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FOR IMMEDIATE RELEASE

WRLA Announces 44th Annual Industry Achievement Recipient

November 3, 2014 (WINNIPEG) – The Western Retail Lumber Association Inc. is pleased to announce **Martha Konantz, President and CEO of North American Lumber, is the recipient of the 44th Annual WRLA Industry Achievement Award.**

This award recognizes members of the WRLA who have contributed to their business, the building supply industry, the WRLA and the communities in which they live. Since 1970 this award has been presented to individuals who have deserved and received the respect of employees, members, competitors and suppliers in the building materials industry and who have contributed their time and energy to their community and the WRLA.

This is our association's greatest honor and the WRLA recognizes the 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.

"I am humbled by the nomination and honoured to receive it—and very excited," Martha Konantz says of receiving the WRLA Industry Achievement Award. During the course of a career there are many milestones. Konantz believes that the single best achievement in her career happened during an important transition period for North American Lumber. "Taking on the leadership of business and successfully transitioning it upon my father's retirement." She notes, modestly, of her work at NAL, "My focus has been on the business, just wanting the business to be successful."

"Throughout the time my colleagues and I have known Martha, we've been especially impressed by the high-caliber team she has built, and the strength and integrity she has shown as an independent-business entrepreneur," says Bernie Owens, TIM-BR MART Group President. "Martha is the fourth generation to lead North American Lumber and has demonstrated great resiliency, vision and leadership – from when she first took the reins in 2005 to this day. She has taken great strides to position the company for continued prosperity and has dedicated significant time and effort to furthering her community and the causes she supports. She is a leader in every sense of the word; we're very proud of her winning this award."

Ms. Konantz will be presented the WRLA Industry Achievement Award during the 2015 WRLA Buying Show's 125th Anniversary Celebration evening, January 22, 2015 in Calgary, Alberta.

About the WRLA

Founded in 1890, the Western Retail Lumber Association is comprised of over **1,200** member firms involved in the building supply industry. The WRLA represents the interests of members in Manitoba, Saskatchewan, Alberta, British Columbia, northwestern Ontario, the Northwest Territories, Yukon and Nunavut, providing a forum for the exchange of ideas and information in the industry.

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