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WRLA NexGEN 2.0 is coming to the 2018 Buying Show!

Dear WRLA Exhibitors,

WRLA NexGEN just got an upgrade...Say hello to NexGEN 2.0!

While NexGEN 2.0 initiatives will still align with the program's three key pillars: Connect, Educate, and Influence, the end goal of NexGEN 2.0 is to connect students in relevant programs to a future within the LBM industry.

Recently the WRLA has partnered with SAIT (Southern Alberta Institute of Technology) to directly connect its students to the LBM Industry in an effort to create pathways to employment, while providing WRLA Members with a potential quality recruiting grounds. The LBM industry is a stable industry full of opportunity and wonderful people, and the WRLA wants to ensure it is doing its part to promote the industry and career opportunities within it to the next generation.

WRLA NexGEN 2.0 is excited to bring 3rd and 4th-Year Supply Chain and Marketing Students to walk the show floor and interact with exhibiting companies, such as yours. If you are interested in having these keen students visit your booth to learn about your company and possible employment opportunities, please contact Wynne Au, Member Services Manager at WynneA@wrla.org.

2018 WRLA Buying Show – NexGEN Student Tour
Friday, January 19, 2018
1:30 PM – 3:30 PM
(BMO Centre)

This unique opportunity is only available to exhibiting WRLA Members! Act quickly, as participation spots are limited!

To participate in this FREE initiative, you can sign-up your exhibit booth when the Buying Show Registration opens online early October or by contacting Wynne Au, Member Services Manager.

If you have any questions or comments, please do not hesitate to contact any one of us below.

Thank you in advance for supporting WRLA NexGEN 2.0's initiatives and we look forward to seeing you there!

Sincerely,

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Western Retail Lumber Association
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Joel Siebert
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WRLA, Board of Directors
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