

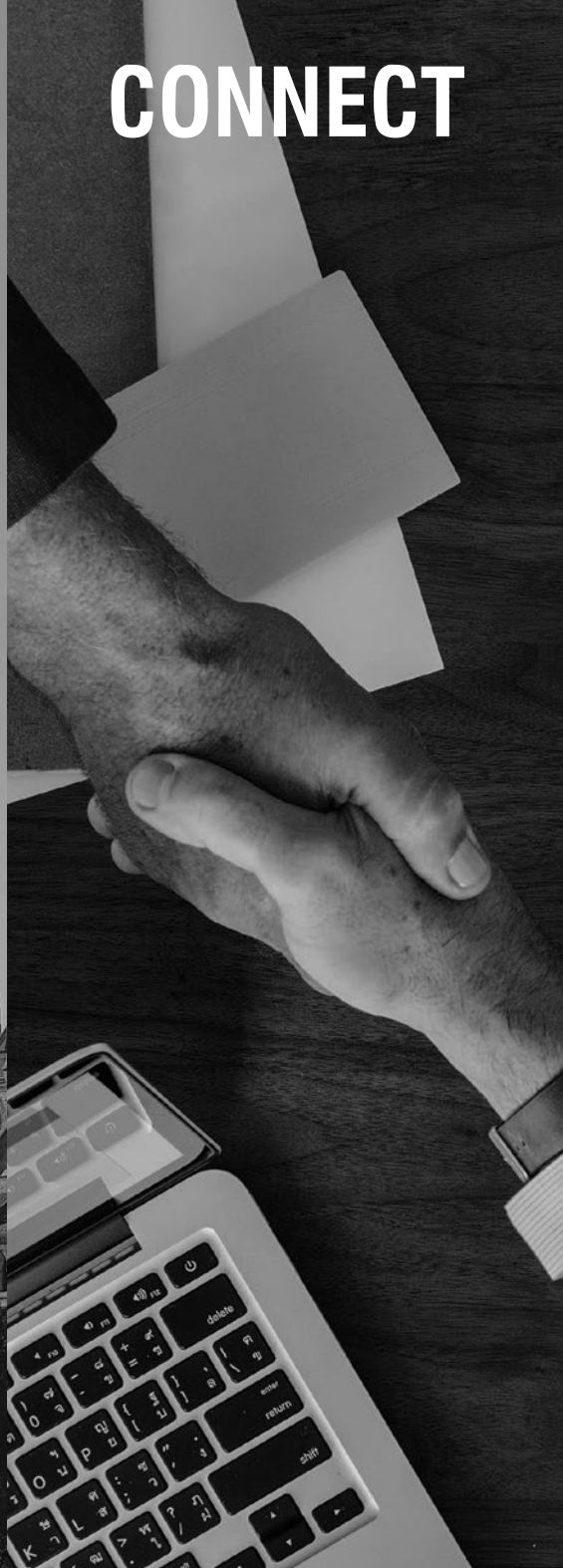


ANNUAL REPORT 2018

ADVOCATE



CONNECT



EDUCATE





# OUR VISION

TO BE THE LEADER AND VOICE FOR THE BUILDING  
SUPPLY INDUSTRY IN WESTERN CANADA.

# OUR MISSION

SERVE THE NEEDS AND PROMOTE THE COMMON INTERESTS  
OF THE CANADIAN LUMBER, BUILDING MATERIALS, AND  
HARD GOODS INDUSTRY IN WESTERN CANADA.

# OUR ROLE

ADVOCATE • CONNECT • EDUCATE

## THE WRLA STRIVES TO:

PROVIDE TIMELY, RELEVANT, AND QUALITY PROGRAMS,  
SERVICES AND PRODUCTS TO SUPPORT AND ENHANCE  
THE ROLE OF THE MEMBERSHIP WITHIN THE INDUSTRY.

REPRESENT, SUPPORT AND PROTECT THE INTERESTS OF  
THE MEMBERSHIP AND THE INDUSTRY TO GOVERNMENT,  
AGENCIES AND THE GENERAL PUBLIC.

PROVIDE FELLOWSHIP OPPORTUNITIES THAT ENHANCES  
MEMBER RELATIONSHIPS.





Pictured L-R: David Crenna, Canadian Home Builder's Association, Kerriann Coady, Canadian Home Builder's Association - Vancouver Island, Robert-Falcon Ouellette, MP Winnipeg Centre, Rick Weste, Triple M Housing, Liz Kovach, WRLA President

When I first joined the WRLA team just over two years ago members in the industry made it clear that they wanted to see the building supply associations elevate the industry's profile and create a voice for the industry. We have been working to do that both on a regional and national level as the regional associations are the workhorse behind the national association.

To capture some of the progress that has been made this past year, we launch our inaugural annual report to communicate some of the accomplishments we have made to date. It will also help set the stage for the coming year.

Our association is here to support the needs of our membership and if at any point in time you're interested in shaping some of the industry initiatives moving forward, please feel free to reach out and I'd be happy to discuss the opportunities available.

Thank you for your continued support of the WRLA and we look forward to working with you in the upcoming year.

**LIZ KOVACH — PRESIDENT**  
**LKOVACH@WRLA.ORG**

# OUR **ADVOCACY** WORK BEGAN AFTER WE ESTABLISHED THE BUILDING MATERIAL COUNCIL OF CANADA (BMCC)

## INDUSTRY MEMBERS SUPPORT THIS INITIATIVE AND IDENTIFIED THE FOLLOWING KEY AREAS FOR BMCC TO LEAD:

- Advocacy and providing a unified voice
- Career awareness and attracting talent
- Human resources and recruitment

The WRLA, as part of the BMCC Working Board, has implemented initiatives to mobilize these strategies at a regional and grassroots level.

## RECENT ADVOCACY ACTIVITIES INCLUDE:

- On February 26, Liz Kovach was pleased to join colleagues from the Canadian Homebuilders' Association for a 'Day on the Hill' to advocate for the need to adjust the stress test and a return to 30-year insured mortgages for first-time home buyers.
- WRLA initiated a planned regular Advocacy Bulletin to update on our activities for our members, and continued pressure on federal politicians of all parties in the lead-up and through the upcoming federal election.
- A Government Relations committee was established to support and develop the platform.

## CAREER AWARENESS AND RECRUITMENT ACTIVITIES INCLUDE:

- A national job board was launched to provide a hub for members to post jobs and for job seekers to have a unified page to locate career opportunities in one place.
- The job board is free for members to post employment opportunities at **buildingsupplycareers.ca** by using the code **WRLAJOB57273**.
- Social media campaign launched on Instagram and Facebook to promote industry career opportunities.



Pictured L-R:  
Kerriann Coady, Canadian Home Builder's Association - Vancouver Island, Robert Sobuck, MP for Dauphin/Swan River/Neepawa, Liz Kovach, WRLA President, David Crenna, Canadian Home Builder's Association, Rick Weste, Triple M Housing



Pictured L-R:  
David Crenna, Canadian Home Builder's Association, Kerriann Coady, Canadian Home Builder's Association - Vancouver Island, Daniel Blaikie, MP Elmwood/Transcona, Liz Kovach, WRLA President, Rick Weste, Triple M Housing





# WRLA CONNECTS

“

**WE HAD A LOT OF QUESTIONS ALONG THE WAY, AND OF COURSE THE MOST IMPORTANT PART OF BUSINESS — ANY BUSINESS — IS YOUR NETWORK OF PEOPLE YOU SURROUND YOURSELF WITH. THE WRLA HAS BEEN EXACTLY THAT FOR US.**

”

**WADE LAURENT & SHANE CHAPMAN — OWNERS | THE ULTIMATE DECK SHOP**

# CONNECTING MEMBERS

## MEMBER NETWORKING EVENTS

The WRLA creates and supports events that provide opportunities to connect suppliers and customers throughout the year.

The WRLA team was excited to hit the road in 2018 to meet our members face-to-face at several free member networking events. Events were held in Winnipeg, Regina, Saskatoon, Edmonton, and Calgary and gave the team a chance to meet our members and hear their feedback on the direction of the WRLA.

**Stay tuned for member events in your local communities in 2019.**

## GOLF TOURNAMENTS

Three golf tournaments were held in 2018 in support of the WRLA Education Grants program. With the support of sponsors, and over 380 golfers, we raised a grand total of \$21,868.24 The events provided another opportunity to connect suppliers and customers. Thank you to Mike Doyle, Don Horvath, and their team of volunteers for supporting the education grants fund!

Education Grants replace the Scholarship and Bursary Program. At this time the program is being developed and the new program will be ready to launch in 2019.



## TOTAL VIEWS FOR 2018:

6 YARDSTICK MAGAZINES | 12,000 VIEWS  
24 WRLA NEWS | 48,000 VIEWS  
WEBSITE | 85,200 VIEWS

# PROVIDING WRLA MEMBERS OPPORTUNITIES TO MARKET THEIR BUSINESSES

The WRLA has a variety of mediums to help you promote to your customers and provide valuable information to support the business operations of our members. We have structured our publications to:

- Highlight solutions that the vendor community provides to their customers, which in turn provides testimonials to other readers.
- Provide information on relevant topics such as health and safety, finance, human resources and the like.
- Allow the vendor community to promote new products to the dealer community.
- Celebrate member milestones through dedicated features.





# CONNECTING TALENT TO A CAREER IN THE INDUSTRY

**CREATING CAREER AWARENESS WITH THE BUILDING SUPPLY INDUSTRY IS EXTREMELY IMPORTANT FOR SUCCESSION PURPOSES.**

The WRLA has taken an active role in connecting students to career opportunities by:

- Establishing student tours with WRLA members that connected over 60 students directly to member locations and the building supply industry
- Creating opportunities for members to present their career opportunities at their booths during the WRLA Buying Show.
- Participating in career fairs at SAIT, NAIT, Mount Royal University, and Red River College

Tours will continue in 2019 and a new partnership with NorQuest College and Manitoba Institute for Technology and Trades has been established. Members are encouraged to contact Erin Lubinski if interested to participate and host student tours.





## WRLA BUYING SHOW

The WRLA Show is the premier LBM show in Canada and is continually working on behalf of its members to facilitate new connections and, of course, business development. There is no other show in Canada that brings vendors and customers from the lumber and building materials together at this scale.

### TO ENSURE THAT WE CONTINUE TO EVOLVE AND SUPPORT OUR MEMBER NEEDS WE WERE PLEASED TO INTRODUCE THE FOLLOWING ENHANCEMENTS IN 2019:

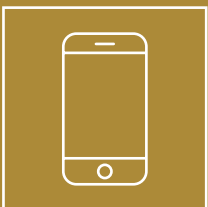
- Show App provided up to the minute Show information.
- Lead Capture App to help vendors track customer leads and also integrated with some CRM systems that vendors use.
- Education sessions to help support our member business with current information on building codes, e-commerce, builders liens and more.



**LAUNCH PAD LIVE STAGE**  
**12 COMPANIES PRESENTED**  
**188 ATTENDEES**



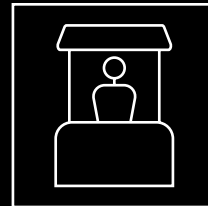
**EDUCATION SESSIONS**  
**10 SPEAKERS**  
**146 ATTENDEES**



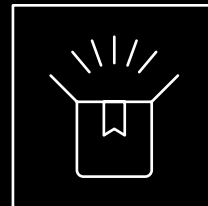
**SOCIAL MEDIA NUMBERS**  
**43,759 IMPRESSIONS**  
**ON FACEBOOK, TWITTER,**  
**AND INSTAGRAM**



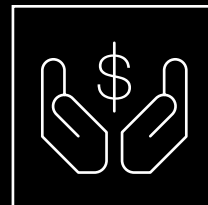
**WRLA APP**  
**500 DOWNLOADS**



**18 NEW**  
**EXHIBITORS**



**35 NEW**  
**PRODUCTS**



**23 SHOW**  
**SPONSORS**



# WHY IS THE WRLA BUYING SHOW YOUR BEST INVESTMENT?

WE ESTIMATED THE COST OF TRAVEL FOR ONE SALES REPRESENTATIVE TO VISIT THE NUMBER OF RETAIL LOCATIONS THAT ATTENDED THE SHOW.

## PROVINCES TO VISIT



BRITISH COLUMBIA



ALBERTA



SASKATCHEWAN



MANITOBA



ONTARIO



**2 MONTHS**  
TO COVER THE REGION



**12,340 KM**  
TOTAL TRAVELED



**\$13,123**  
MILEAGE EXPENSE  
(AT \$.48 PER KM)



**136 HOURS**  
DRIVING TIME



**65**  
HOTEL NIGHTS



**\$12,740**  
HOTEL COSTS



**\$4,800**  
MEALS (NOT INCLUDING  
CLIENT MEALS)



**\$12,100**  
SALES REPRESENTATIVE  
SALARY FOR 2 MONTHS

**TOTAL ESTIMATED COST FOR ONE SALES REPRESENTATIVE TO VISIT EVERY RETAILER PRESENT AT THE WRLA BUYING SHOW**

\*estimates based on travel out of Calgary. Average hotel rates for each province were used. Meal allowance of \$75 per day.

# \$42,763

**SAVE TIME, MONEY, AND STRESS —  
ATTEND THE WRLA BUYING SHOW.**



# EDUCATES



**MY MEMBERSHIP HAS BROUGHT ME THE BENEFITS OF SHARING KNOWLEDGE, EXCHANGING IDEAS, AND ULTIMATELY IMPROVING THE INDUSTRY. EVERYONE HELPS EACH OTHER OUT AND IN THE PROCESS ALL PARTIES BENEFIT. EVERYONE WINS.”**



**MARC PALSSON — RONA GIMLI MANAGER**



# ATTRACTING TALENT TO THE LBM INDUSTRY

**ATTRACTING TALENT TO THE LBM INDUSTRY MEANS THE WRLA NEEDS TO ESTABLISH PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS.**

In 2018 the WRLA partnered with Mount Royal University to establish a new certification program specifically for the LBM industry. The WRLA Fundamentals of the Lumber and Building Supply Industry Certificate is a great option for new hires and will continue to be promoted to newcomers and seasoned professionals looking for industry careers.

This course is also recommended for new hires of WRLA members to provide a foundation of knowledge their staff can leverage into their day-to-day work and long-term careers within the industry.

**Courses will resume in October of 2019.**

## OTHER WRLA COURSE PARTICIPATION HIGHLIGHTS INCLUDE:

- Manual Estimating Levels 1 and 2:  
**71 participants**
- Online Estimating:  
**15 participants**
- Principles of Yard and Warehouse Operations:  
**37 participants**

Courses were hosted in Winnipeg and Red Deer in the spring and fall of 2018. If you are interested in having any of these courses come to a city near you please contact Erin Lubinski.

WRLA Members saved \$16,824 on equipment training through the CERVUS program. Visit [www.wrla.org](http://www.wrla.org) for the 2019 rates and savings.

The WRLA is currently restructuring its education grants program funding model. Stay tuned for more information to be delivered in 2019.





# CONNECT ENGAGE GROW

