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For Immediate Release – July 28, 2022

CAMBRIDGE, ON. - The President and CEO of the Grand Valley Construction Association (GVCA) is stepping down at the end of October.

Martha George has grown the association into one that is highly regarded across the country.

“It has been my honour to serve the members of the GVCA and industry stakeholders for the last 16 years. The most important person in the Association is the member. I have always tried to put members’ interests first and advocated on their behalf”, says George.

The GVCA represents more than 600 companies in the industrial, commercial and institutional sectors of the construction industry. It provides information services, education and training, and lobbies local, provincial and national government agencies on behalf of its members.

Under Martha’s leadership, the GVCA has received numerous awards including the Canadian Construction Association (CCA) *Gold Seal Award*, the CCA *Association Award of the Year*, and the CCA *Safety Award*.

Martha has also received awards from the CCA, and from the Council of Ontario Construction Associations (COCA).

Among other accolades, she received the *Queens Jubilee* medal for her commitment to the construction industry, was nominated for the Conestoga College *Alumni Award of Distinction*, and was the recipient of the 2022 *Michael R. Follett Community Leader of the Year Award* by the Greater Kitchener-Waterloo Chamber of Commerce.

She is a dedicated volunteer in her community working with the University of Waterloo, Conestoga College, St. John Kilmarnock School, Grand River Hospital and more.

Martha’s successor will be announced soon. George says, “Change for the GVCA will be good and new leadership will bring change. I am excited to open a new chapter in my life and look forward to the journey.”

GVCA’s Board of Directors is hosting a retirement party for Martha on November 10th at Tapestry Hall in Cambridge.

For further information, contact Lisa Lackenbauer at 519-277-0431 or at lisal@gvca.org

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Connecting the Construction Industry



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MARTHA GEORGE – BIOGRAPHY

Released July 28, 2022

Martha George started her working career at CKKW radio in Kitchener and remained there for nine years.

During that time, she volunteered for K-W Oktoberfest, chaired its Public Relations and Promotions committee, and served on the Executive committee. She was host to former Prime Minister Pierre Trudeau, former Prime Minister Brian Mulroney, actors John Candy, Eugene Levy, Raymond Burr, and John Quade, and sports commentator Tom Cheek.

Martha was on the founding board for Junior Achievement and delivered their program *The Economics of Staying in School* to grades 6, 7 and 8 students for many years.

In 1989, Martha and her husband Doug launched *George Masonry*. The firm specialized in the industrial, commercial and institutional sectors of the construction industry.

Martha and Doug also founded a martial arts studio that currently operates as *Return of the Dragon* and is now owned and operated by their son, Zachary George.

They have three sons, Matthew, Zachary and Joseph, and two grandsons, Alexander and Maximus.

Martha is a Gold Seal Certified Estimator who is a former board member of the Grand Valley Construction Association (GVCA), and acted as Chair of the Board in 2000.

In 2005, Martha joined the GVCA full-time as President and CEO. Under her leadership the GVCA has been the recipient of the Canadian Construction Association (CCA) *Gold Seal Award*, the *Association Award of the Year* and the *Safety Award*.

Over the years, she herself received numerous awards from the Council of Ontario Construction Associations (COCA) and from the Canadian Construction Association.

She served as a board member, an executive committee member, chair of the Marketing and Membership committee, and chair of the Chief Operating Officers Committee for the CCA.

Martha is a past member of the Board of Governors for the University of Waterloo, past chair of its Building and Properties committee, and a past member of its Senate and Executive committee.



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MARTHA GEORGE – BIOGRAPHY (con't)

Released July 28, 2022

In 2013, Martha was awarded the *Queens Jubilee* medal for her commitment to the construction industry.

In 2018, she was nominated for the Conestoga College *Alumni Award of Distinction*.

Most recently in 2022, Martha was awarded the *Michael R. Follett Community Leader of the Year Award* by the Greater Kitchener-Waterloo Chamber of Commerce.

CURRENTLY:

Martha serves on the COCA (Council of Ontario Construction Associations) Chief Operating Officers Committee.

She is a board member of Link2Build – a consortium of seven Ontario construction associations that promote bidding opportunities to the construction industry.

She is a board member of the League of Champions – an organization committed to safety in the construction industry.

She is a board member of the Association of Ontario Land Surveyors.

She is a member of the Construction Design Alliance of Ontario (CDAO) committee, whose purpose is to address procurement issues in the construction industry.

She is a board member of Builders Exchange Network, which includes Canadian and U.S. construction associations.

She is a board member of the Waterloo Region Economic Development Corporation and serves on the HR committee.

She serves as vice chair of the Board of Governors for Conestoga College, the Executive committee, and she is chair of the Facilities and Property committee.

Martha is a board member of St. John Kilmarnock School and a member of its Building and Properties committee.

She is a member of the Grand River Hospital board for 2022-2023.

For further information, contact Lisa Lackenbauer at 519-277-0431 or at lisal@gvca.org