



2017 WRLA Buying Show Post Show Report



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Executive Summary

Thank you for participating in the 2017 WRLA Buying Show, one of the best shows in Canada. Our third year in Calgary proved to be just as successful as the previous years!

There was a renewed energy at the show and events. Many of the returning exhibitors unveiled new, exciting, and larger booths; the number of pallet specials doubled from the previous year.

To those exhibitors who offered great show pallet specials and new products, to those retailers who faithfully support our exhibitors, and to the companies who sponsor events, we thank you. You have made this Show what it is today.

To the exhibitors who attended for the first time, we trust it was a positive experience, and hope to see you again next year.

This event is truly a team effort. Our association is more than just bricks and mortar, it's people who give that little extra to make a difference.



Annual General Meeting

Please join us in welcoming; Liz Kovach, incoming President, WRLA and Sheila Carr, board member from All Weather Windows, Calgary.



Liz Kovach



Sheila Carr

Gary Hamilton retired as President of the WRLA and Murray Finkbiner, retired from the Board of Directors after many years of service. Thank you, Gary and Murray, for your contributions to the Association.

Meet your 2017 WRLA Board of Directors



Board of Directors: back row, standing – Ed Stoll, Randy MacDonald, Liz Kovach, Gregg Chester, Mark Westrum, Marc Palsson, Rick Kurzac & Tom Bell, Front row seated – Mark Kuzma, Don Wygiera, Andrew Reimer, Wendell Gillert, Scott McKee, Sheila Carr & Joel Seibert, missing: Rob Hauser

Industry Achievement Award

Our association's greatest honor is to recognize an individual who is or has been actively involved in the building supply industry, who has faced challenges and recognized opportunities, and who wishes to share best practices with the industry.

Doug Lemieux, L.B.H. Building Centre Inc. St. Albert, Alberta is the recipient of the 2016 WRLA Industry Achievement Award. Roger Lemieux participated in the awards ceremony and his speech truly embodied the spirit of the award and why his son Doug elected to receive this honour. Please join us in congratulating Doug Lemieux!



Scholarship & Bursary Recipients

Congratulations to the 2017 WRLA Scholarship recipients

- ❖ Vanessa Morin - Mountain View Building Materials – Calgary, AB
- ❖ Arlyssa McArthur - Steel-Craft Door Products Ltd. – Edmonton, AB
- ❖ Jarrod Crone - Alberta Truss – Edmonton, AB
- ❖ Matthew Cappiello - Valley Building Supplies Ltd. - Powell River, BC
- ❖ Christian Deane - Southridge Building Supplies - Surrey, BC
- ❖ Krista Sigvaldason - Arborg Home Hardware Building Centres – Arborg, MB
- ❖ Ashtyn Reimer- All-Fab Building Components – Winnipeg, MB

Congratulations to the 2016 WRLA Bursary Recipients

- ❖ Samantha Romaine - Westek Truss Systems – Edmonton, AB
- ❖ Sarah Townsend - Taiga Building Materials – Winnipeg, MB
- ❖ Adam Lukey - Home Hardware Stores Ltd. - St. Jacobs, ON
- ❖ Joshua Nieuwenhuis - Butte Home Hardware Building Centre - Picture Butte, AB
- ❖ Ariane Libunau - AKX Lumber Ltd. – Calgary, AB
- ❖ Jacob Dueck - Can-Cell Industries - Kelowna, BC
- ❖ Nathan Park - Taiga Building Materials – Edmonton, AB

2017 Retailer's Choice Awards

Each year Retail Attendees are asked to select winners for the category of Best Booth and Best New Product. And the winners are...

Best Booth ~ LePage div Henkel

The Best Booth winner is judged on a set of pre-determined criteria, including:

- ✓ Design/Visual Impact
- ✓ Quality of Exhibit Construction (cleanliness, safety)
- ✓ Product Presentation (promotional material, layout, unique display techniques, visual aids)
- ✓ Booth Personnel (passion for their work, appearance, knowledge of their product, willingness to answer questions, pride in their company)
- ✓ WOW Factor



Best New Product ~ Rolgear – Multi Ratchet Screwdriver

The Best New Product Awards are presented to the Exhibitor that distinguished itself with a strategic marketing mix to improve sales and brand image.



Social Events

Wednesday Opening Night Reception, proudly sponsored in-part by Castle Building Centres



Thursday & Friday complimentary lunch buffet proudly sponsored in-part by the Sexton Group





Friday NexGEN Speaker Breakfast proudly sponsored in-party by TIMBER Mart



Our first 2-hour education session – “Estimating for Modern Roof Styles” presented by Stan Burkholder



Friday Closing Night Party, featuring Dallas Smith proudly sponsored in-part by



Sponsors

Many thanks to all our Show Sponsors

2017 WRLA Buying Show Sponsors

Platinum Sponsors ~ \$20,000



Diamond Sponsors ~ \$10,000



Gold Sponsors ~ \$5,000



Silver Sponsors ~ \$2,500



Bronze Sponsors ~ \$1,000



Show Statistics

In total, there were 229 exhibiting companies in 620 booths with approximately 24 new or returning exhibiting companies for a total of 1,669 exhibiting delegates. **Retail delegates ~ 933**, 5 staff, 4 associate members and 11 guests.

Retail delegate breakdown is as follows:

Retailers by Buying Group

	2012	2013	2014	2015	2016	2017
Allroc	1		1	3		
Castle	171	156	167	134	116	109
Delroc				7	5	16
FCL	145	149	147	88	81	80
Home Hardware	210	188	200	246	189	174
ILDC	67	52	66	39	40	41
Indep.	55	48	52	90	92	88
Revy/RONA	98	82	80	77	89	71
Sexton	239	229	197	256	206	181
Tim-BR-Marts	173	159	129	163	125	122
TORBSA				1	2	2
Windsor	70	49	52	56	58	49
Total	1229	1112	1091	1160	1003	933

Retailers by Province

	2012	2013	2014	2015	2016	2017
Alberta	328	271	287	637	549	522
Saskatchewan	562	532	514	171	157	115
Manitoba	205	193	197	170	130	124
Ontario	12	11	12	13	9	9
BC	103	94	75	158	145	148
NT/NU	9	7	1	7	5	7
YT	5	5	5	4	8	8
Total	1229	1114	1091	1160	1003	933

Retail by Company by Province

	2012	2013	2014	2015	2016	2017
Alberta	154	134	135	198	180	173
Manitoba	79	75	80	58	52	50
Saskatchewan	142	135	127	69	60	48
Ontario	6	6	7	6	5	4
BC	50	49	38	63	69	71
Other (NT/YT/US)	10	8	3	6	6	9
NB/NS/QC	2	1				
Total	443	408	390	400	372	355

If you would like a copy of the Retail Delegate list, please call the office or email us at wrla@wrla.org and we will email an excel spreadsheet.

2018 WRLA BUYING SHOW

Mark your calendars for 2018 WRLA Buying Show

January 17, 18, & 19, 2018

BMO Centre, Stampede Park, Calgary, AB

For complete details as they become available, please visit www.wrla.org/buying_show/schedule/

Show Survey

An online evaluation survey is available on www.wrla.org/buying_show/schedule/ and links in the Toolbox.

Your feedback is important to us for future planning to ensure we meet your needs to create an effective marketplace for exhibitors to do business. It will also aid us in providing you with the type of service that you want to see in the future.

Thank you for attending the 2017 WRLA Buying Show