

December 7, 2020

Good morning, Associate Partner Member:

The OGCA is incredibly fortunate to have such a vested volunteer group in the Associate Partner Program (APP). The OGCA values your involvement and contributions to the construction industry and especially to our members.

Additionally, we recognize that 2020 has not been a normal year for our APP members and the historical networking and sponsorship opportunities have all but disappeared. Unfortunately, 2021 seems to offer more of the same conditions brought about due to this global pandemic.

To offset this continuing COVID-19 state, the OGCA has some ideas to help further promote the APP participants to the OGCA members through some online and virtual offerings, as well as in-print articles.

APP Opportunities

The OGCA produces a bi-weekly publication for our members in the form of our own online newsletter. This newsletter currently has a dedicated APP section that the association would like to expand upon.

Firstly, we would like to **feature APP company profiles** in each publication of the newsletter. A few APP members will be highlighted every two weeks until all of the APP participants have been featured. This default profile will be the one supplied for the 2021 OGCA Member Directory, but we welcome alternative profiles, should any APP member want to provide one.

Secondly, the OGCA would like to feature more **APP member announcements**. This could take a number of forms and highlight upcoming events, content or products. Ideally, in lieu of physical events, this could be used to promote APP webinars on subject matter relevant to the OGCA contractors.

Thirdly, we welcome non-advertorial **articles on subject matter content** that aid or are prevalent to the ICI construction sector and useful to our contractors. We leave the subject matter to you the experts, but welcome any articles on issues of interest to the sector. Ideally, the articles should be between 600 – 800 words and some of these articles can also be utilized in our magazine publications.

In addition to the newsletter opportunities, the OGCA launched a webinar series that looks to the APP members to provide subject matter content and participants. Our inaugural session was featured in September 2020, with the most recent being delivered on December 9, 2020. We would be looking to host the next webinar in February 2021. We welcome ideas for topics and will work diligently to promote the event to obtain the maximum OGCA member penetration as well as the broadest construction audience.

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We are not seeking quantity for these webinars but instead quality when delivering this program. The OGCA is looking to the APP members to add their backing as experts to assist in explaining, dispelling or supporting our contractors in navigating different topics of interest.

The OGCA views the above named endeavours as a synergistic fit to the ongoing commitment we have for the APP members. We value the APP partners and their commitment to our members and to the greater construction industry.

Please add your voice to our proposed initiatives to increase the APP exposure and stature to our OGCA members.

Should anyone have any questions on these initiatives or further suggestions on how to increase the APP to the ICI construction industry, please contact me at giovanni@ogca.ca or directly at 905.671.3969.

Sincerely,
ONTARIO GENERAL CONTRACTORS ASSOCIATION


Giovanni Cautillo
President