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Building Supply

NEWS



ABSDA Serving the Industry for over 65 years

It will come as no surprise ABSDA currently has over 550 active Member Retail Building Supply and Associate Supplier Members.

ABSDA is the collective voice and liaison for the independent Building Supply and Home Improvement Industry.

Since 1955 this Association has focused on industry specific needs to our Members.

features



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The ABSDA Building Supply News is the official magazine of the Atlantic Building Supply Dealers Association and is published in February, May, July, September and December. The Atlantic Building Supply News is distributed to all ABSDA Dealer and Associate Members.

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ABSDA
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(506) 858-0700

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Boards of Directors

Participating is rewarding for you and your business



Steve Foran
Chair of the Board

Bla... Bla... Bla... Thanks to all those that took a few minutes to read my past articles. I am not a writer and always rely on good ol' spell check!

For this article, I would like to discuss boards for some of our newer members... not deck boards or strapping, but Boards of Directors.

I have participated on different Boards in my career and have always gained knowledge, insight, and experience. It is always exciting to change perspectives, collaborate with different people and be challenged with new problems. I have met many life-long friends during these tenures and have realized that we all have much more in common than our small individual differences.

My time with the ABSDA has been no different and has provided me with all of the above. I recommend that if you have ever considered joining a Board, don't call me, just do it! I was reluctant to join my first Board, the local Chamber of Commerce, but that experience was the beginning of my broader knowledge of business, beyond my own four store walls. Many of us are very successful in our own business but I assure you that the change in perspective participating on a Board is very healthy for you, and in turn, your business.

I would like to thank all the current Board Members of the ABSDA for their support during my tenure as Chair. This is a true team effort, and I am very proud of our many collective accomplishments working with Denis and Connie to drive our association forward for all. Our association has a focus on the future of our collective needs and has delivered some of the best events in the industry! Two *Wicked* summer events, *Fabulous* HR Conference, and an *Amazing* Trade Show and Gala all in the past 12 months.

I also thank my small bit of Irish heritage that made me lucky enough to be Chair of the ABSDA during an extremely successful year, and to present the ABSDA awards to some of my great industry friends.

However, I was always told the harder you work, the luckier you get! So, hats off to Denis and Connie (with a sprinkling of John) for a very successful year. Your hard work and dedication are always noticed and appreciated by the entire Atlantic Building Supply Industry.

I may be stepping down as Chair later this year, but I am always on team ABSDA!

Now, turn the page to Denis for recaps, updates and more exciting ABSDA news...

Steve Foran
Chair

Aka: **Stephen O'Foran,**
The Jammy Mick



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Expo 2023 was a Huge Success



Denis Melanson
President

Who remembers the hit song from Joni Mitchell entitled “*Big Yellow Taxi*”? There’s a lyric in the song that says, “*Don’t it always seem to go, that you don’t know what you’ve got till it’s gone*”!

Could this be the effect and reason why the ABSDA Expo 2023 was so successful? Could it be that people missed it after a few years of absence? I truly hope that people realize how special the ABSDA show is to so many of our Members. It’s unique, the energy and camaraderie are unmatched and not seen in any other trade show in Canada.

Here’s the funny thing. We had one of the most successful Expos we’ve had in 15 years and really didn’t change a single thing in the value proposition. I’ll let you in on a little secret and why I believe this show was so successful. It was all about **Positivity** and **Attitude**!

People came to the Expo excited and exuding positive energy about being back together. People were truly excited about seeing their industry friends and meeting new ones! Could the formula to a successful Expo be that simple? Can showing up with a positive attitude and an open mind really have that much impact? The simple answer is “YES”!

Our perceptions shape our attitudes and behaviors toward others and relationships in our lives. Our perceptions are influenced by a range of factors, including our past experiences, cultural background, and personal biases. Some of exhibitors go into our Expo with the preconceived perception that booth location affects the outcome of their Expo experience. It doesn’t matter if the trade show floor is only 28 000 sq feet and that their neighbor in the same aisle had a record Expo! They’ve already formed a negative perception in their minds and it’s difficult to reverse.

Perception is a complex and dynamic phenomenon that plays a significant role in shaping our attitudes, beliefs, and behaviors. By being aware of our own biases and limitations, and actively working to expand our perception, we can develop a more accurate and nuanced understanding of the world and the people in it.

If that was a little too deep and confusing, let me simplify it.

Showing up with a positive attitude and an open mind will translate to everyone having a better and more enriching experience in our world!

A big thank you to everyone that participated in our Expo 2023 and made it one for the books!

Check out our 4-page spread in this magazine for stats and highlights of the Expo.

Hope to see you this summer at our summer events.

Denis Melanson
President



2022
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Expo 2023

HALIFAX CONVENTION CENTER, MARCH 2023

RECAP

ABSDA is pleased to announce that Expo 2023 was one of our best shows ever. The high level of participation proves we have a model and a location that works for our Members and our Association.

Following is a brief recap of the highlights of our success.
Thank you everyone, we couldn't do this without you.



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JELD-WEN



Presenting their Awards is **Steve Foran**, ABSDA Chair.

41% 39%

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year's show

**OFFERED A
SHOW SPECIAL**

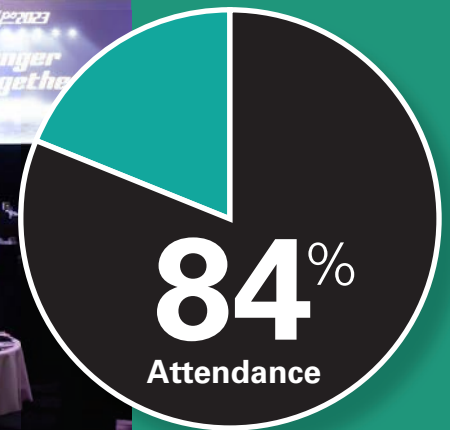
Rated it as excellent or good





710

**Guests attended
our Banquet &
Awards Gala**



75%

**Communicated with
Dealers and new
prospects before the
Expo**

TOP 3 REASONS

Members Attend the Expo

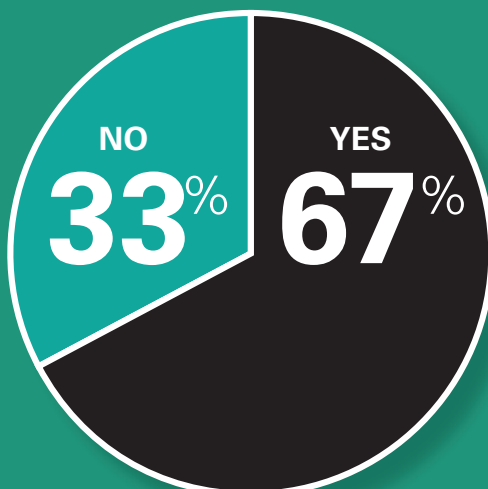
EXHIBITORS

- 1 Meet customers
- 2 To sell product
- 3 To offer new product

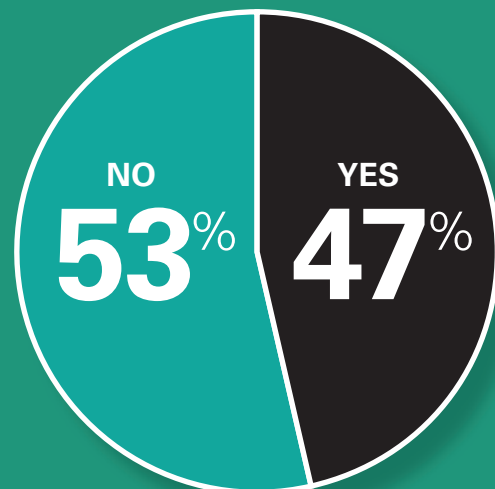
DEALERS

- 1 To buy products/services
- 2 Meet suppliers
- 3 To find new product

**WOULD YOU SEE VALUE
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APP FOR EXPO 2024?**



**DO YOU FEEL THAT THE
ABSDA EXPO COULD BE
A 1 DAY EXPO?**





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Jimmy Dubroy – Global Window



SALES REP OF THE YEAR
Andy Moss – Kohltech



RETAILER OF THE YEAR
Rob & Joanne Lawrie – The Lawrie Group



YOUNG LEADER OF THE YEAR
Luc Léger – Elmwood Group

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Jeff Mowatt

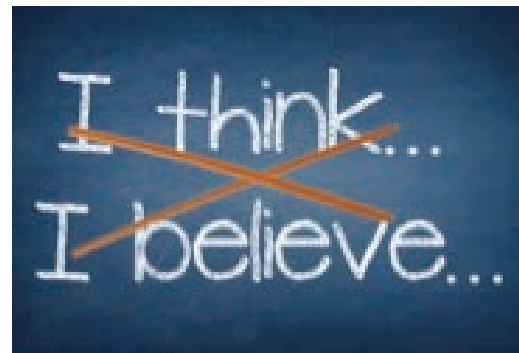
Jeff Mowatt is a customer service strategist, Hall of Fame speaker, and bestselling author. For more tips, training tools or to inquire about engaging Jeff for your team visit www.JeffMowatt.com

Here's a simple selling tip I recently learned from fellow professional speaker, Jeff Blackman.

Eventually in the buying conversation – after hearing the customer's needs – you'll offer possible solutions. And you'll address the customer's concerns. You may be tempted to use phrases like, *I think...* or *I believe...* The problem with those statements is they practically *invite* the customer to hold a different opinion.

When it's your turn to offer suggestions, what if instead you said, *It's been my experience...* With that wording, you are no longer tempting the customer to debate. You are relaying a fact.

Customers are looking to you as their *trusted advisor* to help them make good buying decisions based on your expertise and understanding of their unique needs. When



you say, "*It's been my experience* with other clients who've had similar challenges...", you're bringing real word examples and experience to the buying conversation - not merely offering an opinion of what you *think* or *believe*. Big difference for changing a few words.



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You deserve a break!

2nd annual Summer Blast!

A couple days of fun and social activities is the reward
your team deserves.

By popular demand, we're bringing back our Washer Toss Tournament. Combined with our Golf Tournament, this will be a two-day event you won't want to miss! ABSDA group rate offered at the Delta Hotel Beausejour by Marriott (transportation will be provide from the hotel to the events and back)

Networking • Friendship • Lots of laughs

Washer Toss Tournament

**JULY 19 – 2PM TO 8PM
MAPLETON ROTARY PAVILION**

Teams of 4 people (max 20 teams)
Registration price is \$125 per person

Includes:

- Minimum four games
- Adult beverages
- Dinner
- Lots of prizes and fun!

Golf Tournament

**JULY 20 – REGISTRATION: 10AM
SHOTGUN START: 11AM
FOX CREEK GOLF CLUB, DIEPPE**

Teams of 4 people (max 36 teams)
Registration price is \$300 per person

Includes:

- Round of golf and cart
- Beverage & BBQ ticket
- Dinner
- Lots of prizes and fun!

Register now before we fill up:
melanson@absda.ca
or call 506-858-0700



Why Employee Performance Evaluations are Important

Employee Performance Evaluations are critical to managing an organization's workforce. Not only does it help managers evaluate their employees' performance, but it also enables them to provide employees with feedback and suggestions for career development.



Evaluations typically aim to review the following elements:

- Assess the goals set for employees in the previous year.
- Identify problems and challenges facing the employees.
- Suggest plans or improvements for the coming year.

The outcomes of these evaluations are frequently utilized to make decisions about employee awards, incentives, or development in the future. Employee performance reviews are beneficial for employees and managers alike. Let's take a look at some of those benefits.

BENEFITS FOR EMPLOYEES:

- Better understanding of work goals
- Opportunities for growth and development
- Opportunities for support and mentorship
- Recognition and rewards
- Enhanced communication

BENEFITS FOR EMPLOYERS:

- Measure employee performance
- Opportunity to motivate employees.
- Increase communication and transparency.

Evaluating employee performance is very important. It has a role to ensure employees develop their capabilities and contribute effectively to the organization. We understand that developing these tools and understanding how to use them effectively can be overwhelming.

Which is why ABSDA is committed to helping our Members with their HR skills.

We're happy to report that we've hired a **Director, Training & Workforce Development** that will be onboard at ABSDA shortly. The Association has already developed an HR toolkit in which a performance appraisal tool kit is one of the tools in the kit. We can't wait to provide training support in this area.

Soon, you'll be meeting Patrick, our newest employee, and together we'll help you succeed.

Do this – and customers will LOVE you



Jeff Mowatt

Jeff Mowatt is a customer service strategist, Hall of Fame speaker, and bestselling author. For more tips, training tools or to inquire about engaging Jeff for your team visit www.JeffMowatt.com

Question for you and your team about how to strengthen customer relationships:

Are you more focused on

- a) getting customers to like you?
OR
- b) getting customers to feel better about themselves?

We of course want people to like us. Problem is, trying to get customers to like us is akin to trying too hard to impress someone on a date. We're putting the focus on ourselves, when ironically, we'd be more likeable by focusing on the other person.

Customers love it when you treat them like they are knowledgeable, intelligent adults. They love it when you mention the homework you've done about them and their company.

Customers especially love it when you actually listen and prove that you remember their preferences.

BOTTOM LINE:

Don't worry too much about how customers feel about you. Focus on how they feel about themselves when they're around you.

Bonus tip:

The same can be said about strengthening relationships with your co-workers.



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Industry News

BP APPOINTS NEW TERRITORY REP – SEAN WATT

BUILDING PRODUCTS OF CANADA CORP is extremely pleased to announce the naming of **Sean Watt** as Territory Sales Representative – Nova Scotia. Sean brings a high degree of value to the position with strong knowledge of the housing and construction market. In addition, Sean was part of the team 16 years ago in a business development role.

The announcement comes from Peter Bethune - Atlantic Regional Manager. Peter states “I am very excited to have Sean back as part of my team. In the previous role Sean exhibited a high desire to service his dealers, build relationships and be a key contributor of our overall success. This is exactly what BP’s customers have come to expect. Sean’s strong knowledge of the housing market will be an asset to his customers.” ■



BP APPOINTS NEW SENIOR NATIONAL DIRECTOR, NATIONAL ACCOUNTS – YVES ST-CYR

BP CANADA CORP has appointed **Yves St-Cyr** as senior national director, national accounts. He remains primarily responsible for business development and maintenance of national accounts, as well as contributing to the development of sales for specialized distributors. St-Cyr joined BP in 2017 as national account manager after more than 10 years at Roxul. ■

HARDLINES JOINS WITH BSIA OF B.C. TO MOVE ANNUAL CONFERENCE TO SCENIC WHISTLER

The Hardlines Conference in 2023 will have a fresh look—and a new location. This year, the annual summit for industry retailers and executives is moving to Whistler, B.C., on Oct. 17 and 18.

Working closely with the Building Supply Industry Association of British Columbia, the Hardlines Conference will be held at one of the most stunning locations on the planet—the luxurious Fairmont Chateau Whistler resort, located at the base of Blackcomb Mountain. There we will welcome upwards of 200 dealers, retail executives, suppliers, and service providers to learn, get inspired, and network. ■



HOME RESALES CONTINUE TO RISE

Sales of existing Canadian homes rose by 1.4 percent in March compared to the previous month, the Canadian Real Estate Association reports. That followed an identical increase in February, the first back-to-back monthly gains in more than a year. The actual number of transactions in March, not seasonally adjusted, came in 34.4 percent below a historically strong March 2022. ■



HOUSING STARTS DECLINE IN MARCH

The annualized rate of housing starts fell by 11 percent in March to 213,865 units, compared to February's 240,927 units, according to the Canada Mortgage and Housing Corp. The rate of urban starts fell by 12 percent to 192,545 units, with single-detached urban starts down 16 percent. Rural starts were estimated at a rate of 21,320 units. ■

REGAL IDEAS INC. WINS AT AWARDS AT NATIONAL DECK COMPETITION

(Delta, BC) – **REGAL IDEAS INC.**, the world's leading manufacturer of Aluminum and Glass railing systems joined forces with top DeckStars' Neighborhood Fence and Deck, LS Underground and Heartland Red Construction at the 13th Annual North American Deck and Railing Association (NADRA) National Deck Competition in Clearwater Fl.

Taking home the top award for Best Overall project was the collaboration between Regal ideas and Neighborhood Fence and Deck. "This was such an important win for me" says Kevin Boyd, President of Neighborhood Fence and Deck, "Eight years ago I met Regal ideas at the launch of DeckStars. Regal ideas personally invested in my growth and it was the extra mile they went to guide and mentor me into the builder I am today that made the difference, I am humbled and honored to be receiving such an award only made possible by the incredible people that got me here." ■



Thank you to **John Logan** for agreeing to come all the way out east from Vancouver to help us out at the Expo! It was nice to have the three musketeers together again. **Thanks again to all Members for making Expo 2023 amazing!**



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Industry News

SEND US YOUR INDUSTRY NEWS

If you have industry news you want to spread around our network – send it in to us. New appointments or retirements; new acquisitions or expansions, anything that's important to you is probably important to our Members. Pictures are always great too. Email Denis at melanson@absda.ca. ■

ANNUAL GENERAL MEETING

ABSDA will be holding its AGM on June 15th in Dartmouth, Nova Scotia.

Come on down and network with the board of directors and get an overview of the accomplishments of the Association for 2022/2023.

Location –

Delta Hotel by Marriott
240 Brownlow Avenue. Dartmouth, NS
Date – June 15, 2023
Time – 8:30am

Please register your participation by sending an email to melanson@absda.ca



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