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WOOD INDUSTRY

The business side of woodworking

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Feature:



Focus on marketing: Find the right mix

In the internet age, there are more marketing tools and opportunities than ever. The challenge is getting the most from technology, an traditional interactions with prospects and customers.

6

Profile:



Building cabinets the traditional way

A third-generation family business is thriving on hand-craftsmanship at Enns Cabinetry in St. Catharines, Ont.

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From the editor

Let's bore some zombies

I was proud to see Prime Minister Stephen Harper stand up to Russia in Ukraine. Of course, I am no foreign policy expert, and Harper may have been acting at the behest of other world leaders that have too much skin in the game already. Germany, England and the U.S. come to mind.



Kerry Knudsen

If you think about it, Russia would have a bit of a mess if it tried to bully Canada. In my mind, Canada probably could not outright win an open war with Russia. Again, I don't know, but that's my impression. On the other hand, if Canada were attacked by Russia and entered into open war, it is hard to imagine that Germany, England and the U.S. would leave us to our own devices. For that reason — the certain involvement of the entire Allied Command of WWII (except Russia, of course) — it is possible Canada is simply the advance guard.

Still, it looks good on Harper. As an interested reader of WWII history, it looks to me as if the annexation of Crimea and the incursion into Ukraine are frightfully reminiscent of Germany's occupation of Czechoslovakia and Austria.

In that context, I keep thinking about leadership and what leadership means in our everyday lives. For example, we often discuss North America's former leadership in manufacturing worldwide. As we know, that was lost as jobs and businesses moved offshore to take advantage of lower costs and availability of transportation and resources. One wonders whether, in the 1800s, people in Germany and Austria viewed the arrival of North American goods the way we viewed the arrival of Japanese goods in the late '70s? If so, it appears they developed the leadership to distinguish their domestic goods from others, and the political will to protect their own infrastructure.

Between us and the States, we seem to have filled the vacuum at the top of our GDPs with entertainment. And who doesn't love entertainment?

We paid our movie stars as if they were royalty and adopted the political musings of our singers as if they were Gospel. All the while, we were only idolizing jesters, minstrels and actors that, in European courts, would have received a moderate allowance. Shakespeare seemed to think little of a king that would defer to the opinions of an entertainer. I wonder if he had a point. Kim Basinger posing nude for bus panels decrying the use of fur comes to mind, as does Miley Cyrus's "gender fluidity." Is this crap necessary?

But I digress. It is clear we have handed over the leadership of our youth to almost anything opposite to what once was called a virtue. I am no Pollyanna, but if we don't like chastity, can't we at least stop short of twerking? (Odd I should write that word. It seems as if nobody knows it is a contraction of two words, and means she's jerking something.) Or if we don't value honour, must we then pay Michael Moore for his political ideas? Or duty? Or loyalty? Which pop culture icons promote wisdom, justice, and courage?

Good luck.

Then, in an almost cruel turn of fortune's wheel, the popsters are about to lose it all. The once-golden world of pop music, for example, has become one where once again a singer must sing for his or her supper, and not much more. Scarcely an act below super-stardom can make it now selling albums. They are back to serving a boss.

So, what's next? What will be the next top-performer in North America's GDPs? I like to think it will return to reality. Entertainment is entertaining, but the internet, YouTube, satellite everything and the infinite capacity of the digital world for theft and suppression leave me thinking the future will return to reality. That the current status is not an infinite curve off into the void, but, rather, the classic, swinging of a pendulum. That our societies, having once again crept to the brink of social insanity, have seen enough and will retreat, once more, to boring, old, staid, value-based production of goods and services by real people in real time for real benefits.

After all, if the zombie apocalypse comes, we will all still need a house, an office, a coffee shop and a school to look back and shake our heads and be amazed that it all was not real.

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Find the marketing mix that connects

FACE-to-FACE

TO PLAY ON A FAMOUS LINE from the movie *Field of Dreams*, believing you build the best cabinetry, doesn't necessarily mean customers will come. Keeping the pipeline full requires some form of marketing. In the internet and digital age, there are more marketing tools, avenues and opportunities available to you than ever before — from your website to Twitter and Pinterest; to Google Adwords; to referral marketing; to traditional direct-mail marketing and print ads. The challenge is figuring out the right marketing mix.

"There are a lot of tools and the biggest problem you can have is trying to use all of them," says Craig Lund, president of Marketing Talent Inc., a consulting firm in Charlotte, N.C., and immediate past president and secretary of the American Marketing Association. "If you only spend 10 percent of the time on all of the tools, then you might as well spend zero percent of the time."

Not only does marketing require a time investment, it also takes money. The U.S. Small Business Administration (SBA) suggests that if your business is small — with revenues less than five million dollars — you should be earmarking seven to eight percent of your annual revenue for marketing. The SBA says this should be split between brand-development costs — your website, brochures, etc. — and promotion costs such as events and advertising.

And if you think of a marketing budget as a "nice to have, but not necessarily," think again. What you may think of as strictly a marketing expense, is really an operating expense.

Your shop's website is your digital front office and a marketing tool — making it an operating expense, not a marketing expense.

Art Enns, president and partner of Enns Cabine-

try in St. Catharines, Ont. says he is coming around to thinking of his website as an operating expense. Enns well knows that people are doing more of their searching online, even for such high-end purchases as new cabinetry. For Enns, the biggest challenge is conversion — that is, getting people to make an appointment and visit his physical showroom after they've been on his website.

"That's always going to be a challenge," says Lund. He says the key is giving potential customers an incentive to come in. "I'd suggest something along the lines of a promotion. Email marketing can be really effective for that, and building your list."

Today, you have to have a website. But is your website effective? Lund notes that businesses fall down with their websites because there's no call to action. If all you're doing is telling people about your business, he says, showcasing a few photos of fine cabinetry projects you've done and telling potential customers how to contact you, you're not going to get much return on your website investment.

"Drive them to a page where you're going to capture something, where you want to get an outcome," Lund says. "When you're making custom cabinetry, linking your website to a Pinterest and an Instagram account makes perfect sense. People plan their renovations through tools like these, so it makes sense to take advantage of these kinds of things, especially when writing may not be your strong suit. You may not be a writer, but you can take a great photo of a beautiful piece of cabinetry that you've done."

LET PICTURES TELL YOUR STORY

With your website linked to Pinterest and Instagram, Lund notes, all you have to do is post the photo and it is automatically seen on your shop's site. Even if it's just with photos, you have to tell the story of custom manufacturing and reinforce why you're the person to work with.

The internet reaches people everywhere. So does investing in digital internet marketing make sense if most of your customer base is just local or regional? For Lund, the answer is yes. That's because with such tools as Google Adwords, you can customize your reach so only people online in your area see your ad. "Digital tools are very relevant for localized target advertising," says Lund.

The questions you have to answer before you invest

in any marketing tactic are, "Why am I doing this? and What do I want to achieve?" says Lund.

If a particular tool isn't right for your business, then don't use it. Enns says he was once approached by a local radio station to take out radio ads. The advertising representative had even put together sample spots to show Enns how they'd sound. "It was going to cost me \$400, and it just wasn't right for me, so we didn't do it," Enns says.

"Everyone wants to find the magic bullet that's going to get people flooding into their businesses," says Keith Aichele, a speaker and author known as America's business health expert. "So how do you determine which marketing activities are most optimal for you? The answer is simple...track them and compare."

USE THE RIGHT TOOLS

Digital marketing is all the talk and rage these days. Maybe you think it's not for you or your shop because your business is built on relationships. Lund points out, however, that digital marketing can go hand-in-hand with the face-to-face approach. "Face to face is certainly important and it's not going away," he says. "Digital will just facilitate and allow more opportunities to have those face-to-face meetings."

The key is using the right digital and social media marketing tools effectively to get more of those face-to-face meetings with prospective customers.

Says Lund, "If you spend 100 percent of the time marketing on Twitter, you're going to get a lot more value than spending time on five or six tools that aren't necessarily relevant, just because you're trying to see if they work."

Adds Aichele, "In a quickly evolving technological world, with hundreds of possible marketing channels to reach consumers, it's critical that you find the best way to reach potential customers before your competition... You cannot afford to let your marketing dollars go to waste. The longer you wait to maximize your marketing efforts, the more likely it is that your potential customers will land with your competition."

Each marketer will have his own idea what constitutes best. For example, "The best marketing tool you can have is a truck with your name on it," says Enns. "That's because your truck is seen all over town by potential cus-

**"DIGITAL
WILL JUST
FACILITATE AND
ALLOW MORE
OPPORTUNITIES
TO HAVE THOSE
FACE-TO-FACE
MEETINGS."**

— Craig Lund

tomers when you're out picking up supplies or making deliveries."

Maybe you think you don't need to do a lot of marketing because your business is based on referrals — but think again, stresses Lund, because you need to have a referral marketing strategy. "When you do get a referral, make sure you're capturing that person and make sure he goes into your lead funnel, and onto your email list, and you have a program to touch those people regularly. You're taking the word-of-mouth and creating a program around it, and leveraging those referrals."

According to Lund, "a lot of people forget about that, and it leads to the biggest missed opportunity."

EVENTS ARE POWERFUL

You are also missing opportunities if you don't explore targeted event marketing, says Lund. It can be much more effective than paying for a booth at a local, region-

**"IT'S CRITICAL
THAT YOU FIND
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TO REACH
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BEFORE YOUR
COMPETITION."**

— Keith Aichele

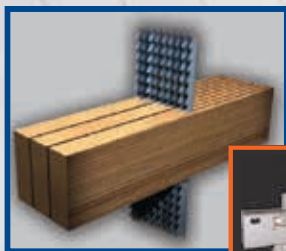
al or national trade show. "Trade shows are really getting turned around on their heads," says Lund, "especially in business-to-business. They're getting hammered by marketing automation and other tools that are far more effective than some shows."

Participating in a home show is still very effective, as long as you know what your desired outcome is, says Lund. "Otherwise, you'll just end up there saying, 'Look how pretty my stuff is.' It's so easy to lose money at a trade show."

If, for example, your shop does a lot of work with local designers, Lund says, "It would be far more effective for them to have an event to which they've invited all the interior designers in their local market. You could spend a fraction of what you'd spend at a tradeshow. If you get 12 to 15 of the right people there, versus going to a tradeshow and no one signs up."

You could, for example, hold a wine-tasting event to

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show off the latest cabinet-making techniques and technology in your shop, and auction off a piece of art by a local artisan, says Lund. Or, he suggests, you can get even more creative with marketing: have a customer who has had you create a kitchen for them, host an event. This is a good referral marketing tactic, says Lund, because they'll invite their friends, who are potential customers. "When customers have had a good experience and they really like the product, they're happy to refer," says Lund.

A REAL-LIFE DESTINATION

Even your shop and showroom location can be a marketing tool. In St. Catharines, Enns's cabinetry shop isn't easy to get to. The street it's on is divided by the Queen Elizabeth Way. The way the surrounding streets are laid out, it's a circuitous drive to find Enns Cabinetry. "That's actually by design," laughs Enns, "Because we want our business to be a destination. We're not catering to people who decide to pop in and ask about a kitchen while they're out running errands on a Saturday." The shop sees customers by appointment only, which is another deliberate marketing tactic.

There are four crucial marketing tenets, says Lund:

Get down to the primary core: "They need to know what their primary channel is, and build their programs around that primary channel. If they get 80 percent of their revenues through interior designers, then they should be schmoozing and dining those interior designers."

Set your sights on the target: "Spend a little more on fewer people, and be very targeted. Don't spray and pray."

Shift gears if necessary: "Whatever you're doing, know what your outcome is, and if you're not getting that outcome, you need to make a change."

Follow through: "Follow through in the capturing of a lead. When you've got those people, you need to do something with them."

If your customer base is relatively small, there's no excuse for not engaging in one-to-one relationship marketing with them, says Lund. But, he advises, remember that sometimes in marketing, less is more. "Don't exhaust people with too many emails, or too many asks," he says.

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Changing of the guard

The Architectural Woodwork Manufacturers Association of Canada



Carlo DeFrancesco



Scott McVittie

(AWMAC) has a new president. **Carlo DeFrancesco** has taken over the reins from **Scott McVittie**, who was the association president for the past two years. DeFrancesco has been in the industry since 1989. He is the co-owner of Green Valley Woodwork in Bolton, Ont.

Italian takeover

Riccardo Quattrini is the new vice-president of Acimall, the Italian woodworking machinery association. He succeeds Stefano Dal Lago.



Riccardo Quattrini

Quattrini's appointment to the position was ratified June 26 at Acimall's annual general assembly. Quattrini, who has more than 20 years of industry experience, is managing director of the Cefla Group's international division.

Making it right

The Architectural Woodwork Manufacturers Association of Canada

(AWMAC) has updated compliance policies and procedures for its guarantee and inspection service (GIS) to make sure member companies face consequences for not fixing sub-standard work. The new GIS compliance requirements were effective July 1. AWMAC says GIS inspectors have found most member companies "meet or exceed" stipulated quality standards. The association notes, however, that sometimes there are "deficiencies" in projects that are generally fixed in reasonable time. But it also says some members "have avoided" fixing work that doesn't comply with AWMAC's quality standards. The association's GIS committee "is setting a new course to ensure compliance" across the board, AWMAC says.



Nearing the end

Construction of a new **Weeke North America** plant in Grand Rapids, Mich., is nearing completion. The new 100,000-square-foot plant is scheduled to open fully in late October. Production staff are slated to move into the new plant in late September, followed by an office move. Groundbreaking for the facility took place in May. The expansion has been five years in the making. Weeke has been manufacturing its Vantech line of CNC routers, and ABD CNC drilling and dowel machines, in a 30,000-square-foot factory. The new facility is being built in the same business park.

The larger space has been designed to move materials along the production line more efficiently using overhead cranes. As well, there are larger assembly areas, and 6,000 square feet of office space. Weeke's vice-president of operations, Matthäus Schmidt, said the larger factory is needed because "manufacturing is coming back to the U.S." and Weeke is expecting a lot of growth in the next few years. Weeke North America is a joint venture between the Homag Group, Stiles Machinery and Weeke Maschinenbau, a Homag subsidiary.

Strong German performance

The German woodworking machinery industry grew more than expected in 2014, and more growth is in the forecast this year. According to production figures from Germany's **Federal Statistics Office**, trade was up 8.5 percent to about 2.6 billion euros (\$3.6 billion). That was 3.5 percent more than had been predicted for 2014. Meanwhile, the industry is expected to grow another three percent this year, through both domestic and international sales. **VDMA Woodworking Machinery**, the German industry association, says the growth stems from machinery investments made by the furniture and sawing industries.

Getting ready to grow

In an interview with the **Architectural Woodwork Institute (AWI)** ahead of his keynote address at AWI's



Alan Beaulieu

2015 convention in September, a top American economist forecast two years of economic growth ahead, and said shops in the architectural woodwork sector need to make sure they are prepared for it. **Alan Beaulieu**, an author and president of ITR Economics, a consulting firm in Manchester, N.H., told the AWI in June that a demand for skilled labour will

be driving wages higher in the U.S. As well, with Millennials now starting to raise families, a demand for housing will continue growing. Beaulieu noted the Architectural Billings Index published by the American Institute of Architects "shows positive upward trends," which is "a positive development for the design-build industry." Beaulieu also predicted the global economy will pick up speed this year and into 2016. With growth in the forecast, Beaulieu advises that shop owners should keep their project pipelines short and avoid backlogs because customers will want quick turnaround and delivery. They'll want to keep their cash flows healthy in a busier economy, he said. Beaulieu will deliver a keynote address entitled *Prosperity Ahead* at AWI's 63rd annual convention from Sept. 27 to 29 in Salt Lake City. Beaulieu is co-author of the book, *Prosperity in the Age of Decline*.

A friendly takeover



Alain Boulanger

Alain Boulanger has joined Dave-luyville, Que.-based **Doucet Inc.** as territory sales manager for Canada and the northern United States. He is taking over from **Paul Goulet**, who will retire later this year. Boulanger has more than 30 years' experience in the industrial woodworking industry — 21 of these in developing markets, sales and sales networks around the world. Prior to joining

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Doucet, Boulanger was developing the Canadian market for Keenan & Co., a farm equipment supplier based in Ireland. Boulanger has also worked in the hardwood flooring industry, developing a complete product line and building a distribution network in 14 countries. He began his woodworking machinery career as an operator in a casket-manufacturing plant.

New face, new role

At Charlotte, N.C.-based **Cefla North America**, there's a new face and a promotion. **Brent Warren** has joined the company as North American sales manager for Cefla's finishing group. Previously, Warren was the vice-president as well as the sales and general manager of the surfaces division at Bürkle North

America. He has also been a regional sales manager for Lord Corporation, and was the technical director for Weyerhaeuser. Meanwhile, Cefla



Brent Warren



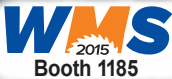
Massimo Di Russo

has promoted **Massimo Di Russo** to general manager. He has been with Cefla for 10 years. Di Russo joined Cefla in 2005, in the acquisition of a moulding equipment manufacturer.

Giving advice

The Irvine, Ill.-based **Cabinet Makers Association (CMA)** has formed a mentor council to help members work through business issues with guidance and advice from others willing to share their expertise. CMA members looking for a mentor have to fill out a form on the CMA website (cabinetmakers.org) and submit a profile of their business. They're then matched with a mentor on the council who has experience in a similar business situation. Mentoring sessions are held first by email and then by phone. CMA president Matt Krig says the mentor council can help any shop owner "who has ever asked, 'How do other cabinet shops do this?' or thought, 'There must be a better way.'"





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Looking to the east

St. Zotique, Que.-based **CNC Automation** has a new face on its sales team. **Chris Mancuso** recently joined



Chris Mancuso

the company as regional sales manager for eastern Ontario. He has more than 12 years of experience in the industry, specifically in the wood finishings and

coatings sector. Mancuso was previously a business development manager for PPG Architectural Coatings North America, and for Akzo Nobel Decorative Coatings. He has also worked in sales for Akzo Nobel and Becker Acroma.

Tooling up

Daniel Schrenk has been named the new president of the Eumabois Tool Group, succeeding **Paul Oertli** of Switzerland's Oertli Werkzeuge

AG. Oertli was the tool group president for the past four years. Schrenk



Daniel Schrenk

Eumabois, the European umbrella association for woodworking machinery producers.

It's a steal

If you're expecting a truck shipment from the U.S. and it doesn't arrive, the reason may be cargo theft — it's on the rise. According to **CargoNet**, the theft prevention and recovery network, trucking cargo theft in the U.S. was up 11 percent from March through May over the same period last year. Truckstop thefts were the lowest category in 2014 but the highest category

this year. Incidents of roadside theft, which also had been low last year, were the second-highest category for 2015, according to **CargoNet**. Meanwhile, **FreightWatch International**, a logistics security services provider, notes that during the first quarter of 2015 cargo theft incidents were down 14 percent from last year but loss values per incident were up. The average take was \$257,000.

Selling in Seattle

Mississauga, Ont.-based **UCS For-**



Spencer Smith

est Group has announced that **Spencer Smith** has joined one of its U.S. arms, **Sierra Forest Products**, as sales manager for Sierra's Seattle division.

Previously, Smith was sales director for the Pacific Northwest division of a major mouldings manufacturer. 🍁

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WOOD *Design*

Deserves respect of a good job **In the woods**

I have been lucky enough to spend quite a bit of recent time in the woods. Specifically, the mid-British Columbian woods, which means a lot of spruce, some pine and some aspen, mostly. Anywhere in Canada, urban people



Paul Epp

like me flock to the lakes, to fish or swim and relax, and maybe just to look at the trees. The local people like being local, because they have this diet all year long. The deer browse, the robins flit about and all seems right with the world.

One of the pleasures of the woods is that all of the trees are different. Can you imagine if they were all the same? It's not as happy a prospect. We like that one leans this way and its neighbour the other. One has a very long and slender trunk, uninterrupted by branches. It's crowded by its siblings and is doing what it needs to prosper. Another has more room and spreads out selfishly. Growing on a slope will necessitate its own particular response by the inhabiting trees. Some years are easy and the trees grow luxuriantly. Hard years are obviously a struggle.

All of these responses to the realities of the natural world get written into the wood that the trees make. Different amounts of growth per cycle and different kinds of cellular structure to deal with different stresses.

This is mostly good news for us. Natural wood has an inherent beauty that we treasure. A large part of the beauty is the diversity of colour and pattern that only a natural material will give us. For reasons, some of which are mysterious, we seem to have a uniquely positive response to being surrounded by wood. It seems to be in our program.

But we value our materially bountiful world, the one that industrialization has given us. And from an industrial point of view, wood has its problems. All of the differences that we value visually, have a backstory of causing problems for our desires for efficiency and low price. Wood is not, naturally, an industrial material.

Industry has responded by engineering wood-based products that mitigate many of the troublesome issues.



Brandy Saurley

Panels are uniform, in a way that natural wood isn't. As well, they are dimensionally stable (that is, unless they are used as they are not intended to be). They might represent a far greater use of the whole tree, with left less on the ground or in the bush. Mostly, they have given us a more materially abundant world.

One of the things I've been doing while in the woods is to re-roof a cottage. It was built incrementally over the years, with additions as budget and other requirements allowed. And it was, unfortunately, built very badly. One of the markers of this poor state of affairs was the conspicuous ignorance of materials and their properties. OSB panels were used to keep water out. Which they did, up to a point (and not a long one), but not without eventually popping and fraying. Plywood didn't do much better. I imagine that those panels were used because they were, comparatively, cheaper and easier. Lumber may not do that much better, depending on how it is used. Spruce isn't that rot resistant, and if you use it outside with a nail driven through it where the water can get at it, the cellulose-eating fungi will get to work in short order.

It is hard not to be critical of this architectural example of heedlessness and recklessness. Of course, there is something quintessentially Canadian about it — the self-reliance, the cheerful expediency, the disdain for the careful and the correct. But it also seems wasteful and disrespectful. Wood is a wonderful material, and used carefully, will serve us well and enduringly. Our processed and engineered wood products are also marvels of utility and intelligence. Used as they were intended to be, that is. Part of my uneasiness over this is that I am a designer, educated in the nature of materials and their use. I know what can be achieved and it's hard not to be disappointed in less.

One of my fellow roofers described our labours of putting a good roof on this assemblage of errors, as putting lipstick on a pig. We have, collectively, the knowledge and intelligence to do a good job. Maybe a little less self-reliance would not be a bad thing. 

Paul Epp is a professor at OCAD University and chair of its Industrial Design Department. Comment at www.woodindustry.ca.

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Profile:
Enns Cabinetry
St. Catharines, Ont.

Trading *on* TRADITION



Craftsmanship and all that goes with it is in Art Enns's blood. "My grandfather was a cabinetmaker but I never knew him," he says almost matter-of-factly, as his father, George, 86, finishes turning a Christmas ornament on an old General International lathe in a room off the main shop of Enns Cabinetry in St. Catharines, Ont. The room is the elder Enns's dedicated workspace. He uses it on the days he feels like going in and turning award-winning Christmas ornaments. He has been making and selling them locally as well as in galleries all over North America since retiring from cabinetmaking 20 years ago. There's a somber look on his face and water in his eyes as he volunteers the details.

"I lost my father when I was nine," George Enns begins. "He disappeared one night and we spent 18 years trying to find out what happened to him."

While Art learned all that he knows from his father, the elder Enns never had a chance to learn from his own father. In the middle of a dark Ukraine night in 1938, he was rounded up during Stalin's infamous purges of the 1930s, and never seen again.

For years, the family held out hope. In 1956, after a

quest to Moscow, George Enns finally learned his father's fate. "He was actually dead within the first month that they took him," he recounts, teary-eyed. "They were forced to sign a confession of a crime, they tortured them that long until they signed it. And once they'd signed it, they took them outside against a wall and shot them."

Art just listens as his father painfully recounts the story. It's a learned trait. "One of the fundamental things for me is that I want to listen to what people say," says Enns. "When I go to their home, I'd be happy to spend the first half-hour just listening because...I'm more interested in what they want to have designed than what I want to design for them."

As Enns listens to his father recount his grandfather's fate, you can see the strong bond between father and son, and you can hear the pride in their voices when they talk about each other's accomplishments: George about the cabinetry business Art has built over the last decade, and Art about his father's numerous awards for his ornamental creations.

Enns has a much happier memory of being a nine-year-



old than his father does. “On Saturday, my dad woke me up and off we went to the jobsite,” he says. “A lot of it was just playing. My dad’s partner had a son too, the same age as me, so we just horsed around.”

About a year later, he was helping build kitchens. “Back then all the kitchens were built in the house. Monday morning, the lumber company would show up with a dozen sheets of mahogany, and my dad would build the kitchen. By Friday it was done. Saturday meant veneering doors. You’d get a roll of mahogany veneers, a quart of contact cement and a brush, and away I’d go.”

Art Enns may have never learned the craftsmanship of cabinetry had it not been for the tragedy and hardship that his father suffered before, during and after World War II. Near the end of the war, the elder Enns — being of German descent and living in the Ukraine — was drafted into the German Wehrmacht. He lost the use of his right arm and hand when he was injured firing a field gun at the end of the war.

“I was 17 when I lost the use of my arm, and I didn’t think I would be able to do anything,” says George. After the war, he spent three years in a Soviet prison camp.

Then he basically wandered the world, living in several countries. It was in Brazil where he found work with a local cabinetmaker who convinced him he, too, could master the craft, despite the injury. The senior Enns learned how to hold the tools in his lame hand. In 1957, he emigrated to Canada, and started his own cabinetry business.

And so the family tradition of cabinet making was passed on to the third generation: “He taught me ... what it means to do a good job, never cutting corners and always doing it right,” says Art. “Everything I know about work and the work ethic, I learned from him early on.”

Old-fashioned craftsmanship remains at Enns Cabinetry. Enns’s son Jason leads the production shop, where he makes cabinet components by hand. The only piece of machinery he uses is a table saw. There are no CNC production machines. “I’ve said to the guys, ‘Tell me if you want a CNC machine and I’ll buy one,’ but they don’t want one,” says Enns.

Enns even does his design drawings the old-fashioned way — on paper, with pencil and a scale rule. “I think that’s the reason why it’s so intriguing, because we’re



used to computers now,” says Enns. There’s no computer in his office, and there never will be. “I’m 57,” he quips.

Doing things the traditional way is part of Enns’s instilled commitment to his craft. Enns says the most important thing he learned from his father was to be uncompromising. “If it takes longer to do it right, then take longer. If you have to do it again to make it right, then do it over again,” he says.

On this philosophy he has built Enns Cabinetry from a one-man shop started in a rented 600-square-foot garage behind an office, to a family business that now employs 12 people and which breezed through the global recession of 2008-2009. “We’ve always been going up and to the right,” says Enns. “We were hiring during the recession. It just felt normal. I was oblivious to the recession. And our target, which is higher-income people, are sort-of recession-proof, too.”

Enns started the business after working for 27 years as an installer for someone else. When the company he’d been working for changed hands, so did the work envi-

ronment, the installation assignments and the money. He knew it was time to make a go of it on his own.

“I basically took all the tools I owned and moved them into the garage,” Enns says.

His first customer was his sister. “She and her husband had just been married and needed a kitchen, and she said, ‘Why don’t you design my kitchen?’” Enns recalls. Then he started approaching builders he’d worked with as an installer, and “everything grew slowly and naturally from there.”

When things started getting busier than one man could handle, Enns asked his wife Bev for help. “I told her I couldn’t be answering the phone every 10 minutes while I’m building a cabinet. She came on to help me out, and she’s been here ever since.”

They’ve been married for 35 years and working together for a decade. Being around each other 24/7 “has bonded us more,” says Enns.

With two of his sons — Jason in the production shop and Steven in the office looking after the company’s website and social media marketing, Enns Cabinetry is a true



family business.

Enns is comfortable with the way the business is growing. Statistically, he's beating the odds. When it comes to business succession, small family enterprises start to break down around the third and fourth generations.

"My dad gave me a gift of a trade and I took it to the next level," says Enns. "Will this get translated to my kids? I'd like it to and I treat them as if it will. But they're still in their '20s. I think it's still too early for them to say, 'Yes, we're going to keep going with it.'"

He has only one regret — having to sell the Chevrolet Beaumont he'd bought when he was 17. "It was bright red and I loved that car. But at the time, we had a baby on the way, and we needed money to pay for diapers," Enns laughs. When asked what advice he would give to new, potential entrepreneurs, he says money can be replaced, but don't sell your vintage car.

Some things need to pass on.



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Expanded to include sexual harassment OHS obligations

By Cheryl A. Edwards and Jeremy Warning

An incident in which a male spectator at a Toronto soccer match uttered a vulgar phrase into the microphone of a female television reporter has, again, generated intense public discussion regarding the issue of sexual harassment. This incident has added to the recent list of allegations of sexual harassment and violence made against public figures such as Jian Gimeshi and Bill Cosby, and those in positions of power such as an Ontario justice of the peace (against whom the allegations were proven and were sufficient to warrant his removal from his position). Regrettably, sexual harassment is not a new issue. However, the Ontario government recently signalled that it will be taking new steps to ensure employers have new, specific occupational health and safety (OHS) legal obligations to prevent and address sexual harassment and sexual violence.

On March 6 an action plan titled *It's Never OK: An Action Plan To Stop Sexual Violence And Harassment* was announced. It appears to include proposals to amend the Ontario OHSA to include a specific definition of "sexual harassment" and impose specific investigation obligations on employers. It also details the government's intentions to bring about other systemic changes, involving the Ontario Occupational Health and Safety Act (OHSA) and its enforcement to comprehensively address sexual harassment. These intentions may include creating a code of practice pursuant to OHSA, establishing workplace inspection teams for enforcement and various

other possibilities. These proposed changes would dovetail with current Human Rights Code obligations for employers, and remedies, as well as Criminal Code sanctions applicable to certain behaviours.

Candidly, the scope of prospective changes remains unclear. Yet, one question that immediately arises from the content of the action plan is whether substantial OHSA changes specific to one type of harassment are needed or would assist given existing OHS harassment laws. Other changes, which could include new harassment-related employer or supervisory duties, work refusal rights, or enforcement provisions for employers who fail to protect workers from sexual harassment might effect more significant workplace change and would certainly change the OHS landscape for employers.

Ontario announcement

The action plan includes a number of OHSA-specific commitments, and some that go far beyond commitments related to OHS legislation and enforcement. Among the most important commitments are the intention to:

Introduce legislation relating to sexual violence and harassment in the workplace, on campus, in housing and through the civil claim process. No details of whether this will be restricted to OHS or human rights legislation or other measures have been provided;

Strengthen the OHSA by enacting a definition of sexual harassment, a specific employer duty respecting

harassment and establishing a code of practice to help employers develop stronger sexual harassment policies; and

Engage in numerous additional initiatives related to the education, health care, social services and justice sectors.

The government committed to provide an update on the action plan on its first anniversary. So what will the new OHS-related provisions look like? Unfortunately, attempts to obtain information from Ontario Ministry of Labour contacts have yet to yield any definitive information. The Ontario government anticipates investing \$41 million in its action plan. Independent media reports indicate \$5.8 million will be spent to support amendments to the OHSA and on workplace inspection teams. At the time of writing, the precise nature of the proposed OHSA legislative changes and timing remains unclear.

Current Ontario OHS harassment obligations

Ontario was one of the last Canadian jurisdictions to add workplace violence prevention provisions to its OHS legislation, but was one of the leaders in adding workplace harassment provisions. Effective June 15, 2010, Bill 168 added definitions of workplace violence and harassment to the Ontario OHSA. Workplace harassment is defined broadly as "a course of vexatious comment or conduct against a worker in a workplace that is known or ought reasonably to be known to be unwelcome". Harassment is a matter for which Ontario employers must take several steps including:

Developing a written harassment policy and review the harassment policy at least annually;

Developing and implementing a workplace harassment program (a procedure for worker reporting and employer investigation of workplace harassment incidents); and

Providing training to workers on the harassment policy and program.

The term harassment remains broadly defined as encompassing any course of conduct unwelcome to a worker in the workplace. Notably, it is not tied to personal characteristics such as sex, race, sexual orientation or other matters that are protected grounds under provisions of human rights legislation. Consequently, the OHSA already includes a broad and all-encompassing harassment definition that, arguably, includes sexual or any other type of personal harassment.

Anticipated changes

Gazing into a crystal ball is always difficult. It seems clear, however, that certain amendments to the Ontario OHSA are likely, and several others are possible:

a) **New definition of sexual harassment.** It seems likely a new and specific definition of sexual harassment will be added to the OHSA. How a clear definition will be achieved, is uncertain. Further, unless new rights or remedies relate to this particular type of workplace harassment, it remains to be seen how the inclusion of a specific definition will improve upon the obligations of employers or worker rights, when Ontario already has the most expansive definition of harassment possible. For comparative purposes, it's worth noting that two jurisdictions — Saskatchewan and Manitoba — define harassment as related to prohibited grounds such as race, creed, religion, colour, sex, sexual orientation (without defining sex or sexual harassment).

b) **New OHS duty to protect workers from harassment or sexual harassment.** Only one jurisdiction in Canada — Saskatchewan — clearly sets out an obligation to ensure, as far as is reasonably practicable, that workers are not exposed to harassment respecting any matter or circumstance arising out of the worker's employment. The Ontario action plan suggests the OHSA amendments could include a new employer obligation to "make every reasonable effort to protect workers from harassment, including sexual harassment in the workplace". It's unclear how a spe-

cific obligation to protect workers from sexual harassment would be an improvement on a general duty to protect all workers from all types of harassment. No mention is made of supervisory duties to protect workers, or worker duties not to harass fellow workers. But it is reasonable to anticipate that such duties would be components of a more proactive obligation to protect workers.

c) **Right to refuse work for harassment.** This is not mentioned in the action plan. It will no doubt arise as an issue because currently there is no right to refuse work on the basis of workplace harassment. However, the OHSA specifically permits a worker to refuse work because of workplace violence.

d) **Harassment-related enforcement provisions.** The action plan suggests an enforcement team of inspectors, trained to address complaints of workplace harassment — including sexual harassment, will enforce the new harassment provisions. This has the potential to result in a number of significant changes in how workplace harassment is addressed in Ontario.

i) **Ministry of Labour investigations of workplace harassment complaints:** Currently, Ministry of Labour inspectors do not investigate the merits of a workplace harassment complaint. Rather, investigation of the details is left to the employer. However, the changes suggested in the action plan make it reasonable to anticipate that Ministry of Labour inspectors may carry out workplace harassment investigations involving the same detailed collection of information as is currently gathered during other OHSA investigations. Further, it raises the question of whether inspectors might have a role in the resolution of workplace harassment issues. This could happen if Ontario is influenced by the system in Saskatchewan. There, in addition to the general duty for employers to prevent harassment, OHS legislation expressly permits workers to obtain the assistance of OHS officers in complaint resolution.

ii) **Remedial measures required by order:** OHS inspectors have broad powers to issue compliance orders requiring the workplace parties to address health and safety issues. Importantly, these powers include the authority to issue stop-work orders and the production of compliance plans. If such powers can be exercised by inspectors addressing issues of workplace harassment, there could be a significant evolution in the types of orders that could be issued under the OHSA. Will employers see orders impacting staffing or work assignments (such as an order requiring a supervisor or worker to be reassigned to different job, shift or work location)? Will employers be ordered to provide workers or supervisors with sensitivity, respectful workplace or other training to address harassing behaviour? These questions cannot be answered now but could be the kinds of orders that may be issued under an amended OHSA.

iii) **Prosecution:** The most serious enforcement mechanism has not yet been utilized in relation to workplace harassment. However, expanded provisions relating to workplace harassment may be supported through prosecution. If this happens, employers may be facing prosecution under the OHSA in addition to any remedies that may be sought by workers in other forums — such as through a grievance, civil claim or complaint under the Ontario Human Rights Code.

To date, there have been no steps taken to implement any of the potential OHSA changes that are contained in the action plan. With a stated commitment to provide an update on the action plan after 12 months, we anticipate developments will soon begin to unfold.

Cheryl Edwards and Jeremy Warning practice Occupational Health and Safety Law with the Toronto office of Mathews, Dinsdale & Clark LLP.

WOOD Products

Get a new grip on things



Milwaukee's new line of **Straight-Jaw Pliers** has been redesigned from the ground up. These pliers have slimmer grips, are up to 30 percent lighter than their predecessors and are engineered for application-specific use. There is a wider array of sizes from six to 20 inches (six, 10, 12, 16 and 20 inches). Pliers feature comfortable grips and exposed metal handles. Handles are aggressively rounded at the tips for reaming and punching applications.

www.milwaukeetool.com

Mighty, efficient spraying



New from Cefla North America's finishing group is the **Mito K**. The company calls it a cost-effective spray solution for small-to-medium shops. Ideal for both water- and solvent-based finishes, as well as adhesives. Can be fitted with four spray guns and two lacquer feeding circuits with recycling. An in-feed part scanner ensures application accuracy. Automatic air-flow system monitors and maintains consistent air flow in spray booth, resulting in better finish application and less overspray. The Mito K has a dual dry-filter system that removes overspray and reduces maintenance.

www.ceflafinishinggroup.com

Going big

Weinig has moved into a new dimension of large-dimension joinery with its **Hydromat 45 Planing Machine**, designed for architectural woodwork projects. The Hydromat 45 is Weinig's new, entry-level planer for four-sided planing of cross-laminated timber and laminated wood. It features floating vertical spindles that follow the wood's contours, pro-



ducing clean surfaces. Horizontal spindles allow axial range adjustment up to 200 millimetres. Spindle speed 6,000 rpm. The Hydromat 45's pillar-supported feed system ensures smooth movement of material through the planer, resulting in high surface quality and less waste. Accommodates large boards from 60 to 450 millimetres wide; working height 20 to 220 millimetres. Touch-screen control.

www.weinig.com

Cordless cutting

The **TSC 55 Cordless Track Saw** is one of the new tools in Festool's new cordless power tool lineup. The company says this saw builds on years of innovation, and is the most versatile and precise cutting tool around.

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www.festoolusa.com



Sharp and to the point

At the AWFS Fair in Las Vegas, cutting tool manufacturer **NAP Gladu** showcased its **new panel saw blades**.

They are designed for cutting single sheets or stacks of medium-density fibreboard, particleboard, plywood and similar materials. Blades feature high-grade carbide cutting tips and triple chip-ground teeth. The teeth have a positive hook angle that provides excellent accuracy and cut quality, the company says.

www.napgladu.com

Go into a new orbit



You may decide to add this tool to your finishing area. From **DeWalt** comes the new **DWE6401DS Five-Inch VS Disc Sander with Dust Shroud**. The adjustable dust shroud can be connected to a shop vac, to keep dust down while working. The sander is ergonomically designed — the mid-handle has a soft grip, and the additional side handle means increased balance and reduced user fatigue. Lightweight at just four pounds. Variable speed (0-3,700 opm) makes this sander ideal for a wide range of sanding applications.

Accepts five-inch, eight-hole hook-and-loop paper. Sandpaper can be changed quickly and easily.

www.dewalt.com



Finishing machine line

The **Smartcoater Evo** by **Sorbini** is one of the newest finishing-machine lines from **Cefla North America's** finishing group. Available in both fixed- and floating-head models. All Evo machines give you touch-screen control of all functions. There are 10 units in the line, for different finishing applications. All Evo machines feature easy portability. Units are wheeled, and have separate electric cabinet. Easy cleaning and maintenance — collecting troughs, side scrapers and roller scrapers are completely removable. Machines are designed for fast, easy changeover of application roller.

www.ceflafinishinggroup.com

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www.sugatsune.com

Faster feed



When it comes to cutting tools — especially ones for architectural woodwork, Leitz says its new **ProfilCut Q Premium** is setting the new benchmark in all aspects. Tool cuts 120 metres per second. Leitz says the ProfilCut Q Premium cuts 50 percent faster than other tools; can help you increase productivity by 20 percent; provides 50 percent faster feed speeds; and can reduce cutting time 50 percent. Features an innovative clamping system for heavier loads. Minimal set-up time — knives can be adjusted automatically without setting gauges; they can be exchanged

in the tool set. ProfilCut Q Premium knives feature an innovative coating technology that means they last longer, for more cuts.

www.leitztooling.com

Drilling down

Festool says its new **C 15/C 18 Li-Ion Cordless Drills** can drive a million screws with minimal wear. They are part of the company's new cord-



less power tool lineup. Powered by a revolutionary E C - T E C brushless motor and all-new 5.2

Ah battery pack. Compact D-handle design makes it easier to work the drill in tight spaces, and improves ergonomics for handling and control. Both drill models feature Festool's FastFix chuck system. Optional 90-degree, depth-stop and eccentric chucks. Festool says both models can each to the job of five or more application-specific drills.

www.festoolusa.com

Bluetooth batteries



DeWalt has launched its first line of **premium 20 V Max 2 A and 4 A lithium ion batteries with Bluetooth capability**. You can control these batteries with your Apple or Android smart device. The batteries pair to your phone or tablet with DeWalt's free Tool Connect app. DeWalt says these batteries solve several problems when you're working on a

job site. After you pair the batteries with your device, you can turn them all on or off simultaneously. You can also monitor the battery charge level, and pair additional batteries. A diagnostics screen in the Tool Connect app shows the battery's charge, temperature and Bluetooth connection quality.

www.dewalt.com

It's high-profile

The new **P20 CNC** is the world's first CNC profile grinder, from **Colonial Saw**. Colonial says this is a fast, powerful grinder that requires no templates. The machine accurately



rough-grinds from blank knife to finished profile, right from DXF CAD drawings. Features a 10 hp grinding motor with variable speed control. Colonial says the P20 is five times more powerful than standard manual profile grinders. The unit has four CNC digital servo motor-controlled axes. It automatically compensates for compound side- and back-clearance angles. Quick-change cutting wheel grinds against the cutting edge only. This limits any burning to the bottom of the grind.

www.csaw.com

Sound the charge

If you are an installer who uses **Milwaukee** tools, you may appreciate the new **M12 Four Bay Sequential Charger**. With this charger, you'll be able to get installation jobs done more efficiently because you won't have to keep swapping out M12 battery packs. Charges M12 compact



batteries in 30 minutes, and extended capacity batteries in an hour. Features a skip button so you can choose which battery to charge. Milwaukee's RedLink technology in the charger optimizes performance and extends the life of M12 battery packs. It communicates directly with the battery to monitor cell voltage and temperature, and charge status.

www.milwaukeetool.com

Mirror, mirror on the edge



Tece has added **Mirror and Gold Mirror Effect** to its lines of edgebanding. Uses a special mirror/gold mirror foil that's laminated to plastic edgebanding. Thickness is just one millimetre. These edgebandings are produced in jumbo rolls. Available in any width from 16 to 610 millimetres.

www.tece.com.tr

Go ahead, get cross



Kuper says its new **CVX 1700 Cross-feed Veneer Splicer for Plywood Cores** is the next generation of machinery designed for this task. Features chain transport, integrated clipper and switch cabinet that can be positioned at the side. Equipped with horizontal in-feed device, and six glue-thread gluing units and spool holders. Number of glue threads applied,

and their positions, are adjustable. Heavy-duty steel base construction. Easy-to-use, clearly arranged operating controls. Minimum/maximum working lengths in grain direction, 800 to 1650 millimetres. Accommodates veneer thicknesses one to four millimetres. Working height approximately 970 millimetres. Minimum glue-head spacing 150 millimetres.

www.kuper.de

These inserts are boring

At the AWFS Fair in Las Vegas, a spotlight was on the new **Lockdowel/Omal Insert 1300**. This new CNC boring and insertion machine is engineered to provide cost-effective, precise, repeatable placement of Lockdowel hardware (10 by eight male pin). The standard machine includes a single drill and two insertion devices. You have the option of combin-

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ing the 10-by-eight male pin, spring pin and wood dowel in a single pass. Double clamps for horizontal panel positioning and edge drilling. The Insert 1300 can edge-bore and insert, plus face-bore

back. Only a single wrench is needed for spindle changes. Includes 1/4-, 3/8-, 1/2-, one, 1-1/2-, two-, three- and four-inch spindle assemblies. Unit has baffles that create a chamber for better dust collection.

www.jettools.com



Getting toned up

WalzCraft has added six new **SolidTone** paint colours to its line of finishes for custom cabinetry. The SolidTone pallet is warm and natural hues in tones from light to dark. Finishes are approximate matches to popular melamine colours. SolidTone is made of pigmented, acid catalyzed conversion varnishes (CCV) that provide superior coverage. WalzCraft says these CCV finishes have more scratch and chemical resistance than polyurethane or lacquer ones. SolidTones also provide a smooth surface for applying glaze or rub-through options to achieve a unique look.

www.walzcraft.com



Sand the curves

If your shop makes architectural woodwork components, the new **Oscillating Spindle Sander** from **Jet Tools** may fill a bill. The machine features fast, easy spindle changes and table adjustment; and integrated storage of spindles. Table adjusts to 45 degrees at the front, 15 degrees



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It scores a five

The new **17-inch Woodworking Drill Press** from **Jet Tools** features full five-inch travel with one handle revolution. Precision drilling — the Xacta-X laser system pinpoints the drill center. The drive system is a poly-v drive belt with one-hand tensioning. Work table features 90-degree left and right tilt adjustment. It has T-slots that accept standard fasteners, and is designed for clamping.

www.jettools.com



Driving for endurance



It's light in weight, but not in endurance. According to the company, the new **ABS 18 2-speed Cordless Drill/Driver** from **Fein** is very durable. Powered by a lithium-ion battery with Fein SafetyCell technology that protects both the battery and the tool's four-pole, direct-current motor from overload. On a single charge, the ABS 18 (18 V, 4 Ah) can drive 750 screws — drives eight-by-300 millimetre screws without pre-drilling. High torque up to 60 Nm.

www.fein.ca



WOOD **Bullets**

- Over the past year in the U.S., a collaborative initiative called the MarketSafe program claimed success in stemming the flow of counterfeit goods being offered for sale. To date it has resulted in the removal of 110,000 listings of counterfeits. In 2014, the U.S. Department of Homeland Security seized more than US\$1.2 billion in counterfeit goods.

—*International AntiCounterfeiting Coalition/
Alibaba Group*

- New-car sales are an economic indicator, and they're on the rise over 2014. June sales were expected to be up 5.8 percent over the same month last year. It was the sixteenth straight month of sales growth. The seasonally adjusted annual rate for June was estimated at 17.4 million vehicle sales, up from 16.8 million in June 2014.

—*Kelley Blue Book*

- In a recent speech to the Vancouver Board of Trade, the head of Canada's largest railway said rail is "crucial to the prosperity of the Canadian economy" and we need the "right" trade agenda and policies so railways are encouraged to keep building for the future.

—*Canadian National*

- World trade growth in the first quarter of this year was up moderately. Global exports increased 0.4 percent. That was down from 2.1 percent growth in the same quarter of 2014. Imports rose 0.9 percent but were down from 1.5 percent year over year. Seasonally adjusted, the average of exports and imports grew 0.7 percent.

—*World Trade Organization*

- Ottawa is pouring \$130,000 into the Invest Canada – Community Initiatives program for three economic development organizations in Saskatchewan, to promote job creation. The Northern Saskatchewan Development Council Corporation has received \$35,000. Another \$14,000 went to the Saskatchewan Economic Development Association. The Saskatoon Regional Economic Development Authority received the most funding, \$81,000.

—*Foreign Affairs, Trade and Development Canada*

- More than half the world's free trade agreements (FTAs) are in the Asia-Pacific region. In all, member countries in that region have 144 enforced FTAs. That's 53 percent of all FTAs globally. The number of

regional and bilateral agreements in the Asia-Pacific region have multiplied since the 1990s.

—*Asia-Pacific Economic Cooperation*

- A recent identity fraud study found that fraudsters stole US\$16 billion from 12.7 million consumers in the U.S. last year. There's a new identity fraud victim every two seconds.

—*Javelin*

- Ontario is launching public consultations on how to better protect consumers who use alternative payday-loan, cheque-cashing and money-transfer services from more than 800 licensed payday lenders and loan brokers. The consultations are part of work underway on potential amendments to current consumer protection laws in the province.

—*Ontario Ministry of Government
and Consumer Services*

- Manitoba has a dynamic interactive digital media industry, and it's getting another boost from the provincial government. A refundable corporate income tax credit that provides a 40 percent rebate on eligible labour, marketing and distribution costs is being extended until December 2019. The tax credit is helping local companies start and grow businesses, and develop innovative technology.

—*Government of Manitoba*

- A new study says rapid technology advances are going to disrupt many crucial sectors of Canada's economy and businesses aren't ready for the impact. The study looked at four key areas: awareness, organizational culture, organization agility and effective resources. It concluded 35 percent of companies — more than one in three — are totally unprepared for changes coming.

—*Deloitte*

- In the U.S., there's a strong partnership focused on growth between one of North America's leading transportation companies and its customers. In 2014, rail customers invested US\$1.5 billion in expanding 138 rail facilities for shippers in communities across the network. It was the fourth straight year that companies, state and local economic organizations spent more than US\$1 billion on rail projects to grow business.

—*BNSF*
Continued

- A new survey found more and more people in the U.S. are banking with their mobile phones. More than half (54 percent) of respondents use mobile banking apps at work. One in 10 even checked their app during client meetings. Another 37 percent do their mobile banking on coffee breaks. People also use their banking apps while in restaurants (39 percent), in check-out lines (38 percent) and even on dates (17 percent).

—Chase/JPMorgan Chase & Co.

- In 2014, almost 3.2 million American jobs — 44 percent of all jobs supported by trade — were supported by exports to Canada and America's other free trade agreement partners. Goods and services exports from the U.S. reached US\$2.3 trillion. It was the fifth straight year of record export levels.

—U.S. Department of Commerce

- Almost 60 percent of working Canadians say they're already stretched to the limit on saving for retirement. Only 18 percent of recent poll respondents said mandatory Canada Pension Plan (CPP) contribution increases would help them save more. And only 19 percent said they would voluntarily invest in the CPP. Another 39 percent said reducing government spending and taxes would help most. Meanwhile 37 percent said creating new incentives to save would be best.

— Canadian Federation of Independent Business

- Last year, the value of Canadian exports rose 3.6 percent to US\$472 billion, and imports were up 0.1 percent to US\$462 billion. Our trade balance was a surplus of US\$10 billion. The largest commodity export groups were mineral fuels and lubricants, machinery and transport equipment, and goods classified by material.

— U.N. Comtrade/U.N. Service Trade, 2014 International Trade Statistics Yearbook

- Ontario businesses want the province to put the lights out on rising electricity prices. A new report says industrial electricity prices are up 16 percent since 2013 and will climb another 13 percent over the next five years. They want more consumer education about peak and off-peak hours to help everyone manage hydro expenses.

— Ontario Chamber of Commerce

- Canada and Australia are literally at opposite ends of the world geographically, but they're not so far apart when it comes to small business. In Canada, small businesses make up 98.2 percent of all enterprises

in Canada. Meanwhile, in Western Australia, small businesses make up 96.7 percent of all businesses.

— Industry Canada/Government of Western Australia, Small Business Development Corp.

- According to the latest labour force survey, Canada's unemployment rate in June held steady for the fifth consecutive month, at 6.8 percent. Gains in fulltime work were offset by losses in part-time jobs.

— Statistics Canada

- Widening of the last 40-kilometres of a Quebec highway vital to the economic development of eastern Canada will be funded jointly by Ottawa and the province. Highway 85 is a major transport corridor to the Atlantic Provinces. Ottawa is putting up \$389.7 million and Quebec is providing \$557.7 million. The last 40 kilometres is being widened to four lanes. Work begins in 2017. The rest of the highway has been widened in two phases between 2002 and this year.

— Quebec Ministry of Transport

- Commercial real-estate investment in Vancouver has hit a record level this year. In the first quarter of



Harshil Shah

2015, there were 384 transactions worth more than \$1 million. They totalled \$1.6 billion. Most of the investment spending was by private investors. Residential land accounted for 27.9 percent of the total investment. Industrial, commercial and institutional land made up 20.4 percent. The combined investment value was \$752.5 million.

— Property Biz Canada

- The total value of building permits fell in May after two months of double-digit gains. Values dropped 14.5 percent to \$6.7 billion. There were declines in five provinces. Ontario saw the highest drop, followed by B.C., Alberta, Newfoundland and Labrador, and Nova Scotia.

— Statistics Canada

- A survey of information technology (IT) professionals who attended a recent Microsoft Ignite 2015 event

in Chicago found most companies migrating to cloud computing are doing it to reduce costs and be more efficient in their IT departments. The survey found 57 percent want to improve IT forecasting; 37 percent want to implement chargebacks; and 34 percent want to expand on-demand/self-service access to the cloud.

— *Dimensional Research/Cloud Cruiser*

- The top five trade routes between 2015 and 2020 are forecast to be regional, in the Asia-Pacific region. Number one is exports to India from Vietnam, with growth of 20 percent expected. Meanwhile, exports in the opposite direction will likely grow 19 percent. Export trade between Bangladesh and India should see growth of 18 percent; Turkey to China, 12 percent; and exports to Bangladesh from Vietnam, 16 percent growth.

— *HSBC Global Connections*

- In the next five years, one million of the current 4.5 million business-to-business (B2B) sales jobs will likely disappear. It's because buyers can find out about what they need on, and order through, company websites. Of the four classes of B2B sales jobs — order takers, navigators, explainers and consultants, the jobs of order takers and explainers are most at risk.

— *Forrester Research*

- In the latest survey of 100 chief financial officers, they remain optimistic about the long-term outlook for North America's economy. However, they're increasingly less confident about their own companies' prospects. Overall optimism in the quarterly survey was 18.8 percent although that was down from 34.4 percent in the first quarter of 2015. Meanwhile, c.f.o.s' confidence in their own companies dropped to 38 percent from 48 percent.

— *Deloitte*

WOOD Events

- Sept. 9 – 12 **FMC China** Shanghai, China
www.fmcchina.com.cn/en-us
- Oct. 6 – 9 **DREMA** Poznan, Poland www.drema.pl/en
- Oct. 7 – 8 **Canada Woodworking West** Abbotsford, B.C.
www.canadawoodworkingwest.ca
- Oct. 13 – 16 **SICAM** Pordenone, Italy
<http://www.exposicam.it/english/index.asp>
- Oct. 10 – 14 **Intermob** Istanbul, Turkey
<http://intermobistanbul.com/en/index.php>
- Nov. 4 – 7 **WMS: Woodworking Machinery and Supply Expo** Toronto, Ont. www.woodworkingexpo.ca
- Nov. 18 – 20 **Greenbuild** Washington, D.C.
www.greenbuildexpo.com
- Dec. 2 – 4 **The Buildings Show** Toronto, Ont.
www.thebuildingsshow.com
- April 12 – 16, 2016 **Woodworking Industry Conference** Cancun, Mexico
www.wmma.org

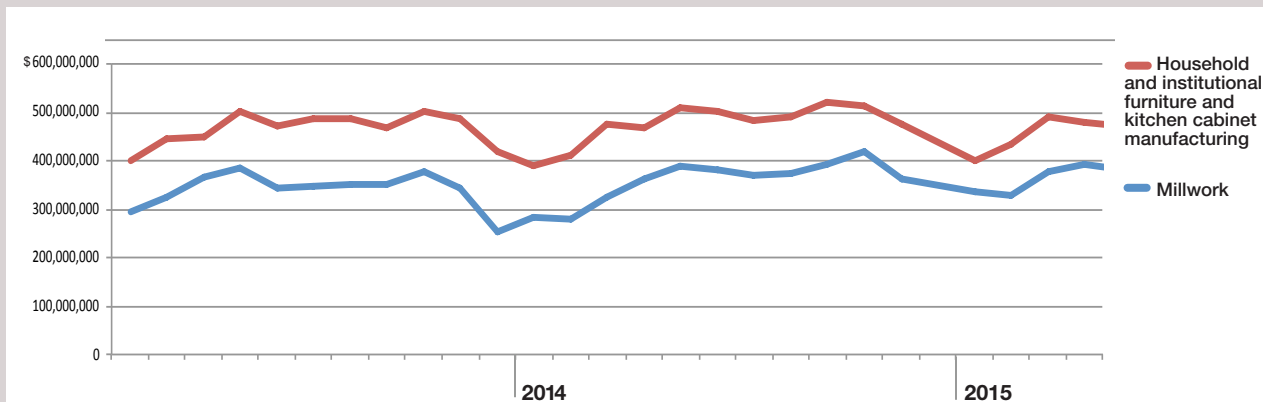
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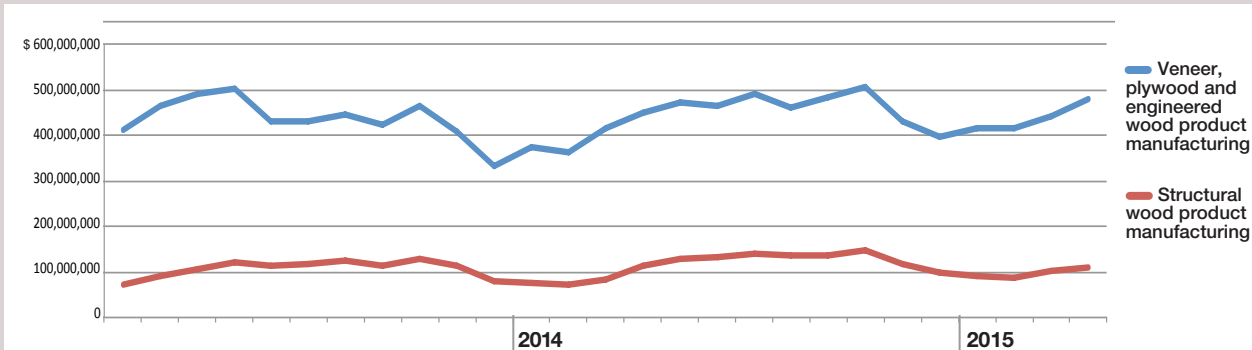
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Tracking Canada's wood industry stats ...

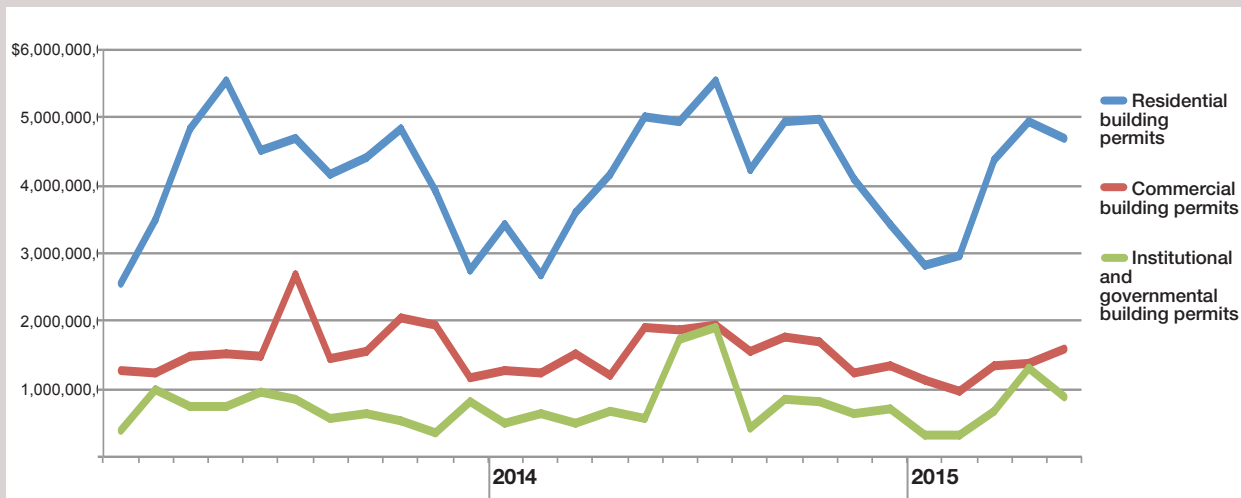
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Sales of Canadian veneer, plywood and engineered wood product manufacturing, and sales of structural wood product manufacturing



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