



All below courses are included in the two-day show delegate registration.  
For most sessions it will be rushed seating with limited capacity.

## WEDNESDAY, MAR 30

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### **BUILDING SCIENCE AND ENERGY EFFICIENCY DAY**

GORD COOKE, PRESIDENT OF BUILDING KNOWLEDGE CANADA

**8:30 – 16:30**

**RBC Convention Centre**

#### **Session 1: The Compelling Energy Efficiency Trends in Building Codes and Programs**

*The Opportunities and Challenges of Part 9.36 of the NBC for the Building Supply Chain*

This session will outline the history of energy efficiency requirements in national and provincial building codes and the compelling proposed requirements from now until 2035 as the industry moves towards net-zero energy objectives. The trend and the proposed changes present excellent opportunities, but also specific challenges for the building supply industry as designers, builders, sub-contractors and homeowners look for simple, cost effective ways to integrate the changes into their projects. During the session, participants will learn how common energy efficiency programs such as ENERGY STAR for New Homes and The EnerGuide Rating system foreshadow the code changes and provide helpful examples of technologies and building processes that meet ever increasing code expectations. This session will demonstrate how the prescriptive and performance paths available in the energy efficiency section of the National Building Code, PART 9.36, can be used to help the building supply chain optimize costs. For example, the building supply chain will benefit from understanding how window glazing choices can be traded off against HVAC equipment choices to optimize costs, while reducing comfort complaints.

#### **Session 2: Understanding Building Science to Help Builders Make Better Decisions**

This session will outline the fundamentals of the Canadian building science that ensures homes are simultaneously safe, healthy, durable, comfortable, energy efficient and cost effective. Participants will learn the six basic physics rules of air, heat and moisture flow that every designer, builder and trade contractor need to be able to apply to the building material choices and construction process decisions they make. The session will help participants choose and recommend appropriate building materials for specific applications to lower risks and present opportunities for better building performance for their builder/renovator customers. This session will also highlight the wide range of tools, testing equipment and performance measures available to builders that help validate cost saving measures, evaluate trade partner performance, focus quality assurance initiatives and direct warranty and customer service work. These tools and techniques will be highlighted in this session and why the building supply chain needs to be aware of them to help clients be ever more cost effective.



Register for the free full-day session.

[Click here!](#)

## WEDNESDAY, MAR 30 (CONTINUED)



### **Session 3: The Best Building Practices for Creating High Performance Homes**

*The Top 10 Building Material/Processes to Create Better Performing Homes*

This session will identify the top 10 building materials or processes building material suppliers will want to make available to their customers over the next one, three or seven-year time frame to empower the construction of high-performance homes that meet the ever-increasing expectations of homeowners. The focus will be on materials and processes that improve energy performance, resiliency and carbon contribution while recognizing the need for cost effective, buildable decisions. In addition, energy modelling examples will be presented to demonstrate how these materials and processes are often evaluated by builders and the energy advisors they consult with to meet code or energy program objectives. Performance testing of homes will be discussed.

### **Session 4: The Perfect Wall – Both Above and Below Grade, and the Windows that are in Them**

*A Deeper Dive into High-Performance that Optimize Heat, Air and Moisture Flow*

This session will demonstrate the three strategies for optimizing the performance of walls, including the strategic use of wood and different insulation types. The five key elements of advanced framing will be identified. Then the best techniques and materials for optimizing air and water management will be outlined, including alternatives for effective air barriers and the latest in water management detailing and the material options available to the industry. This session will also outline the opportunities available with the wide range of window glazing and coating choices and how they affect comfort, energy performance and moisture control. The session will include the latest recommendations for proper installation detailing in a variety of different wall sections.



### **HR BOOTCAMP—THE BASICS OF HR FOR SUPERVISORS AND MANAGERS**

RENEE BOYDA, LEGACY BOWES

**12:00 – 14:00**

**Delta Hotels Winnipeg**

This workshop will provide supervisors and managers with a practical overview of key HR concepts with tips and tools that can be used to avoid HR issues. We will touch on several topics including recruitment, onboarding, respectful workplace, employee engagement, performance management and progressive discipline. HR Bootcamp will prepare you to handle the challenging task of leading people more effectively and efficiently.



### **PROACTIVE SELLING: A HUMAN RELATIONS APPROACH**

ROB MCINTYRE, PRESIDENT, MANAGING PARTNER & MASTER TRAINER  
AT DALE CARNEGIE

**14:15 – 16:15**

**Delta Hotels Winnipeg**

To offer your customers value, you must first have a clear understanding of their needs. To that end, the most important thing you can do in any customer interaction is ask questions and then listen. Once you have a firm grasp on their requirements, you can offer solutions and then ask for the opportunity to form a business partnership. In this workshop, we will explore the Four Interest Areas and the questions to ask to uncover them.

# THURSDAY, MAR 31

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## THE FUTURE OF RETAIL IS “PHYGITAL”: IS YOUR STORE READY FOR THE ELECTRONIC SHELF LABEL REVOLUTION?

DIEGO MAZZONE, PRESIDENT AND CEO OF JRTECH SOLUTIONS

10:00 – 10:45

Room 1125, The RBC Convention Centre

As president and CEO of JRTECH Solutions, Diego Mazzone runs the leading Electronic Shelf Label (ESL) Supply and integration company in North America. With more than 700 client stores installed with over 11 million ESLs and having been in the market since 2008, Diego will show you how Pricer optical electronic shelf labels do more than change prices. Now, Pricer ESLs change your current environment of employees managing labels to one where your labels manage your employees. In this session, you will learn about all the new trends, tools and opportunities you can have beyond price automation with ESLs to help you fulfill your operational strategies and turn your physical store into a “phygital” environment.



## ELECTRIC VEHICLE 101 AND FLEET CONSIDERATIONS

MARC BEGHIN, FOUNDER, EASYEV INC.

11:00 – 11:45

Room 1125, The RBC Convention Centre

Join Marc for Electric Vehicles 101 and Fleet Considerations as he provides an overview of the electric vehicle space, allowing you to gain an introductory perspective on how transportation is changing right before our eyes. In this session, Marc will get you up-to-speed on terminology, charging infrastructure, network monitoring, benefits and obstacles, while discussing trends in the electrification of mobility and touch upon considerations for fleet application.



## OH NO! STAYING COOL IN CRISIS

STEPHANIE FUNG, MANAGER, MARKETING & COMMUNICATIONS,  
DOOLEY COMMUNICATIONS

12:00 – 12:30

Room 1125, The RBC Convention Centre

Crises happens. What you do when everything hits the fan can make or break your organization. Transparency is key to developing a crisis communications plan, but who needs to know what? We'll go over key ways to plan for and handle a crisis so you're prepared in your communications going forward. We'll also touch on when not to act, the importance of risk management and training for crisis situations and some steps to take so you can keep a level head and run your organization.



## SOCIAL MEDIA 101

CHARMAINE JENNINGS, FOUNDER AND CEO OF STRATEGIC CHARM BOUTIQUE

13:00 – 13:45

Room 1125, The RBC Convention Centre

Now more than ever we're seeing the benefit of having an online presence for business. While your website is your homebase on the Internet, many consumers first go to a company's social media accounts to learn more about their brand and the value of the products and services they offer. Building an online presence is more than just creating a few social media accounts, it's about knowing who your target audience is, where they spend their time online and understanding how to provide them with value while building an engaged online community. In this workshop you're going to learn how to define your target audience and best practices for utilizing key social media platforms like Facebook, Instagram and Twitter.

## THURSDAY, MAR 31 (CONTINUED)

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### INTERVIEWING 101

STEPHEN BORER, PARTNER, DMC RECRUITMENT GROUP

14:00 – 14:30

Room 1125, The RBC Convention Centre

With over 20 years experience in recruitment and having interviewed over 10,000 (yes, that ages him!) candidates, Stephen Borer is a leader in the building materials recruitment market. Stephen takes you through how to effectively interview candidates, and shares tips and tricks to spot the best talent to add to your organization.



### THE GREAT CANADIAN LABOUR CRUNCH: HOW TO ADAPT TO THE LABOUR SHORTAGE SITUATION

**PANELISTS INCLUDE:** MATT NEUFELD, IMMIGRATE; JEFF KIDD, MANAGER, BUSINESS DEVELOPMENT, PROGRAMMED INSURANCE BROKERS INC.

14:45 – 15:35

Room 1125, The RBC Convention Centre

Panel discussion to address current labour force issues and potential solutions.

## FRIDAY, APR 1

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### THE VALUE PROPOSITION FOR HIGH PERFORMANCE WINDOWS AND DOORS

HARRY SCHROEDER, MANAGER OF ENGINEERING AT EFFICIENCY MANITOBA

10:00 – 10:45

Room 1125, The RBC Convention Centre

This presentation will highlight the value of high-performance windows and doors in the marketplace. Providing an overview of window technology and explaining performance metrics, participants will gain the tools they need to answer questions to increasingly informed customers. The discussion will move the focus of purchasing from cost to value, providing a higher level of customer satisfaction and improving your bottom line. Highlights of current national and local initiatives to support high performance windows and doors will also be included.



### LEVERAGING INSTAGRAM FOR BUSINESS

CHARMAINE JENNINGS, FOUNDER AND CEO OF STRATEGIC CHARM BOUTIQUE

11:00 – 11:45

Room 1125, The RBC Convention Centre

Instagram is one of the top 10 social media platforms in the world, and it's growing with more users and more business value every day. Instagram is a platform that encompasses many different ways to share content and interact with your ideal customers, and is always evolving to enhance the user experience. In this workshop you're going to learn the benefits of Instagram stories, gain content ideas for your feed, understand how to find the right hashtags and more best practices on how to leverage Instagram for business.

Register for the 2022 WRLA Building & Hardware Showcase in Winnipeg at the RBC Convention Centre. [Click here!](#)