.
- Offer strategic, on-the-spot discounts, so you can be there to help when they need it most.
- Provide just-in-time deliveries to stand apart.
- When something unexpected happens, resolve problems quickly.

2 PULL OUT ALL THE STOPS ON LOYALTY

- Know your customers to provide an experience that online businesses can't match.
- Rank your customers and reward the best ones to keep them coming back for more.
- Pamper your customers and make service a priority for your team.
- Use technology tools to reward your customers with analysis-based reward programs.

3 FOCUS LOCALLY

- Sweat the small stuff on a first order to wow new customers.
- Provide a personal touch and deliver extra "human" value.
- Pay attention to events, issues and trends in your town/region that matter, and talk to your customers about them.
- Host your own events to bring regular customers back or attract a new set.

4 DIGITALLY ENABLE YOUR CUSTOMERS

- Help customers connect online and with mobile access.
- Make ordering easier and deploy tools for initiating orders.

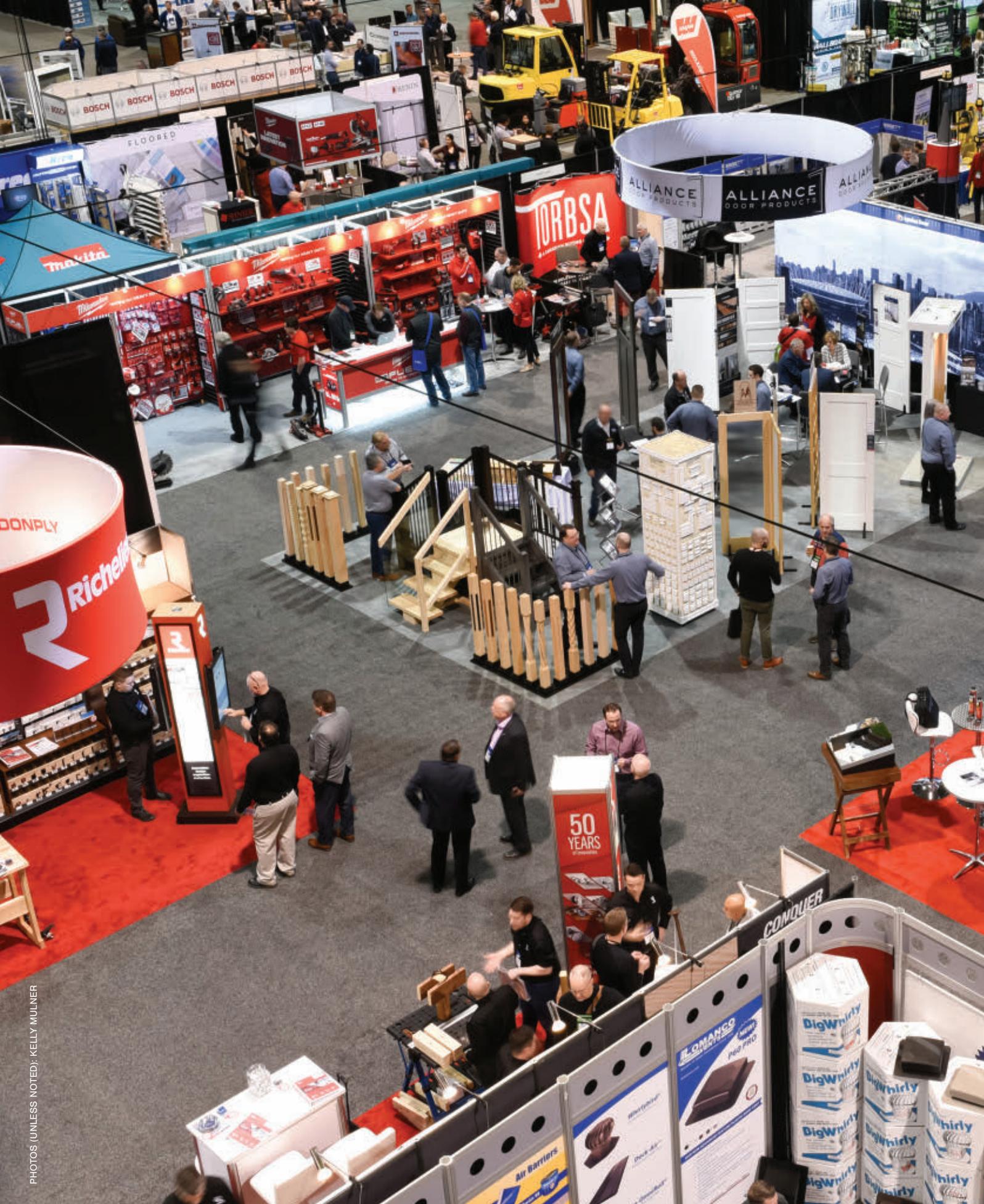
5 DIGITALLY ENABLE YOUR TEAM

- Use analytics tools to replace guesswork with measurable data.
- Boost efficiency and accuracy with appropriate mobile tools.
- Launch automated, digital marketing campaigns to inform, entice and educate customers.
- Consider every aspect of the customer experience and identify how your internal activity affects them – then go digital.

6 BECOME AN ONLINE RESOURCE

- Be "the one" website your customers go to with content and tools that perfectly fit your market.
- Stay current and share the latest relevant news for your customers.
- Enable product research like dimensions, schematics and even photos.
- People visit websites for different reasons, so offer a variety of content.
- Things and people change, so your site should too.

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PHOTOS (UNLESS NOTED): KELLY MULNER



BUYING SHOW

IT WAS A SHOW-STOPPER!

Erika Cheng, Sahil Khillan and Lea Currie

The 2020 WRLA Buying Show was a stand-out event for many reasons. Not only did it mark the beginning of the WRLA's 130th anniversary, but it was our fond farewell to Calgary, which has been the show's home for six incredible years.

During the show, members benefited from a series of events and show specials – from education sessions, which provided key insights on hot topics, to the always fun networking and awards night to celebrate our industry achievements.

Digital technology played a crucial role in maximizing the experience of exhibitors and retailers. The WRLA Buying Show and Lead Retrieval apps continued to support members in obtaining the latest show information, networking, building a visitor database for post-event marketing and just having some fun.

While we celebrate another successful show, we know that the industry is evolving and the WRLA Buying Show must grow with it. We want to thank everyone who participated in our focus groups, filled out surveys and offered suggestions. We will use this vital information to ensure the buying show continues to meet your needs (see page 27 for details).

As we say goodbye to Calgary, we would like to express our sincere gratitude to local partners. Our success would not have been possible without your support. And thank you to you, our members. You bolster the event with your dedication to the WRLA and the show's integrity.

Calgary has been a fine home for six years, but we are excited to show you what Winnipeg has to offer. We are confident the show will continue to help grow your business in 2021 and for years to come.



The 2020 WRLA Buying Show had **234 EXHIBITORS** and **OVER 680 RETAILERS** coming together to buy, learn, talk and connect under one roof.



The Best New Product Award went to Edge Eyewear for their innovative Nevosa eye protection. A whopping 25 innovative products were on display in the new product area.



InStone's tiki hut setup was a big hit, winning Best Booth Award.

Left to right: Liz Kovach, WRLA president, InStone's Jason Duniec, national sales manager, and Randy Martin, vice president of procurement for TimberMart, the award sponsor (and photobomber (and InStone president) Dustin Wilson).

PHOTO ABOVE: PHU NGUYEN



The enhanced WRLA 2020 Buying Show app allowed visitors to maximize their show experience.



The enhanced registration system enabled a faster check-in and badge-printing process, eliminating the need for members to wait in line.



At the WRLA AGM, the board of directors, including past chair Tom Bell, reported on the association's 2019 activities and financial status, and provided valuable industry insights, and new directors were voted to the board.

After walking the show floor all day, a much-needed break was provided at the Zen Lounge, sponsored by Acceo, as massage students from Robertson College and MH Vicars School of Massage Therapy helped release some tension.

PHOTO: ERIKA CHENG



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

PHOTO: SAHIL KHILLAN



Thank you to our generous lunch sponsor, Sexton Group Ltd.



Supply chain and marketing/management students from the Southern Alberta Institute of Technology had the chance to meet with exhibitors to learn about career opportunities available in the LBM industry.

PHOTO: PHU NGUYEN





Members came together for the social networking and awards night at the Hyatt Regency. Drinks were poured, food was devoured, laughs were had and fun was made.



We hope everyone in attendance had an amazing show. See you in Winnipeg!

BUYING SHOW

THE WINDS OF CHANGE

Lea Currie (with files from Dooley Communications)

Despite proper spelling saying otherwise, change is often seen as a four-letter word. Although many are averse to change, at WRLA, we're not afraid of trying new things.

While our members have long looked to the WRLA Buying Show as the place to be and the must-attend show for the LBM industry, which has created a successful, well-received show for many years, like any good business endeavor, it must adapt to meet the wants and needs of the changing landscape. As the buying show moves to Winnipeg, evolution is in the air.

"The move to Winnipeg is the perfect time to re-evaluate the show. Our goal is to continue the evolution of the show to make it bigger and better than ever next year and for years to come," says Liz Kovach, president of the WRLA. "We want to give you a show that delivers value and helps our industry grow and thrive."

But before we make changes, we wanted to consult with members and exhibitors. We held several focus groups and countless interviews with 2020 show attendees. We also sent out a survey asking for your feedback. And you did not disappoint. At its heart, this is a buying show but we heard that you want it to be more than that. We listened and are working on ideas to further develop the show, including:

- allowing architects and designers to walk the show floor during a specified period of time
- researching new groups of people and businesses to walk the show floor
- increasing networking opportunities in fun, engaging ways
- making educational sessions more valuable
- featuring more innovative products, services and ideas

We'll be exploring these and other ways to enhance the show in 2021. Stay tuned for all the exciting updates to come. See you in Winnipeg!



SAVE THE DATE!

JANUARY 21 & 22, 2021
RBC Convention Centre Winnipeg

Start planning today: wrla.org/winnipeg2021



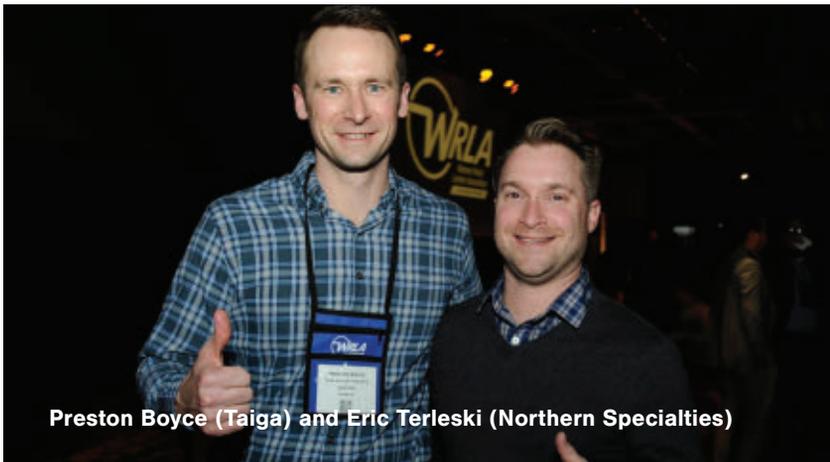
AND THE AWARD GOES TO ...

RECOGNIZING OUR INDUSTRY: REGIONAL SALES REPS OF THE YEAR

It has only been two years since the WRLA began to recognize our regional sales representatives in Western Canada, but, just like the award winners, the awards have been quite successful. It's amazing to see the industry build each other up and we are thrilled to be able to support everyone with these honours. The four winners exemplify what it means to truly go above and beyond for their companies, clients, communities and families. Congratulations to each of the winners. We wish you continued success throughout your career.



Mark Westrum (Westrum Lumber Ltd.), Michelle Westrum, Shelley Middlestead and Jonathan Middlestead (Domtek)



Preston Boyce (Taiga) and Eric Terleski (Northern Specialties)



Jon Hensen (TruNorth Composites), Eric Olsen (Mountain View Building Materials), Jim Cochrane (Mclean Lumber), Brad Pettafor (Mountain View Building Materials), Dean Corney (Mclean Lumber), Curt Butala (Mclean Lumber) and Amanda Butala.



Lili Blackwell (RE/MAX), Dan Norman (Haney Builders), Bryan Hamilton (Orgill) and Alex Yakovshenko (Haney Builders)

The Sales Representative of the Year Award winners were chosen based on their excellence in:

- continually showing a willingness to go above and beyond to make the sale for their clients
- promoting and creating sales for their respective companies
- displaying their company's values in their daily work
- promoting teamwork within their organizations and striving to improve not only their business but also their colleagues
- showing the same support for their communities as they do for their companies



Thank you to everyone who submitted a nomination.

It's never too early to start thinking about who to nominate for sales rep of the year for 2020. The applications will be available in summer 2020.



SALES AWARD WINNERS



JONATHAN MIDDLESTEAD

SENIOR TERRITORY MANAGER, DOMTEK MANUFACTURING

To Jonathan Middlestead, there is no “normal day.” He makes himself available 24 hours a day, 7 days a week. To him, it’s important that things that may come up, don’t turn into issues, which then don’t turn into problems. Jonathan takes pride in the relationships he has made and continues to make by understanding that there are more and more supply options out there and knowing what he needs to do to stand out. For him, providing quality material with timely delivery, increased product offerings, fair price and services that are not offered is what makes him successful in this industry.

Having spent nearly two decades in the LBM Industry truly shows his devotion to his work. He reaffirms that it’s the people that keep him loving it. “I take pride in ‘relationship-based business,’” says Jonathan. “Many customers have turned into friends, and in some cases, become like family. The pride this gives me is immeasurable.”

The Sales Rep of the Year Award means a great deal to Jonathan but he is most thrilled to share it with his colleagues. “Sharing (this award) with our Domtek team is something I take pride in, both personally and professionally.”

The nomination for Jonathan reflects this positivity. The nomination form for Jonathan said that he “helps create trust and loyalty.” He maintains positivity about the competitors and continually focuses on the benefits of Domtek’s product lines.

As a proud member of the WRLA and having attended the buying show for 19 years, Jonathan is always ready to meet and share ideas, and he appreciates that the show brings together dealers from across the country. It provides an “invaluable” place to meet and continue to thrive in business.

And Jonathan will certainly continue to stand out and succeed.



SALES AWARD WINNERS



PRESTON BOYCE

SALES REPRESENTATIVE, TAIGA BUILDING PRODUCTS

If the number of nominations is any indication of his determination and success, then watch out for Preston Boyce. He received an overwhelming six nominations for the Saskatchewan sales rep award.

“Winning this award makes me feel appreciated by the customers that I work so hard to satisfy on a daily basis. It’s great to get some recognition within the industry,” says Preston.

Having been with Taiga for 10 years, it’s obvious Preston has gained the trust of his customers and coworkers, and always goes the extra mile for his peers. Mutual success is his primary objective and working together to make our towns and cities better is what drives him to keep on top of his game. Preston will hit the road to host product knowledge sessions at customer locations and he’s always available with answers and up-to-date product knowledge. His six nominees all commended his thoroughness when teaching about new products.

While Preston is quick to use the latest technologies, such as social media, to attract and work with customers, he also appreciates that people still need to see products in person. In the LBM industry, being able to touch and feel products is crucial, and Preston understands there will always be a need for lumberyards and retail stores.

Preston attributes much of his success to the WRLA, and the association and buying show help to reaffirm that he’s on the right career path. Whether it’s networking or seeing new products, the show plays a huge role in his job. “Getting to see most of our customers under one roof with all of our products on display is very valuable. And even if I didn’t get their order at the show, I knew what to do to earn their trust and business in the future.”

With so many people applauding him, we’re sure he will get that business in the future.



SALES AWARD WINNERS



ALBERTA

CURT BUTALA

BUILDING MATERIALS SALES REPRESENTATIVE, MCLEAN LUMBER

“To say he is driven is a gross understatement,” said Joel Seibert, chair of the WRLA board when announcing Curt Butala as the winner of the Alberta sales representative award.

Curt has been with Mclean Lumber for over a decade, and during this time, he has earned the respect, trust and appreciation of peers and industry professionals alike. Building relationships has always been his priority and he gives 100 percent when managing his accounts, which are all across Alberta, and even stretching into BC and Saskatchewan.

You can always find Curt ready for action, treating every day as a new adventure. He loves to challenge himself and keeps himself busy. Despite a demanding work schedule, he is also a professional musician, but above all, he prioritizes his duties as a loving husband and father to three boys. Curt exemplifies family values in all he does, which is important to the family-focused Mclean Lumber.

He is quick to acknowledge his team at Mclean Lumber when speaking about how honoured he is to receive this award. “I’ll remember this for a very long time and I’ll continue to strive for more success,” says Curt.

Always a huge supporter of the WRLA, Curt believes that a successful marketing strategy for Mclean has been launching new products at the show, providing the company with the opportunity to meet and engage with all the industry professionals under one roof. “It is a platform where we get to exchange ideas and keeps us successful in our product offerings.”

Whether he’s working hard, playing with his family or singing on stage, Curt proves he can do it all and do it extremely well.



SALES AWARD WINNERS



BRITISH COLUMBIA

BRYAN HAMILTON

HARDLINES SALES REPRESENTATIVE, ORGILL CANADA

Being trusted is key to any good sales role and Bryan Hamilton has worked diligently to earn and maintain his clients' trust.

"Bryan is passionate about wanting to continually improve his relationships with his customers," said Joel Seibert, chair of the WRLA, when presenting Bryan with the BC sales rep of the year award.

Throughout his seven years with Orgill Canada, that customer focus has been evident in everything Bryan does, from his eagerness to promote new products and always being reachable for any questions clients may have, to an infinite knowledge about all of his product lines.

"I think Bryan works seven days a week. He's always working," says Erik Schlaud, vice president of sales for Orgill Canada. Erik describes Bryan as the person who "knows how everything should be done and the right way to do it."

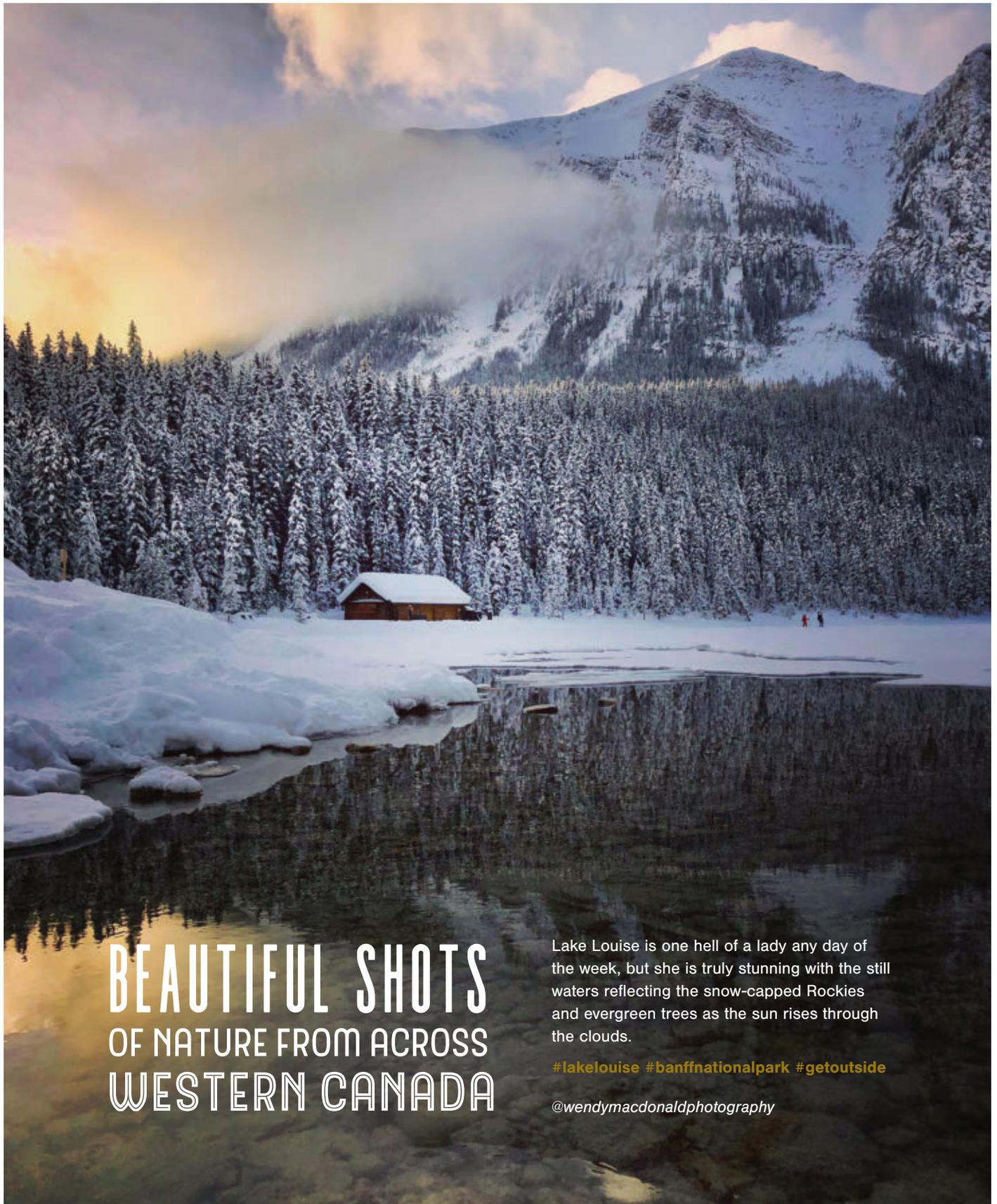
For Bryan – who was amazed to be honoured with this award – what he loves most about his job is supporting others.

"I like that I can be creative in assisting dealers to refresh their stores/departments and guide them to making their business easier to manage, or helping a dealer be more successful, even in simple conversations."

The WRLA show is integral to Bryan's work for Orgill as it provides the opportunity to be face-to-face with a variety of dealers.

"I find it amazing to be able to have a conversation with a group of attendees from different banners all exchanging ideas and experiences," says Bryan. "It also gives them the chance to talk to other reps and management that we have in the booth. The WRLA show for Orgill is all about conversations."

Those conversations are key to creating that trust that Bryan is known for. And with the trust of his customers, Bryan will continue to build up his company and the LBM industry.



BEAUTIFUL SHOTS OF NATURE FROM ACROSS WESTERN CANADA

Lake Louise is one hell of a lady any day of the week, but she is truly stunning with the still waters reflecting the snow-capped Rockies and evergreen trees as the sun rises through the clouds.

[#lakelouise](#) [#banffnationalpark](#) [#getoutside](#)

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