



# 2015 WRLA Post Show Report



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February 2015  
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## Executive Summary

Thank you for participating in the 2015 WRLA Buying Show, one of the best shows in Canada. It was an exciting time for us, moving to a new city and venue, plus celebrating our 125<sup>th</sup> Anniversary with our members. Calgary proved to be an appropriate location to start a new chapter in the history of our association.

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 quadrupled from the previous year, 28 retailers applied for membership, and 58 exhibitors from BC attended to service our growing BC membership. Plus, all three evening events were sold out!

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.



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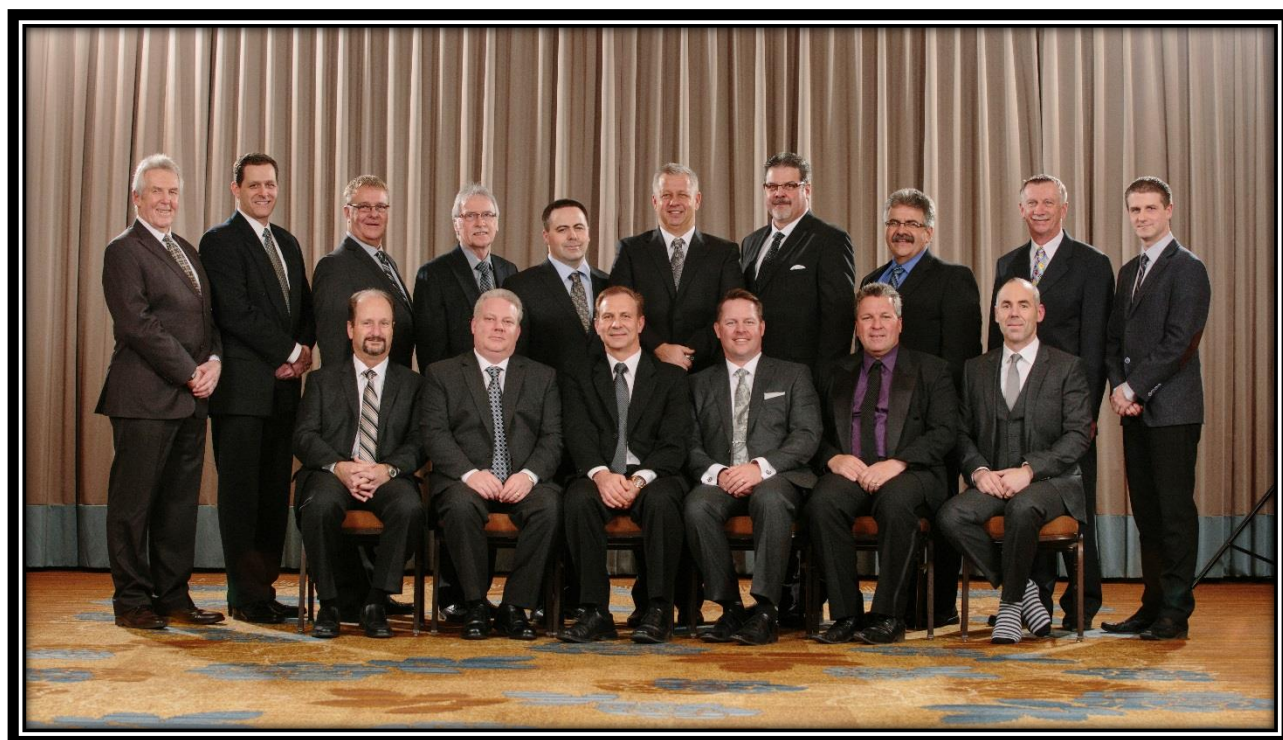
## Annual General Meeting



Congratulations to Mark Kuzma from Taiga Building Products, Regina on his recent election to the Board of Directors.

Lynne Fafard of Madero, retired from the Board of Director after eight year of service. Thank you Lynne, for your contributions to the Association.

## Meet your 2015 WRLA Board of Directors



*Board of Directors: back row, left to right –Gary Hamilton, Sean Phillips, Don Wygiera, Randy MacDonald, Gregg Chester, Rick Kurzac, Mark Kuzma, Don Horvath, Ed Stol, & Scott McKee  
Front row, left to right - Murray Finkbiner, Mike Doyle, Rob Hauser, Mark Westrum, Tom Bell, & Marc Palsson*



## Industry Achievement Award

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.



Martha Konantz of North American Lumber is the recipient of the 2014 WRLA Industry Achievement Award. Bernie Owens introduced Martha at Thursday's 125<sup>th</sup> Anniversary Celebration evening prior to accepting her award.

Please join us in congratulating Martha!

## Scholarship & Bursary Recipients

**Congratulations to the 2015 WRLA Scholarship recipients**

- **Ryan Meyer** - Westminster Industries - Chilliwack, BC
- **Connor Krammer** - Hauser Home Hardware – Camrose, AB
- **Austen Zhang** - Big Dog Lumber Co. Ltd. – Calgary, AB
- **Eldon Breitzkreuz** – McMunn & Yates – Yorkton, SK
- **Kaitlyn Reimer** - All-Fab Building Components Inc. – Winnipeg, MB
- **Kyle Bergen** - Newton Enterprises – RONA, Portage la Prairie, MB
- **Taylor Leonzio** - Sexton Group - La Salle, MB



**Congratulations to the 2014 WRLA Bursary Recipients**

- Emma Ankney, Dryden, ON
- Paige Dean, Red Deer, AB
- Disha Katyal, Surrey, BC
- Nicole Peyre, High Prairie, AB
- Ryan Skanes, Cambridge, ON
- Kylie Walz, Unity, SK
- Shelby Yuskin, Winnipeg, MB

## 2015 Retailer's Choice Awards

The Show Committee asked the Retail Attendees to choose the recipients of these prestigious awards. And the winners are...

### **Best Booth ~ Madero Distribution [www.madero.ca](http://www.madero.ca)**

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 Booth Runner-up – Jeld-Wen Windows & Doors**

### **Best New Product ~ Bosch – Tool Charging Station [www.bosch.ca](http://www.bosch.ca)**

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



### **Best New Product Runner-Up – Madero – Brinks Home Security Entrance Systems**

## NexGEN

The second annual WRLA NexGEN Luncheon, held at the Show, was attended by over fifty Retail and Associate members and proved to be a great success! The new generation of the building supply industry was adamant in getting their voice heard. There was an open discussion that allowed members to voice ideas and opportunities for moving forward in this Industry.

The WRLA will be hosting future NexGEN functions. Should you wish to be included, please contact the WRLA office for information. The NexGEN group offers you growth for the future!



## Show Statistics

In total, there were 271 exhibiting companies in 780 booth spaces with approximately 31 new exhibiting companies, including 10 new exhibitors from BC.

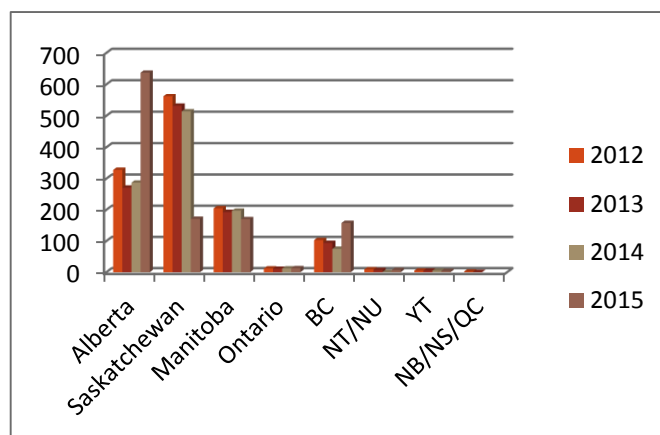
Breakdown by Province: BC – 64, AB – 70, SK – 13, MB – 39, ON - 45, QC – 26, US – 14. With a total of **1,927** exhibiting booth personnel and 14 guests.

On the retail side, there were **400** stores with **1160** attendees.

Breakdown is as follows:

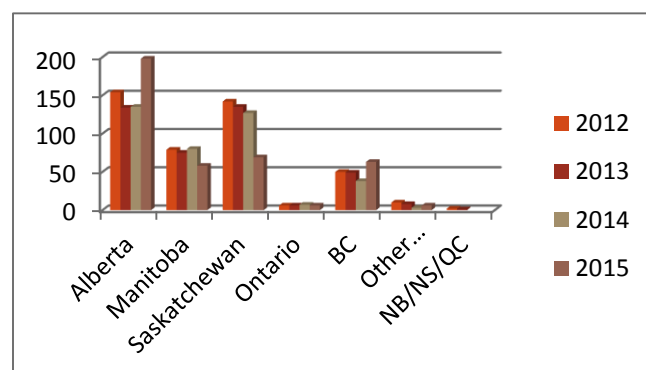
### Retailers by Province

	2012	2013	2014	2015
Alberta	328	271	287	<b>637</b>
Saskatchewan	562	532	514	<b>171</b>
Manitoba	205	193	197	<b>170</b>
Ontario	12	11	12	<b>13</b>
BC	103	94	75	<b>158</b>
NT/NU	9	7	1	<b>7</b>
YT	5	5	5	<b>4</b>
NB/NS/QC	2	1		
Total	1226	1114	1091	<b>1160</b>



### Retail by Company by Province

	2012	2013	2014	2015
Alberta	154	134	135	<b>198</b>
Manitoba	79	75	80	<b>58</b>
Saskatchewan	142	135	127	<b>69</b>
Ontario	6	6	7	<b>6</b>
BC	50	49	38	<b>63</b>
Other (NT/YT/US)	10	8	3	<b>6</b>
NB/NS/QC	2	1		
Total	443	408	390	<b>400</b>





## 2016 WRLA BUYING SHOW

### HOTEL ACCOMMODATIONS

International Conference Services (ICS) has been designated as the Official Housing Bureau for the 2016 WRLA Buying Show. The Official WRLA hotels were chosen for the numerous benefits they offer WRLA delegates and we request your assistance and support by booking your hotel accommodation at one of the Official WRLA hotels. Accommodation reserved outside the Official hotel room blocks exposes WRLA to financial penalties. Your loyalty and cooperation is greatly appreciated! For complete details and reservations please visit [www.wrla.org/hotels-and-travel](http://www.wrla.org/hotels-and-travel)

## Mark your calendars! 2016 WRLA Buying Show

**January 20, 21 & 22, 2016**

**BMO Centre, Stampede Park, Calgary, AB**

- Wednesday, January 20, 2016 ~ Opening Night
- Thursday, January 21, 2016 ~ Buying Show, Gala
- Friday, January 22, 2016 ~ Buying Show, Closing Night Party

**For complete details as they become available, please visit [www.wrla.org/about-the-show](http://www.wrla.org/about-the-show)**

### Show Survey

An online evaluation survey is available on [www.wrla.org](http://www.wrla.org). We ask that you complete this online survey as soon as possible. This survey will help the Show Committee see if we met our objectives of creating an effective marketplace for exhibitors to do business. It will also aid in providing you with the type of service that you want to see in the future.

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