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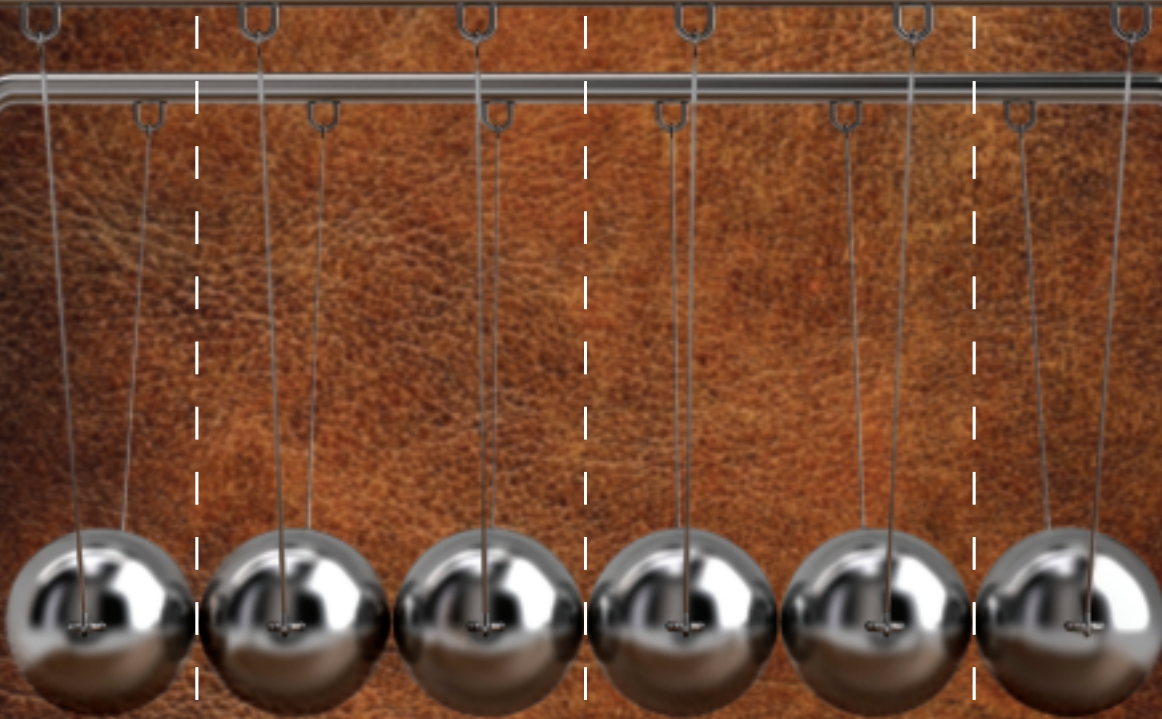
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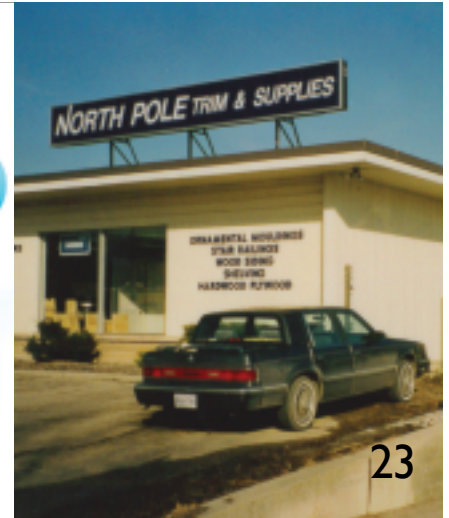


# The LBMAO Reporter

July-August 2014



Serving the lumber & building materials, hardware and home improvement industry in Ontario



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## Message from the Chair



Dwayne Sprague  
Morrisburg Home  
Hardware,  
Morrisburg, ON



## Milestones

Milestones in our industry are markers of our progression in the pursuit of our goals."

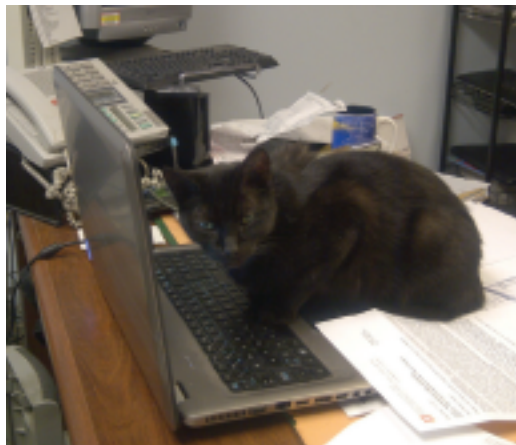
**2014** seems to be a banner year for items, businesses and people turning fifty or more.

Some items and TV shows include: Ford's Mustang car, buffalo wings, Lucky Charms, Duracell brand batteries, Basic computer language, GI Joe (I still have mine), Jeopardy, Gilligan's Island, British Invasion of The Beatles, Rudolf The Red Nosed Reindeer, The Addams Family and The Munsters.

Businesses include: Tim Hortons, Arby's Restaurant, and Home Hardware. Thorold Lumber, a member of Castle Building Centres, is celebrating their 100th anniversary this year, and Thompson Timber Mart in Iroquois will be celebrating their 150th!

Everyone is celebrating something, somewhere. Lloya and I have just celebrated our third year with our store in Morrisburg. We cannot believe it's been three years and neither can our customers.

It seems like yesterday that we packed up everything we had into our two vehicles (including my fourteen year old cat) and off we went into unknown territory – owning our very own store. It seems like yesterday that we were re-merchandising, while living in a makeshift apartment in the upper level offices of the store. It seems like yesterday that we had our first sale and transaction; and we knew then that there would be many, many more. We set daily, monthly and yearly goals. To be successful, we knew where we needed to be; and without our customers, we could not have survived these past three years.



Wikipedia's definition of a milestone is: "One of a series of numbered markers placed along a road or boundary at intervals of one mile or occasionally, parts of a mile." Milestones in our

*continued on page 19...*



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## Message from the President



David Campbell  
LBMAO



## Good Governance - R.I.P.

"It's the public sector unions that are a troublesome entity as they have monopolies on labour and, apparently, on governments..."

So, we have a new Liberal majority government in office for the next four years that was voted in by organized labour and a general voting public - who for the most part are low information voters who make their judgment on which party to vote for from the snippets of information they see on TV through political ads. As well, the 416 area code of Toronto has been, and continues to be, a strong supporter of Liberal values and ideals.

Also, many people with family who work for unions either in the public or private sector were influenced by their concern about "losing their jobs" if a Conservative government were voted into office. Again - misinformation... The Conservative platform clearly defined that the cost cutting in payroll would be accomplished by attrition as well as looking at all aspects of the government to identify wasteful practices and redundancy.

I accept the processes of democracy; after all, this great country was built on that principal. However, I do question the influence of the labour movement in the political process. Their mandate is to collect union dues to support their members financially during periods of collective bargaining and strike mandates. I don't believe they should use their

union dues to produce political ads in favour of the party that bends to their demands or for other purposes - OPSEU spending \$65,000 to purchase yurts for the Occupy Toronto group in 2011 comes to mind. The NDP has traditionally been the party of union representation; but even they recognize that uncontrolled deficit spending has consequences for the long term economic viability of the province.

The Conservative party best represented the concerns of the business community in my opinion; but they were much too forward and truthful in how they would accomplish their goals of reducing the size of government and balancing the budget. It would appear that good governance is something we don't encourage anymore, only what is best for ME; forget about the long term implications of deficit spending and questionable (if not criminal) actions of political parties and the government of the day!

In a nutshell, voter empathy is the principal reason that we now have a Liberal majority government; as well as politically organized unions.

We as a province, and taxpayers in that province, will pay for this lack of political interest through

*continued on page 19...*



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# Ottawa Report

"The CRBSC estimates that our industry provides employment to some 50,000 Canadians nationwide."

**Brian Linklater**  
CRBSC Government  
Relations Advisor

## Almost election time...again

With the provincial General Election behind them, Ontario's retail building supply dealers will have to keep in mind that 2015 will be a federal General Election year. Although Election Day is still more than a year away, the campaign is already unofficially underway. Members of Parliament, currently on their summer breaks, will be in their constituencies until mid-September. They (and the hundreds of candidates seeking to replace them) will be using every possible opportunity this summer to gain favourable exposure.

One certain sign of summer is that the Standing Committee on Finance of the House of Commons is again gearing up for its pre-budget consultations this autumn. These hearings will ultimately lead to the Budget for the coming fiscal year. That Budget is expected to be an important part of the Government's election campaign strategy.

The Standing Committee has identified six themes it wishes to be discussed during this year's pre-budget hearings. All of them have implications for the Government that, quite naturally, has an election victory firmly in mind. The six Standing Committee themes are as follows:

- balancing the federal budget to ensure fiscal sustainability and economic growth;
- supporting families and helping vulnerable Canadians by focusing on health, education and training;
- increasing the competitiveness of Canadian businesses through research, development, innovation and communication;
- ensuring prosperous and secure communities, including through support for infrastructure;
- improving Canada's taxation and regulatory regimes; and
- maximizing the number and types of jobs for Canadians.

## Maximize jobs and ensure prosperous communities

The Canadian Retail Building Supply Council (CRBSC) is comprised of the LBMAO and the other

four provincial and regional building supply dealers associations in Canada. The CRBSC estimates that our industry provides employment to some 50,000 Canadians nationwide. These individuals contribute significantly to the economic well being of the villages, towns and cities in which they live and work.

LBMAO members all know that the only way more jobs can be created in our industry is through higher sales. The latest figures from Statistics Canada on retail sales for "building materials and garden equipment and supplies dealers" are for the first four months of 2014. They show total sales of \$8.9 billion for the January to April period this year, down slightly from \$9.0 billion for the first four months of 2013. These results are not conducive to maximizing jobs and ensuring prosperous communities.

Members of the Standing Committee on Finance, all other Members Parliament and prospective MPs should bear in mind this quote from the 2009 federal budget of then Conservative Finance Minister Jim Flaherty:

"For most Canadians, owning a house represents both the achievement of a key life goal and the most important investment of their lives. A robust housing sector is also an important source of economic activity in Canada, as it promotes demand for labour, building materials and other goods."

Since two objectives of the federal Budget for the 2015-16 fiscal year are to maximize jobs and ensure prosperous communities, these worthwhile objectives can be met by promoting the robust housing sector sought by the former Finance Minister.

## Damn lies and statistics

The LBMAO publishes up-to-date summaries of several Statistics Canada reports on items of interest and importance to the building supply dealer industry. These reports include Wholesale Trade, Retail Trade, Building Permits, the Consumer Price Index and the Labour Force Survey. These reports are customized by the LBMAO to focus on information of importance to our industry and are updated monthly. All of these reports can be found in the "News" section of the Association's website.





Provided by  
Morneau Shepell



## Personal Resiliency in Life and at Work

"Believe in yourself and keep going. Take responsibility for your own happiness."

Life just seems easier when you're in a good mood. You can cope with work and family issues more smoothly; achieve goals more effectively; and face challenges with less stress and frustration.

Although none of us can expect to feel this way 100 percent of the time, you can experience deeper happiness in life by building your personal resiliency. The more resilient you are, the more you can bounce back from adversity and overcome challenges and change.

Research shows that a number of personal qualities can build resiliency and lead to happiness. These include: Optimism; courage; self worth; flexibility; work ethic; humour; sense of purpose; sense of community; life-long learning; creativity; spirituality; honesty; perseverance; generosity; strong interpersonal skills.

In the same way that you develop physical strength, you can build these inner strengths by exercising them regularly. Embrace new experiences and focus on positive outcomes. Believe in yourself

and keep going. Take responsibility for your own happiness.

### Workplace resiliency

Many people are concerned about job security and being resilient is perhaps most valuable in your professional life. None of us are bulletproof, it's true, but there are certainly some things you can do to help your odds. The qualities listed above are valuable both in private life and the workplace. They don't offer guarantees, but the more of them you embrace, the better equipped you'll be to tackle whatever challenges come along.

Remember that having a positive focus is one of the most important attributes in the workplace. Try to project an upbeat and enthusiastic attitude, no matter what the challenges. Here are some questions to ask yourself as you work toward building your value at work:

*continued on page 19...*

# Calendar of Events and Seminars

For registration forms and information on LBMAO seminars, events, Online Health & Safety Training (including Lift Truck & WHMIS training) and more, please go to our website at [www.lbmao.on.ca](http://www.lbmao.on.ca).

## August

**August 14: Goodfellow's Annual Warehouse Sale,** Goodfellow Inc., Campbellville, ON. Contact: Chris Freedman, Marketing Coordinator, Tel: (905) 854-5800; Toll Free: 1(800) 263-6269; Fax: (905) 854-6104; E-mail: [cfreedman@goodfellowinc.com](mailto:cfreedman@goodfellowinc.com)

**August 21: Home Building Centre – Leamington, 35th Annual Golf Tournament,** Kingsville Golf & Country Club, West Kingsville, ON. Contact: HBC – Leamington, Tel: (519) 326-4474; Fax: (519) 322-1113

## September

**September 11-13: BSIA of BC 2014 Westcoast Building & Hardware Show,** Whistler Conference Centre, Whistler, BC. For further information plus hotel booking information, visit [www.bsiabc.ca](http://www.bsiabc.ca); Tel: (604) 513-2205; or Toll Free: 1(888) 711-5656.

**September 21-23: Home Hardware Fall Dealer Market,** Henry Sittler Building, St. Jacobs, ON. Contact: Tammie Piel, Tel: (519) 664-2252; Fax: (519) 664-9971; E-mail: [tammie.piel@homehardware.ca](mailto:tammie.piel@homehardware.ca); Website: [www.homehardware.ca](http://www.homehardware.ca)

**September 27-29: TruServ Canada Fall National Buying Market,** members only, RBC Convention Centre, Winnipeg, MB. Contact: Katharine Reimer, Merchandising Administrative Support, Tel: (204) 453-9613; E-mail [kreimer@truserv.ca](mailto:kreimer@truserv.ca)

## October

**October 22-23: The 2014 Hardlines Conference,** Sheraton Toronto Airport Hotel & Conference Centre. For more information see [www.hardlines.ca](http://www.hardlines.ca).

## November

**November 6-8: BMR Fall/Winter Buying Show,** Quebec City Convention Centre, Quebec City. Contact: Alain John Pinard Marketing Director, Tel: (450) 655-2441; E-mail: [ajpinard@bmr.co](mailto:ajpinard@bmr.co)

**November 24-25: Estimating: Decks, Garages & Front Counter Sales,** LBMAO Training Facility, Mississauga, ON. Contact: LBMAO Office, Tel: (905) 625-1084; Fax: (905) 625-3006; Toll Free: 1(888) 365-2626

**November 26-27: Estimating: Residential Construction, Roofs & Metal Sheathing,** LBMAO Training Facility, Mississauga, ON. Contact: LBMAO Office, Tel: (905) 625-1084; Fax: (905) 625-3006; Toll Free: 1(888) 365-2626

**November 28: Yard Foreman Seminar,** LBMAO Training Facility, Mississauga, ON. Contact: LBMAO Office, Tel: (905) 625-1084; Fax: (905) 625-3006; Toll Free: 1(888) 365-2626

## 2015 February

**February 4-5: 61st Annual Atlantic Building Materials Show,** Moncton Coliseum Complex, Moncton, NB. Contact: Don Sherwood, Tel: (506) 858-0700; Fax: (506) 859-0064; E-mail: [absda@nb.aibn.com](mailto:absda@nb.aibn.com); Website: [www.absda.ca](http://www.absda.ca)

**February 20-21: TIM-BR MART National Buying Show,** Toronto Congress Centre, Toronto, ON.

## 2014 GOLF TOUR

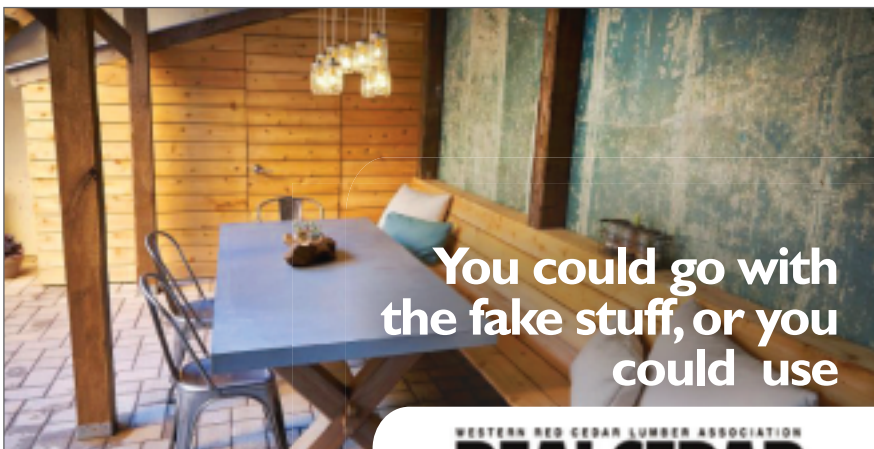
**August 21: LBMAO Muskoka/Georgian Bay District Golf Tournament,** Hawk Ridge Golf Club, Orillia.

**September 4: LBMAO Southwestern District Golf Tournament,** Deer Run Golf Course, Blenheim.

Registration forms are available for download from our website, [www.lbmao.on.ca](http://www.lbmao.on.ca)

For information on sponsorship of LBMAO Golf Tournaments, please contact the LBMAO office at:

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## Castle News



### Castle Building Centres Group Ltd welcomes two new members in Ontario...

May 23, 2014 - **Groupe Matériaux Godin** - St. Isidore, St-Isidore de Prescott (Dunvegan), ON.

President Ken Jenkins commented, "Castle is very pleased with our continued success and it gives me great pride to see one of our very own members experience additional growth within their region. We welcome this Groupe Godin location in St-Isidore to the Castle family. Yet another fine example of the success LBM independents are experiencing when they transition to the Castle group. Only Castle can offer this kind of freedom, profitability, and unparalleled buying power."

They already own and operate 3 successful locations in the central region,

making this their fourth Castle location. The St-Isidore location is extensive, with 4000 sq. ft of retail space and 180 linear sq. ft of storefront. Joel Godin, entrepreneur and one of the Godin brothers, will be running this new location and has plans to build a new 5000 sq. ft warehouse attached to the existing building.

"The Godin family is excited and proud of this expansion to a fourth location. Groupe Godin has experienced tremendous success as part of the Castle group and we are positioned for continued growth with this new location and another to follow this coming fall." Joel Godin, Principal

The store is currently undergoing a Castle branding upgrade and a new exterior signage project is underway to match existing locations. The management team and staff are in place and planning an official community grand opening celebration this summer. Congratulations to the Godin family.

June 2, 2014 - **Hook's Building Centre**, Cloyne, ON.

"Hook's transition to Castle is yet another example of Castle's ability to attract

members of hardware distribution based buying groups. Time and time again they are choosing Castle, the group that doesn't involve having ownership or liability in a hardware distribution model. We welcome Tracy and the Hook family to our family." Ken Jenkins, President

Hook's Castle Building Centre is located in the small town of Cloyne, near Highway 41 about 20 kilometres north of Kaladar. Hook's is well-known in the local area as the go-to home improvement centre for the local residents of this quaint Ontario village and is regularly frequented by visiting cottagers, snowmobilers and campers passing through for a weekend of enjoyment, as well as consumers from the surrounding area and local contractors. An expert staff creates an unmatched consumer experience by assisting customers with project planning, specialty orders, expert advice and product knowledge training.

"We are much more than just a hardware store" says Tracy Hook, owner operator, "Our customers know that when they are working on a home improvement project, they can

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count on us for expert advice, information and high quality products. We are looking forward to being part of Castle and taking advantage of Castle's buying power, their diverse supplier network and better price points."

Tracy is no stranger to the industry; in fact the Hook family has been operating Hook's Building Centre since 1981. Hooks was originally founded by Richard Hook Sr in 1970 as a plumbing and electrical contracting supply business; and when Tracy and his wife Sandi took over it became a full service building and contracting company specializing in residential and commercial projects.

Today, together with Sandi, daughter Stacey and their inspiration for continued growth, Hook's is a fully stocked home improvement centre with 5,000 sq. ft lumber and building materials and a 6 acre lumberyard. In 2011, Hook's was awarded the "Outstanding Hardware Retailer of the Year Award" by Hardlines. Visionary thinking, industry experience and entrepreneurial spirit = a recipe for success. Tracy, Sandi and Stacie have made this a reality. Congratulations.

#### ...and four locations in Quebec.

On May 28, 2014, Castle welcomed **Rivest et Fils Ltée**, with four locations in the province of Quebec. Specializing in lumber, building materials and hardware, these four Castle Centres de Renovation stores are in the heart of the Lanaudière region of Quebec, which is north of Montreal and in close proximity of Joliette.

Castle President, Ken Jenkins had this comment, "Castle Building Centres Group is proud to welcome Rivest et Fils and their four locations to our expanding national member base. Our ability to attract members of distribution based buying groups reinforces our strategy in partnering with key distribution suppliers. Our solution provides independent entrepreneurs the most profitable platform in the industry with no risk, liability or investment."

Rivest et Fils is a respected and successful chain of thriving LBM and hardware retail locations built on hard work, integrity and family values. When it was founded in 1969 by Claude Rivest in the town of St-Jean de Matha, the retail store was actually connected to the family home. As the years went by, the business flourished.

#### Castle's 7th Annual Central Buying Expo

Castle Building Centres Group kicked off expo season in style as they welcomed over 240 participants to the 7th Annual Central Buying Expo from June 9th to June 11th, which was held once again at the picturesque cottage-country setting of the JW Marriott - Lake Rosseau Resort and Spa. Castle members from across Ontario and Quebec strengthened their vendor relationships and took advantage of one-of-a-kind buying opportunities spread over this two-night retreat and three-day format.

Castle continued in their tradition by taking the 2014 buying expo back to Calgary, AB. This year's Western expo was held from June 17th to June 19th at the Sheraton Cavalier in Calgary. The expo brought in member locations from all across Western Canada for a Castle member update meeting and full day of buying. Over 200 attendees spent the day taking advantage of great vendor specials and pallet buy savings.

"The expo is always a great mix of buying, relationship building and social opportunities that Castle's members and vendors value and

have really come to support," Les Gillespie, Business Development Manager, BC.

After the final bell, members and vendors enjoyed a cocktail reception followed by a gourmet dinner and some great prizes. "In its third year now, the pallet buy room continues to grow in sales and popularity, with both vendors and the dealers taking advantage of the hot buys," Ron Ishmael, Senior Buyer, Castle.

"I was pleased to welcome five new member locations and watch them attend their very first Castle buying expo. The feedback on the deals, format and relationship building opportunities was a testament to Castle's unique offering," Alan Schoemperlen Business Development Manager, Western Canada.

Castle wishes to thank their valued members and vendor partners for their on-going support of the Castle Buying Expo format; and for making 2014 a huge success in Central and Western Canada.

#### Sexton Announcement



With great pleasure, we announce the addition of **Nelson Lumber Company** to the Sexton Group Ltd. As of July 1st, 2014, Nelson Lumber will start doing business as a member of Sexton Group.

Starting out in 1949, Nelson has grown into one of the premier independent lumber and building material retailers and component manufacturers in Canada. Nelson Lumber Company is strongly rooted in Alberta with five retail locations, four truss plants and two manufactured housing businesses.

We would like to welcome President, Dennis Patterson, and the entire Nelson team to the Sexton Group Ltd.

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## Hot Colours for Summer: DULUX Paint Unveils Palette Rooted in the Garden

"Garden fresh" is taking on a whole new meaning this summer. Once associated with the culinary world, the concept has branched into home décor, infusing outdoor freshness into living spaces.

That's the message of leading brand DULUX® paint in unveiling its summer 2014 colour palette. According to the DULUX brand, this season's hottest hues – becoming firmly planted in all areas of the home – include floral pastels, bright reds, yellows and oranges, and field greens. Topping the list of summer favourites are tomato reds, spicy oranges, pastel yellows and meadow greens.

"After a long, cold winter, warm garden-like colours are quickly gaining popularity on Canadian walls as well as in furniture and accessories," said Martin Tustin-Fuchs, brand manager for DULUX paint. "The trend moves consumers away from the comfort zone of whites and beiges towards

brighter tones that emit a feeling of renewed energy and help lift spirits."

Explaining that paint is the easiest and least expensive way to bring summer's warm colours into the home, Tustin-Fuchs suggested choosing a main colour for a room and then adding other hues in unequal amounts. "A good rule of thumb is to use the dominant tone in about two-thirds of the room and the other colours in lessening quantities," he said. "For example, if you select a soft green as the dominant colour, you may want to paint your trim, doors and ceilings in varying shades of that green or another colour of the same concentration."

When painting more than one room, Tustin-Fuchs said he recommends planning your entire colour scheme before starting the job. "Paste paint chips of the colours you've chosen for each room on a piece of white cardboard

## CAMBRIDGE HD Nature's Accents Collection.



Colour featured is Biscayne

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to make sure they work well together, and adjust your choices accordingly, keeping in mind that the shades will be much more intense on a large wall."

To make the paint selection process easier, DULUX paint has introduced several online tools that help take the guesswork out of choosing colours, he explained. The DULUX paint colour visualize enables users to virtually paint sample rooms or their own uploaded photos and explore different colour combinations before picking up a paintbrush. Visitors to the website can also upload photos of their favourite sites or vacation hotspots; and the DULUX paint software will automatically help them recreate the feeling of the image in a room by suggesting a paint palette based on the colours in the particular photo.

"A change of wall colour can freshen up a room like no other decorating tool," Tustin-Fuchs said. "Particularly, this summer's colours will help bring the beauty of the outdoors inside and keep your home feeling warm even once winter rolls around again."

For more information about DULUX paint's summer 2014 colour palette and

to try the colour selection tools, visit [www.dulux.ca](http://www.dulux.ca) or a DULUX paint store near you.

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## TASK TOOLS Announces New Western Canada Sales Manager



TASK TOOLS is pleased to announce Doug Osborne has joined the company as Sales Manager, Western Canada.

Doug brings 25 years of experience in hardlines and

retail sales management, most recently as Regional Sales Manager, Western Canada with DAP Canada.

Doug will be responsible for major accounts and dealer sales in Western Canada with all western Territory Managers reporting to him.

### About TASK TOOLS

Founded in 1968, TASK TOOLS is a privately held Canadian company providing quality products, exceptional customer service, award-winning packaging & merchandising, and the industry's best warranty support to hardware and building supply retailers across North America.

TASK TOOLS offers three brands – TASK Signature®, TASK® and TUF-E-NUF® – which sell in five categories: power tool accessories; hand tools; abrasives; worksite accessories; and innovative electrical accessories.

For more information go to [www.task-tools.com](http://www.task-tools.com)



## LBMAO FALL TRAINING

**Estimating: Decks, Garages & Front Counter Sales - Nov 24 & 25**

**Estimating: Residential Construction, Roofs & Metal Sheathing - Nov 26 & 27**

**Yard Foreman Seminar - Nov 28**

Visit [www.lbmao.on.ca](http://www.lbmao.on.ca) for course information





# BMR

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Telephone: 1 800 361-0885

## TruServ Canada's Fall 2014 National Buying Market



TruServ Canada will hold their Fall National Buying Market from Sep 27th to 29th at the Winnipeg RBC Convention Centre.

TruServ Canada is proud to offer independent retailers the freedom to choose from products and services to help grow their business. Over 350 major manufacturers will showcase a wide selection of the seasonal products, as well as timely specials on everyday products.

The Market will kick off with the Customer & Partner Welcome Event on Saturday evening. The show floors will open on Sunday Sep 28th at 8:30 a.m. and will highlight upcoming Spring and Summer Seasonal categories with last minute specials for Fall & Christmas selling.

The dates for the Spring National Buying Market are April 11th to 13th, 2015 at the Winnipeg RBC Convention Centre.

### About TruServ Canada

*TruServ Canada is truly a Canadian company, committed to over 700 independent dealers across Canada. With some of Canada's most efficient warehousing, product buying and distribution systems TruServ Canada promotes the growth of each of its banners: the New TRU Hardware, TRU Country & Garden, TRU Building Centres, and V&S stores. Visit TruServ Canada at [www.truserv.ca](http://www.truserv.ca).*

## TIM-BR MART Group News



### ACE International Terminates Commercial Relationship with TIM-BR MART Group

ACE International has issued notice to terminate the commercial relationship between ACE and TIM-BR MART Group. TIM-BR MART Group in response has issued a notice to rescind and cancel the commercial relationship.

Effective August 31, 2014, ACE and TIM-BR MART's relationship will end and TIM-BR MART Group will no longer purchase ACE related products. All other TIM-BR MART programs are unaffected by this decision.

### TIM-BR MART Group Appoints Regional Director of Member Services



Effective June 9, 2014 Ian Cook was appointed Regional Director of Member Services (RDMS) of TIM-BR MART Group, for Ontario. He will act as the liaison between TIMBER MART dealers, vendors and the

TIM-BR MART Group management team. Ian will report directly to Randy Martin, VP Operations.

With Ian's appointment, TIM-BR MART Group now has a complete team of Regional Directors of Member Services whose primary responsibilities are to make certain their members are getting maximum value from their membership, as well as ensure they fully leverage the distribution and retail services resources available to them.

### TIM-BR MART Group Appoints Hardware Procurement Manager

It was announced on June 11, 2014 that Kurt Norlen was appointed to the position of TIM-BR MART Group Hardware Procurement Manager. He will report directly to Randy Martin, Vice President of Business Development.



Based in Calgary, Norlen will be responsible for managing the buying group hardware programs and Spancan buying programs. Norlen will bring synergies between the buying group programs and the Chalifour Distribution business.

### Chalifour Canada Appoints Category Manager – National Paint Programs

Effective June 16, 2014 Tristan Flanagan was appointed to the position of Category Manager for National Paint Programs. He will report directly to Andrew Pantelides, Procurement and Merchandising Manager.



Based in Brossard, QC, Flanagan will be responsible for tintable liquid goods, and control brand products.

*In operation since 1967, TIM-BR MART Group is the largest buying group for Independents in Canada. It is a member-owned organization serving building material and hardware retailers, commercial dealers and manufacturers. TIM-BR MART Group exists to help Canadian entrepreneurs involved in the sale of building materials and hardware be more profitable.*



### ...MILESTONES continued from page 6

industry are markers of our progression in the pursuit of our goals. We need to sit down and write out what our goals are; transaction counts, sales volume, gross profit margins, inventory levels, accounts receivable levels or customer satisfaction levels? Or are our goals personal with how much we have materially?

The definition goes on to state that: "Milestones are constructed to provide reference points along the road. This can be used to reassure travellers that the proper path is being followed." Customers believe in the stability of a business and need to have trust in the people of the organization. Customers recognize our milestones and see where we are headed. Whether our milestone markers are one day, three years or more than fifty, the customer can determine our success by following our path.

The many celebration events that occur in our businesses - Grand Openings, Anniversary Sales, Customer Appreciation Days - are all milestone markers. Customers not only come in for the deals, they come in because they care. They believe in us and that keeps us going strong.

Starting out as The Ontario Retail Lumber Dealers Association in 1917, and changing its name to The Lumber and Building Materials Association of Ontario in 1973, our association is ninety-seven years old. The LBMAO milestone markers are the number of years in existence, regular yearly events and the ongoing support of the organization at a retail/supplier level. The retail and supplier members are like customers to the LBMAO. They believe in the organization. They support the ongoing training seminars. They come out to the many events. They care.

Another milestone birthday in 2014 saw my wife Lloya turning fifty... I mean 29.

Thanks for reading.

### ...GOOD GOVERNANCE continued from page 8

higher costs of government and the two-class system that is being encouraged by the Liberals - those who work for the public sector with all its benefits etc. and those who simply pay for it! I have no problems with private sector unions who have to negotiate a collective agreement in a competitive environment. We have seen what happens when they negotiate themselves out of jobs (U.S. Steel in Hamilton and Caterpillar in London are good examples). It's the public sector unions that are a troublesome entity as they have monopolies on labour and, apparently, on governments; and are prepared, through the political process, to manipulate voters through misinformation to achieve their gains, regardless of the cost and long term implications.

We shall see what the next four years bring to us; and we in the home improvement industry can only hope that there is restraint from the government in managing the economy in Ontario. It's going to be a long four years!

### ...RESILIENCY continued from page 11

- Do you have ongoing communication with your boss?
- Do you regularly offer to go the extra mile and volunteer your services for company activities or committees?
- Do you accept new tasks and challenges with a positive outlook?
- Do you take advantage of training opportunities to upgrade your skills?
- Are you seen as a team player?
- Do you stay clear of the rumour mill?
- Are you able to take criticism professionally and keep your emotions in check?

### Career resiliency

If you know that your company is falling on hard times and budgets are being cut, staying positive and making yourself as valuable as possible is a great first step. It never hurts to be prepared and resilient in your field, as well as in your workplace.

- Keep favourable memos or performance reviews as a boost for yourself and for your career portfolio.
- Network on a regular basis.
- Keep in touch with head hunters and former colleagues.
- Join professional organizations and attend trade shows to raise your knowledge and your profile.
- Always keep your résumé and job search skills up-to-date.

Positive energy and resiliency are contagious. This is the old principle of "like attracts like". Good things happen to those who project good energy. It's not always easy. Draw strength and support from your family and friends, and work on your inner strengths. This will ensure you become a valuable and sought-after friend, loved one and colleague who is able to weather any storm.

The LBMAO Benefit Program offers many different coverage options to groups of all sizes, allowing you to tailor your benefits to your employees' needs. All benefit plans include an Employee Assistance Program (EAP) serviced by Shepell-fgi and there are no minimum size requirements necessary for coverage under the LBMAO program.

For assistance in comparing benefit plans or to obtain a no-obligation, free quote, please contact Morneau Shepell at 1-866-307-1403.

**Membership has its privileges!**



# THE CLOUD

How it Presents an Equal Playing Field  
for Small Business

By Ian Evans, E-Tech Computing



## "The cloud's ability to grow business and increase mobility is becoming a highly lucrative business in itself."

Businesses are being drawn to cloud hosting services for a myriad of reasons but one emerges more prominently than the rest - the cloud is a place where business happens faster. The fact that the cloud increases mobility and the availability of data makes it a lucrative option for businesses of any size.

According to Forbes, the cloud is poised to become an almost \$80 billion industry by 2018. A lot of that business will come from small companies that have identified cloud hosting as the best platform for their operations. It's becoming increasingly clear that cloud solutions provide significant benefits to companies of all sizes. Some of the latest market forecasts for cloud computing predict a 30% annual growth in the industry, as more and more companies adapt cloud technology to store information in a virtual space.

For a small business, outsourcing IT to the cloud lowers the need for specialist skill and frees managers to concentrate on their core business. It may cost slightly more than in-house IT but this is often outweighed as it can sometimes enable a small company to take a "big company" approach to problems by increasing efficiency. Here are some of the ways the cloud makes businesses run more efficiently:

### **Business Continuity**

Much of a business' functionality hinges on its ability to access and save information; and to avoid losing that information in the event of an outage. Without a doubt, all our Provinces experienced major outages due to bad weather last winter. The cloud effectively addresses these issues by providing offsite server backup that ensures business data is in place, even if the office experiences technical problems. For business of any size, the cloud can guarantee business continuity in the event of a catastrophe.

### **Provides for Faster Computing**

The fact that the cloud stores information in the digital sphere means it is hassle-free for employees to access. Instead of having to train employees to navigate an in-house system, cloud-based businesses provide for ease of use across the board.

### **Enables Small Business to be Big Business**

By transferring operations to the Web, cloud hosting can easily increase a business' sphere of operations. The mobility inherent in cloud storage makes it possible for businesses of any size to function worldwide. The cloud's ability to grow business and increase mobility is becoming a highly lucrative business in itself.

Data security and control of information are the two biggest risks - is your data safe? The answer in most cases, and with a reputable cloud provider, is yes. The level of security achieved by a quality cloud provider, with in-house experts who follow the latest technology trends, is generally much better than most small businesses can manage.

As your data is held in off-site servers, it is important for Canadian companies to make sure it is stored on Canadian soil. You may be subject to different laws depending on where the data is held - particularly data containing personal information. You may be in breach of contract with your customers if data is disclosed or withheld by your cloud provider. Different cloud providers have different contractual terms, which you should be aware of as this might impact your ability to fulfil your legal, contractual and moral obligations.

Cloud computing can provide real benefits for any type of business; increasing efficiency, time-management, remote working potential and saving physical space, but there are pitfalls to avoid. You should choose your cloud provider the same way you would choose any other provider:

- Is the cloud service provider stable and trustworthy?
- Will their cloud offerings benefit my business?
- Are the conditions of the contract reasonable for my business?

E-Tech helps small business and not-for-profits thrive by delivering cloud computing solutions. We align technology with our client's goals, objectives and bottom lines. We leverage our expertise, customer relationships and a diversified range of best-of-breed Cloud storage services to create custom solutions with tangible value. E-Tech's client base ranges from professional membership to construction and infrastructure, regulatory bodies, real estate property, financial services, transit, public safety and health care services.

*Dave Campbell, President of the LBMAO comments on the Cloud solution for small business:*

"The Association office was faced with replacing its aging server in late 2013 at a significant cost for hardware and programming. Working with Ian and his team at E-Tech, we migrated from a physical server to the Cloud solution. It has proven to be efficient, cost-effective and flexible in that we can access our data from anywhere and anytime. All you need is an internet connection! As with most IT implementations, we had a few small problems and a learning curve on how to effectively use the Cloud but E-Tech provided us with exceptional support. If you are looking for an experienced, reliable support team, we highly recommend E-Tech Computing!"



# NORTH POLE TRIM

## 35 Years and Still Thriving!

**W**e often read articles (and hear on the news broadcasts) about the home improvement business; and these stories are usually about the larger box format stores and their dominance of the market. These large format stores have become a prominent player in the Ontario marketplace and many independent home improvement retailers have not been able to compete against them. Those who do have realized that, to compete against the box store dominance in product

**"...a testament to the hard working entrepreneurial people who are the foundation of our economy."**

selection, they need to "specialize".

North Pole Trim & Supplies Ltd of London, Ontario - an LBMAO member since 1979 and celebrating its 35th year in business - exemplifies how an independent home improvement retailer can thrive and grow in a competitive marketplace such as London. Not only is there a lot of competition but the London economy has been underperforming due to layoffs and plant closures. Under these circumstances, North Pole Trim has



not only held its own in sales and profitability, but it has grown and invested in keeping its position as a “specialty” retailer in interior finishing products (trim, mouldings, interior doors and related products).

The business was opened as a small trim and moulding shop by Joe Medieros in 1977. Ron Toivonen, who had worked for Hunt Lumber for approximately 12 years, purchased the business in 1979. They are currently in their third location. (It is interesting to note that Clatworthy Lumber operated on this site from 1851 to the mid 1940s.) With Ron’s background in the industry, he was able to build a strong contractor base through “a genuine spirit of service to their clients”. Ron’s sons Eric and Mike, who grew up working part time in the business, have taken over the business from their father. In 2004, after they had both graduated from



*Exterior of the store circa 1991*



*Founder of North Pole Trim, Ron Toivonen*



*Carrying on the legacy: current owners, brothers Mike (l) and Eric Toivonen (r)*



*The beautiful showroom provides a comfortable shopping experience with knowledgeable sales people and customer service*

the University of Western Ontario, Eric became President and Mike joined him as Vice-President. Both are dedicated to keeping this family business as successful and profitable as their father did when he was in charge.

North Pole Trim has grown from about 5,000 sq. ft. of office and warehouse space to its current size of 40,000 sq. ft. Initially, the business employed 3 full time employees; currently there are 44 full time employees, many who have been with the firm for over 30 years. They also maintain a fleet of 9 delivery vehicles. Their customer service desk is manned by well-experienced, customer-focused sales people. Mike Toivenen commented that their enthusiastic customer service in dealing with their contractor customers has helped them to maintain a strong base of leading interior finishing contractors in London. He remembers his father sending a truck to Toronto at 6 am to pick up product for customers that was required that day.

The box stores can only dream of this kind of personalized service!

Interior doors has developed into a key product category for North Pole Trim; they sold over 60,000 doors last year! Sales have grown substantially from those early days; which is a testament to the hard working entrepreneurial people who are the foundation of our economy. The box stores come and go...

Their door gallery in the newly renovated show room certainly would indicate that they are the go-to people for interior doors; as well as displays of interior trims, mouldings, columns and other related products. Their business has traditionally been about 80% contractor but Eric anticipates that the consumer traffic will increase as their showroom provides a comfortable shopping experience with knowledgeable sales people.

Ron has now retired from the business and Eric and Mike are dedicated to ensuring that North Pole

Trim will be the premier retailer of specialty mouldings, trims and interior doors in the London marketplace. North Pole Trim is also a member of the Sexton Group; and as their purchasing is pooled with the other members, they achieve the cost saving to stay competitive and to ensure profitability. Without profits you can't grow! When asked what is the biggest challenge to their business today, Eric's response is "To keep our current customers happy and acquire new customers through service excellence!"

We look forward to many more great years for North Pole Trim as an LBMAO member; and as a successful independent home improvement retailer!



# Health & Safety

**Q** What courses must my employees take under the Occupational Health & Safety Act, and how often do they need to take them?

**A** We often field this question when taking calls from our members. Please see the chart below:

COURSE	WHO	FREQUENCY
Workplace Hazardous Materials Information System (WHMIS)	All employees and management	Every 1-3 years depending on level of exposure to hazardous materials
Lift Truck (CSA standard B335-04)	All operators of lift trucks	Theory every 3 years, practical every 18 months
Ontario MOL Worker Orientation (Bill 160)	All employees	Once
Ontario MOL Supervisor Orientation (Bill 160)	Owners, managers, supervisors	Once
Violence & Harassment in the Workplace (Bill 168)	All employees	Once
Fall Protection	Any employees required to work at a height greater than 3 m or approx. 9 ft (mezzanines, ladders, roofing, etc.)	Once
Accessibility for Ontarians with Disabilities	All employees	Once

**Please note the following:**

It is the employer's responsibility to update employees on any mandatory training requirements at such time that the program has been amended by the MOL. A PDF form to track employee training is available from the MOL and made available for download on the LBMAO website: [www.lbmao.on.ca/training/health-safety-online/](http://www.lbmao.on.ca/training/health-safety-online/).



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This nugget came out of our photo collection from the not-so-distant past. It's a good thing our dignified friend on the right has a great sense of humour! Can you name either of these fellas? Any caption suggestions?

Send your answer to:  
[cbuffa@lbmao.on.ca](mailto:cbuffa@lbmao.on.ca)

The correct answer will be posted in the next Reporter!

*Pictured right:*

*Submitted by Jim Porterfield, AFA, here is the last issue's answer:*

*From top - Weldwood Sales: Brian Lenning, Bobby Keep, Bill Conlin (deceased) George Quantz, Jim Porterfield, now AFA.*

**Marty Hawthorn from Johns Manville Canada guessed two out of five!**

**Have an intriguing photo you'd like us to include in a future "Name That Face"? Send it in and see if anyone can guess who it is!**





# LBMAO Distance Learning Series

*in partnership with the ABSDA*

We are pleased to partner with the ABSDA (Atlantic Building Supply Dealers Association) to offer a premiere series of training videos, available **FREE exclusively to LBMAO Members!**

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**Trevor Ronchin**  
Pinehill Lumber Lively, ON

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Get the facts. Contact the Business Development Manager in your area:

Western Canada	<b>Alan Schoemperlen</b>	(204) 771-1509	<a href="mailto:aschoemperlen@castle.ca">aschoemperlen@castle.ca</a>
British Columbia	<b>Les Gillespie</b>	(250) 469-4744	<a href="mailto:lgillespie@castle.ca">lgillespie@castle.ca</a>
Ontario	<b>Bruce Holman</b>	(647) 228-1414	<a href="mailto:bholman@castle.ca">bholman@castle.ca</a>
Quebec & Northern NB	<b>Robert Legault</b>	(514) 208-4158	<a href="mailto:rlegault@castle.ca">rlegault@castle.ca</a>
Atlantic Canada	<b>Sandy Welsh</b>	(902) 471-7113	<a href="mailto:swelsh@castle.ca">swelsh@castle.ca</a>
Newfoundland & Labrador	<b>Bob Delaney</b>	(709) 649-7173	<a href="mailto:bdelaney@castle.ca">bdelaney@castle.ca</a>



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