

Retail Business Management Studies Program

2011

To be effective in today's business world, a manager must get the highest performance possible from staff, know how to delegate, control conflict, motivate and discipline effectively. In addition, the successful manager must have knowledge in strategic planning and organization, and possess the skills to control a changing and stressful work environment. A high performance manager must be able to manage both human and financial resources, have excellent communication skills, and have the ability to develop highly effective marketing plans.

The Retail Business Management Studies Program will offer you the tools and knowledge to be more effective in both your work and personal life. This program is designed specifically for the lumber and building materials industry and combines regular classroom study, interaction with your peers, and a final exam. It is based on a module system in which each level builds knowledge gained from previous levels.

The student need only complete five out of six modules in order to receive professional certification. Pick the five modules out of the six offered that are most relevant to your job designation. All modules can be taken on an individual basis and do not necessarily need to lead to designation. However, we urge you to pursue the total program.

Credits can be applied to the **Home Improvement Retailer Certification Program** if the student is pursuing this designation.

Develop the necessary skills to manage a department or an entire building supply operation. Since its inception in 2000 forty eight members have graduated with the CRBMS (Certified Retail Business Management Studies) designation. Be a member of this elite group and sign up today! The Western Retail Lumber Association is committed to offering high quality educational programs to its members and the industry. The Retail Business Management Studies Program is a key component to that commitment.

Admission Requirements

The program is available to any owner/manager or key staff member. Applicants will require Grade 12 or equivalent and be currently employed in our industry. Mature participants and individuals of all backgrounds are welcome to pursue certification or individual module participation.

Each module is two days with the exception of Financial Management which is a two and one-half day course. An examination will follow each module.

Full certification of the Retail Business Management Studies Program will be awarded at the **completion of five out of six modules.**

All six modules of The Retail Business Management Studies Program will be held the fall of 2011 in Edmonton.

Module Descriptions

Module One **MANAGEMENT SKILLS (1 credit)** November 15 & 16

This course introduces the concept and practices of management skills in the making of the "Professional Manager." This includes time management, organization, communication, problem solving, teamwork and goal setting. Group case studies and discussions will be incorporated in this component.

Module Two **HUMAN RESOURCE MANAGEMENT (1 credit)** November 17 & 18

An introduction to human resource management on the functions and responsibility of managing human resources in a building supply operation. You will gain an understanding of how to maximize employee potential and legislative compliance as it relates to employee development.

Module Three **FINANCIAL MANAGEMENT (1 credit)** November 21, 22 & 23 (1/2 day)

This introductory course in financial accounting reviews the accounting cycle. Topics include how to read financial statements, budgeting, financial ratios, bank negotiating, credit and collection methods and computer technology. Case studies will be used to demonstrate concepts and provide practice in basic financial analysis.

Module Four **INVENTORY MANAGEMENT (1 credit)** November 24 & 25

This module offers a foundation of inventory management with emphasis on the financial impact in maintaining inventory control. Content includes the understanding of GMROI, accuracy, product care, shrinkage and future technology. Case studies will be used to illustrate concepts and provide hands-on experience.

Module Five **STRATEGIC RETAIL MARKETING (2 credits)** November 28 & 29

Master the essentials of marketing in the building supply industry. This course also defines pricing strategies and helps you develop a media plan. This component will teach you how to evaluate a competitive analysis including the proper product mix, promotions and merchandising. You will also receive guidance and practical "how to's" from a proven expert, and networking opportunities with your building supply colleagues.

Module Six **PURCHASING (2 credits)** November 30 & December 1

Purchasing is an important part of our industry. Learn the core principles and develop the best practice that ties the four pillars of purchasing together. Delve into transportation and logistic principles including warehouse, storage and handling costs. You will also cover operating procedures such as shrink control, cycle counts and management reports. Group work and class interaction enhance this new program.

Profile of Course Instructors

Kathryn Coll, B.B.A., M.I.R.

Partner, HRA

Management Skills & Human Resource Management

Kathryn Coll has twenty years of senior management experience in the field of human resource management and labour relations. Kathryn has a Bachelor of Business Administration from Acadia University, a Masters of Industrial Relations from Queens University and most recently a Certificate in Adult Education from St. Francis Xavier University.

For the first ten years of her career, Kathryn managed human resource and labour relations for a large Ontario manufacturing business in the construction trades.

After moving back to PEI, Kathryn started an HR consulting business and the Atlantic Building Supply Dealers Association was one of her early clients. This relationship subsequently grew to include the WRLA.

Kathryn is presently a partner in HRA, Atlantic Canada's leading human resource and labour relations consulting firm. Her area of specialty is management training and the WRLA is pleased to have her as our facilitator for the Management Skills and Human Resource Management Modules.

Gary Yokubouskis

Dealer Development Manager

Strategic Retail Marketing

Gary Yokubouskis has been involved in the hardware and building material industry in Western Canada for over 18 years.

During this time, Gary has held a number of positions, including Sales Representative, Territory Manager, New Business Development Manager, Sales Manager and most recently, Regional Vice President - Sales.

He has been involved in the many aspects of marketing as it applies to the building supply industry, including advertising, store design, merchandising and promotions.

Gary has always had a strong desire to help building supply dealers become even better retailers. With this seminar, he hopes that this can be accomplished.

Wayne Cameron

Cameron & Associates Management Consulting Inc.

Financial Management, Inventory Management & Purchasing

Wayne was in the lumber and building supply business with Beaver Lumber Inc. for thirty-four years. Although based in the Ontario Office, he traveled extensively in Canada and participated in work operations as far away as New Zealand. He continues his involvement and training in the building supply industry under Cameron & Associates.

While he was with Beaver Lumber he held positions such as: Director of Franchise Development; Regional Vice-President of Operations; Regional Manager; District Manager; Manager of Franchise Development (Ontario); Manager of Operating Services; Store Manager; as well as several store positions.

Wayne's accomplishments include the development of operational policy manuals for Beaver Lumber stores; development of manager training programs; implementation of computer manuals and guidelines; worked as a consultant for a foreign lumber and building supply business regarding manager-in-training programs (MIT); presented many financial workshops to dealers and staff on running a successful business; market research and analysis on competing lumber and building supply businesses (big box stores); profit and loss consultation workshops; and public speaking engagements across Canada on the impact of today's changing retail environment.

WRLA Inc.

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Enrolment and Fee Structure

There will be a **maximum of twenty-four (24) participants** in each module. Because of the increasing popularity of this program early registration is strongly recommended.

All accommodations while attending the individual sessions will be the responsibility of the participant. Course fees are listed on the application form and are structured to include all course material requirements. A complete set of course notes will be provided.

Course Sponsorship

Thanks to the generous sponsorship of **Lancashire Distribution** – once three modules have been completed the Lancashire fund will pay for the following two modules. Call Susan at the WRLA office to receive the discount code for the fourth and/or fifth course.

How to Register **ONLINE Registration opens September 14, 2011** **It's fast, it's easy, and it's green**

Registration enquiries:

Phone: (204) 953-1690 / 1-800-661-0253 ext. 0

Fax: (204) 947-5195

Email: slabossiere@wrla.org

Course Structure:

- ▶ Course fee **per module** will be \$500.00 for WRLA MEMBERS and \$700.00 for Non-Members.
- ▶ This fee includes the cost of course material, supplies, and coffee breaks.
- ▶ Full fee for the module is payable upon receipt of the invoice from WRLA and is subject to GST (5%) which will be shown as a separate item on your invoice. Pay by VISA or Master Card at the time of registration.

LOCATION:

Delta Edmonton South

4404 Gateway Boulevard
Edmonton, AB T6H 5C2
Phone: 780-434-6415

Hotel Accommodations:

- ▶ Limited number of rooms for participants has been set aside. Call and reserve your room early.
Room Rate: \$135 November 14 – 27 \$160 November 28 – December 1
Quote # Western Retail Lumber Associations when making reservations

Transfer or substitution:

- ▶ The WRLA office must obtain prior approval for any transfer or substitution. Cancellation will be accepted up to two weeks prior to the seminar, otherwise full charges apply.