Manitoba Business & Trade Magazine



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From the Publisher's Desk

o many things have changed since the beginning of the Covid 19 pandemic. Words such as lockdown, wave, isolating, and physical distancing have become common place to us now. One can't help but contemplate when things will get back to "normal" and indeed what the new normal will look

This issue of Manitoba Business & Trade features stories of what HASN'T changed rather than what has.

Our feature article brings awareness of the capital campaign to build a new Ronald McDonald House in Winnipeg. To quote RMHC Manitoba CEO Wendy Galagan – "What hasn't changed is that childhood illness impacts the entire family. Someone needs to look after the families. That's where RMHC Manitoba comes in. We take care of the parents and siblings by keeping the family unit intact. RMHC Manitoba has been supporting the health and well-being of families for the past 37 years. The new House will be the next RMHC Manitoba legacy of care for families for the next 10, 20, or 40

Another thing that has not changed is the need to care for our precious pets and keep them healthy. Dr. Jonas Watson and his partners at Grant Park Animal Hospital demonstrate expertise and compassion while dealing with all creatures' great and small. They also show their compassion for people by being involved with the Community Veterinary Outreach, a program that takes a "one health" approach to the provision of care to people and their pets.

The Winnipeg Chamber of Commerce brings us news of how the business community may be involved with strengthening ties between Indigenous and non-Indigenous communities by looking at things such as hiring practices and creating a work atmosphere that feels safe and inclusive for all. They also continue to forge forward with their creative ReimagineWPG campaign demonstrating that the need for continuous education and innovation never changes.

Gory Gaudette and family, the proud owners of the newly opened V.I.P Lube demonstrate that the need for excellent value and services will never change and that good service never gets old. They encourage anyone looking to buy a franchise to join them on their success-

Beal Business Brokers gives us excellent advice for selling your business during these uncertain times. Some businesses have been negatively impacted by the pandemic while others have been deemed "essential." The need to understand and know your profit margins to stay afloat and/or attract a potential buyer will also

The Winnipeg Real Estate Board once again brings news of over the top back to back increases in real estate transactions. This demonstrates the fact that the need to put value on home and hearth is more important to people than ever. "Buyers continue to show unwavering enthusiasm for all property types in May and as a result it is putting a price premium on many listings that come onto the market for sale," said Kourosh Doustshenas, president of the Winnipeg Regional Real Estate Board.

So, take heart that while much has changed, some things never will. Stay healthy and stay strong!

Sincerely,

Wilson Wong

WILSON WONG



Advancing Indigenous **Achievement at RRC**

ow does a journey of truth and reconciliation begin? What are the first steps? Why do you need to begin this process? These are questions many business owners and individuals are asking themselves today. Red River College (RRC) is well on the way of their journey and hopes to model the way for the Winnipeg business community.

As part of RRC's commitment to advancing Indigenous achievement while strengthening ties between Indigenous and non-Indigenous communities, in 2019 they appointed their first Manager of Truth and Reconciliation and Community Engagement- Carla Kematch.

Carla joined the RRC team in February of 2019 with 30 years' experience working within



Indigenous communities in a variety of capacities as well as the development and launch of Art City- a not-for-profit community art studio dedicated to providing people of all ages with innovative and professional art programming. free of charge. Carla leads the College in its commitment to Indigenous education in the province and their truth and reconciliation journey.

"I took a break from my career when my husband got ill, but when I came back I knew I wanted to do something that I could utilize my unique skill set working with Indigenous communities and in community engagement," said

Carla began applying for jobs and RRC had two positions come up. One of them being her current role of, Manager of Truth and Reconciliation and Community Engagement.

I wanted to do something that I could utilize my unique skill set working with Indigenous communities and in community engagement

- Carla Kematch

"This position was the final piece of the pie for me," smiled Carla, "It allows me to use a piece of everything that I've done in the past. I also enjoy the fact that it was a new initiative and position at the college so it gave me a lot of ability to be creative in implementation. It brings everything full circle."

During Carla's first year with RRC, she focused on getting to know the college, the staff and students to try to figure out what the college's collective knowledge was around truth and reconciliation and Indigenous culture. She began to realize it was a wide range.

"I knew I needed to build a common language and knowledge within the college to ensure everyone was on the same baseline of understanding," said Carla. "I started looking at



different training programs that I could bring into the college, and I settled on the 4 Seasons of Reconciliation."

The 4 Seasons training program creates an understanding on the history of colonization in Canada and how it impacts current issues and Indigenous Peoples. It provides the knowledge required for informed, respectful and effective engagement in the classroom and workplace.

The college began a pilot series in March and was ready to launch a training program for all staff, but then COVID hit. Carla and her team still moved forward with the launch and since March have had over 460 staff complete the training.

"We have been getting such great feedback from faculty. The instructors at the college are the ones who teach the students and they have to feel comfortable doing so. Once they actually take that course, they get it. They realize what a valuable resource it is because it provides them with the knowledge they need to help educate the students as well as answer any questions."

"Before we had this program sometimes a student would ask a question around Indigenous culture and the faculty would find themselves in a vulnerable position if they didn't know the answer. But what

I tell the staff is you have to be comfortable in that vulnerability and accept that you are learning along with their students and that's ok"

Back in 2019, The Chamber welcomed Carol-Anne Hilton, the founder of the Indigenomics Institute, for a special keynote presentation and fireside chat all about Indigenomics. Sarah Panas, Indigenous Education Communications Officer at RRC, was in attendance along with other faculty and students.

"I came back from the event and told Carla we have to have her speak here at RRC in some capacity," said Sarah. "She really opened up everybody's mind which was incredible."

In March of 2021, the College brought in Carol-Anne Hilton for a virtual event with faculty and staff.

Over the last year, RRC found a way to deliver training, hold workshops and host different exercises to help continue the learning of Indigenous culture virtually.

"I recently looked at our viewership stats and we have had over 19,000 views this past year," smiled Carla.

"It was heartwarming for me because the work that I do is emotional. I'm trying to change people's mindsets. I sometimes feel like I'm saying the same things over and over again, but then these moments happen and I realize I am making an impact and a difference.

It tells me people are thirsty for knowledge."

Red River College offers a wide range of resources, programming, events and more on Truth and Reconciliation at rrc.ca/indigenous/trc

So now we return to the question– how do we businesses start? How can businesses become more inclusive and equitable?

"I think the journey begins with being as inclusive as possible. Taking a look at hiring practices can be a first step," said Carla. "As a business owner, try to create those opportunities for Indigenous people to come into your business and look at some of the barriers that may be there during the hiring process. Look at where you're placing your job ads, how you're asking your questions etc. The second step would be looking at how you create an environment that's inclusive for those staff and ensuring they feel safe and included."

You can read our Truth and Reconciliation Roadmap at winnipeg-chamber.com/trr. The document provides access to a wide variety of resources and professional experienced training, individuals or teams, that can support the needs of your organization, and help you access a balanced approach to understanding why the TRC started their work in the first place, and why the Calls to Action requires an immediate response.



Embrace change.
Discover resources,
real life stories, virtual
events, and more to help
you reimagine the
future of your business.

We connected with Louise May, Founder of Aurora Farm, to discuss how she embraced change this past year. On a mission to help each other live more gently on planet earth, Louise expanded her online store and revamped her business plan to sell her products in stores and fulfill her life-long dream of an urban farm.

ouise has always been a dreamer. Her love for animals, the outdoors and gardening was at the forefront of everything she did.

"Aurora Farm was my inspiration 16 years ago," smiled Louise May, owner of Aurora Farm. "I had known for some time that I wanted to be more directly involved with creating solutions to the environmental crisis at hand and felt that agriculture and land management in general was the way to go."

Now, 16 years later Aurora Farm is more than she could have ever dreamed. Aurora Farm is an earth-friendly, animal-loving, solar-powered farm located in St. Norbert, Manitoba. They make and sell a number of natural products like goat milk soap, offer a multitude of workshops, goat yoga and more.

Louise was prepped for a 2020 filled with workshops, farmers markets, a new gift shop, you name it, she was ready.

"I was in a nice groove and my plan was just to truck on ahead with that groove," said Louise. "Then when the pandemic really hit in March, we knew we had to change the course of our business quickly. We thought about what we had to offer to help out our family, friends and the community of people who count on Aurora Farm for one thing or another."

With farmers markets, workshops, and anything in-person for that matter, shutting down in a matter of days was a major shock to the system for Louise.

"There was the possibility that we could lose 100% of our revenue," said Louise. "We had an online store, but it wasn't very well developed. We had to pivot very quickly."

And pivot she did. Within a few days, Louise and her team switched from an in-person model to online and shifted their focus to the one thing everyone was looking for hand soap.

"Our main product is soap – so in a global pandemic where washing hands is a top priority, that became more important than ever," said Louise. "It felt good to be offering people an excellent product, especially as our goat milk has a creamy moisturizing and soothing quality for hands as many

WINNIPEG CHAMBER OF COMMERCE CHAMBER MEMBER PROFILE



people were quickly starting to suffer from the drying effect of hand sanitizer and washing so often."

Louise's team also began producing a health-canada approved hand sanitizer. They focused on providing sanitizer to their own customer base as well as community organizations that serve people at risk. They have donated countless bottles to multiple organizations over the past year.

Fast forward to the summer and things were back to an almost-normal pace.

They were able to have some in-person workshops and camps all while following the provincial health guidelines. Their online store, now selling all kinds of other products from local farmers and artisans, had picked up nicely. Things were going well for Louise and her team.

As the fall rolled around and cases began to rise again, Louise knew they would make it through another lockdown thanks to the Buy-Local movement. She began to think about how she could expand her business, help others in the community and begin to chase some of her biggest dreams.

"I began to ask myself, what more could we do? How can we reach more people and have more of a positive impact?" said Louise. "This past year made me think about my bigger visions. I was especially thinking of the pandemic affecting certain people much harder than others based on race and social inequality."

"I revisited a long-standing dream I have held in parallel to developing this farm— to develop an urban farm in a food desert area of high social need," smiled Louise. "I began spending my evenings researching and thinking about our strengths in community engagement and envi-

ronmental ethics. I knew that to build a second farm, I would require increased revenue from my current operation. It seemed that the time had come for our soap production to increase significantly. So we began the process of getting

our soaps into grocery store chains."

In the coming months, Aurora Farm soaps will be found on the shelves of Sobeys and Safeways across Manitoba, Saskatchewan and North West Ontario. Being able to sell her soaps in retail stores has allowed Louise to expand her revenue, something she knew she had to do if she wanted to achieve her goal of building an urban farm.

Simply put, an urban farm is a food production farm located in a densely populated area often using derelict buildings or empty lands. Louise has found an ideal site to begin designing this farm in the Main and Higgins area. She hopes this farm will help with food security for the surrounding communities and bring a little farm-vibe to the downtown

"Wouldn't it be wonderful to have a farm to bring a guaranteed food supply to that area?" said Louise. "It will also serve as a link to my St. Norbert farm. Hopefully we can excite more people to take up farming. I'm working with the Clan Mothers Healing Village to create a training program and other advisors to ensure we are going about this in the right way."

Without having the extra time to dream big and fuel her passions, she never would have achieved some of these goals. Louise has embraced the change and is continuing to build her business plan for the better. Not only to help her business, but also the community around her.

#ReimagineWPG recognizes Winnipeg business owners who have embraced the change forced upon them by today's global pandemic to ultimately spark innovative business plans and achieve unexpected success.

It's time to reimagine what change can do. Visit our REIMAGINE RE-SOURCE HUB where you'll find resources, real-life stories, and virtual events to help you embrace change and reimagine the future of your business.





Steven Beal

The business transaction market is surprisingly resilient, despite the issues related to Covid-19. It is still tough to sell businesses negatively impacted by the pandemic (restaurants, gyms, bars), but transactions in "essential" businesses has remained brisk. So if you have thought about selling over the past year, but were afraid to start the process, don't be. Some tips for getting your business and financials in shape:

- 1. Understand and know your profit margins on each revenue segment of the business.
- 2. Know the breakdown of sales and profitability by location, if applicable. Does the business earn recurring revenue? Are there any contracts in place with customers? And, are the contracts transferrable to a new owner?
- 3. Ensure you have a good understanding of your customer base. Do you have any significant customer concentration? What is the percentage of total revenue that each of your customers generate year by year? What industries do you serve? What geographical area do you serve? Are your customers mostly local, regional, international?
- 4. Do customers generally pay on time? If your customers have a history of cash flow issues, this may deter potential buyers and should be something that is dealt with before selling your business.
- 5. Regularly examine your costs and pricing. Are they in line with your industry? Is there room to increase prices or cut costs?

- 6. Are accounts payable paid on time? Do you take advantage of cash discounts? Paying interest and fees on overdue accounts regularly can lead to decreased profits over time and a lower business value.
- Identify any extraordinary expenses that were incurred in the past as these will not occur again and should be adjusted for when calculating the earnings potential of your business.
- 8. Compare each year's performance to the prior years. Start a report that compares your financial performance each year. When necessary, explain the reasons for any variances. Doing this each year ensures you will be well prepared to answer any questions a potential buyer has about the historical performance of your business.
- 9. Regularly compare your company's performance to industry benchmarks. If you have too much inventory, that means more of your cash is locked up in the business, and the excess inventory is likely hurting your profits too. If inventory is kept right-sized, the company will be more attractive to a buyer.

BUSINESSES FOR SALE



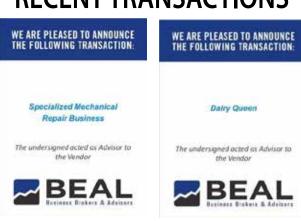
Small Town HVAC Business



Northern Ontario Hardware Store

Revenue: \$5,000K

RECENT TRANSACTIONS



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Outstanding expertise and compassion abound at Grant Park Animal Hospital

By Colleen Swifte

had a fascination with animals right from an early age", says Dr. Jonas Watson. "I've had many pets over the years and have seen them through different stages of their lives. At some point I came to see that playing a role in the maintenance of animal health would be a good career choice to make."

Watson is one of three veterinarians who co-own the Grant Park Animal Hospital located at 8-1170 Taylor Ave. His partners are Dr. Tim Kraemer and Dr. Chris Bell. The trio were classmates at the Western College of Veterinary Medicine in Saskatchewan. Watson and Kraemer grew up in Winnipeg while Bell hails from Alberta. They graduated in 2006 and have been practicing for 15 years now.

"Grant Park Animal Hospital is a project that was years in the making," says Watson. "We opened our doors in August 2020 and have been delighted with the reception we've gotten from the community. We're super enthused to be in the Grant Park Festival Mall which is such a bustling development. There seems to be a real need for our services in this part of the city."

All three veterinarians have different areas of interest.

Bell, who is also the owner of Elder's Equine Veterinary Service, is a horse sur-



geon who additionally performs advanced sports medicine techniques on dogs. This includes shock wave and platelet rich plasma therapy which are treatments that help heal musculoskeletal and orthopedic injuries in both household pets and high performance working dogs. "These are referral procedures that veterinarians across Manitoba have come to rely upon," says Watson.

Kraemer is a former human ultrasound technician. "Tim's now one of the top veterinary ultrasonographers in the province", says Watson. "We get referrals every day for cardiac and abdominal ultrasound. It's a tremendous diagnostic tool to have in house."

Watson describes his own role in the partnership. "I'm more of a jack of all trades. I travel a lot to work in underserved communities where access to veterinary care is limited. I have a special interest in the provision of services to isolated areas. For example, I am the contract vet for the town of Churchill, Manitoba."

Watson says he is very concerned with dog overpopulation in northern communities and regularly travels as far as Rankin Inlet, Nunavut. "We serve many northern communities and we've made some progress in improving health and welfare. There is an ongoing need though to engage with stakeholders and policy makers like the provincial and federal governments and first nation communities themselves to strategize ways of improving animal health in these underserved areas."

Watson is a past president of the Manitoba Veterinary Medical Association, and is currently Chair of the Winnipeg Humane Society's Board of Directors. He also serves on the board of the Canadian Animal Blood Bank, and is one of the regional co-directors of Community Veterinary Outreach, a program that takes a "one health" approach to the provision of care to people and their pets. "We collaborate with the U of M's School of Dental Hygiene, Klinic Community Health, and other partners. We incentivize people to have their own health and wellness needs met by drawing them in to access veterinary services for their pets. We primarily serve the vulnerably-housed and homeless community. Around 60% of our attendees agree to partake in the human services offered, including oral health care and smoking cessation."

Watson was recognized for his philanthropic work by being honoured as one of six recipients of the 2019 Word Veterinary Association's Global Animal Welfare Award. "That was quite the experience and probably the greatest accolade I will receive in my life," says Watson.



In addition to the three owners, the Grant Park Animal Hospital team includes Dr. Mairead Drain, one of Winnipeg's most seasoned emergency room vets who has recently joined the practice as a general practitioner. Dr. Drain brings with her a wealth of experience in internal medicine, critical care, surgery, and dentistry. "She's been a fabulous addition to our group," says Watson.

The Grant Park Animal Hospital is seeing a new trend that has developed with the outbreak of Covid 19. Watson says the concept of "Covid puppies" is a very real phenomenon.

"The pandemic has proven a remarkably busy time for veterinary medicine. In addition to people working from home, watching their pets more, and thus catching health problems more promptly, there has been a huge increase in people acquiring new dogs and cats. It's a trend unlike any I've ever seen."

The practice of veterinary medicine these days is more cumbersome with contactless and curbside appointments. "It's been a bit of challenge but we've adjusted. Hopefully we will soon be able to get back to practicing the way we always have, face to face with our clients, some of whom we haven't seen in person in over a year."

"We are especially proud to be one of the remaining independently and locally owned veterinary hospitals in Manitoba," Watson concludes. "We practice cuttingedge medicine guided by the traditional principles we espouse.

We offer the kind of old-fashioned veterinary care clients expect but in a contemporary setting. We believe our values, especially our keen focus on community initiatives, set us apart within the profession. We're really just trying to get back to basics- compassion for our patients and empathy for our clients. It's that simple."

Care for your pet that you can trust and always count on.



The guiding philosophy of our practice is simple: our priority is to treat patients and clients exactly as we'd hope to be treated ourselves. We're pet owners too after all.

We trust our clients to know what's best for their pets. We will always hear you out and make ourselves available to address your questions and concerns. Involving you in decision making about your pet's care is essential.

Veterinary medicine is going through a lot of changes these days. In all the most important ways though, we think things ought to stay the same.

Grant Park Animal Hospital will be the kind of traditional veterinary clinic your family has come to know and trust for as long as you've had pets. We'll take a pragmatic, collaborative, and mutually-respectful approach to veterinary care.

We feel strongly that veterinary health services should be accessible to all pet owners, no matter who you are or where you're from. We treat every animal and person who walks through the door with kindness and dignity.

We're committed to professionalism, compassion, and exceptional communication.



Our Veterinarians

Dr. Tim Kraemer BSc. DVM

Dr. Jonas Watson BA DVM

Dr. Mairead Drain BSc. DVM

Dr. Renata Ward BSc. DVM

Dr. Chris Bell BSc. DVM. MVetSc. DACVS-LA





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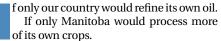




Independently owned and operated with over 30 years of veterinary experience.



Mariette Mulaire President and CEO World Trade Centre Winnipeg



If only Canada would produce its own vaccines.

We often hear comments like this, especially during tough negotiations on free trade agreements or in hard economic times.

The "go to" reaction is to retreat into an idealized world where the global supply chains of our biggest sectors can seamlessly converge in our backyard and create plenty of well-paying jobs. It's an easy interpretation of how the global economy should function; which ignores why production is located elsewhere - in the first place.

Local and regional specialization is what drives competitive advantage. If it makes sense for a company to tap into a specialization elsewhere to drive its own advantage, it will do so. That is why outsourcing became so widespread as the world's remaining communist economies opened to the world from the 1980s. Local and regional competitive advantages were completely untapped, including that of having huge and qualified labour pools in East Asia, which attracted labour-intensive manufacturing from overseas to reap the rewards of lower wages.

Nevertheless, on the tail of a black-swan event such as a global pandemic, that kind of logic is once again infiltrating the public discourse. Only this time, the moving of economic activities closer to home is gaining even more momentum. In the United States alone, manufacturing is expected to have such a renaissance that by 2030, there will be two million more jobs available than employees ready to fill them. In short, the long-held dream of bringing "home" globally dispersed production is expected to make significant progress in the coming decade.

What explains the changing circumstances is both political, technological and environmental. On one hand, what was once



Homeward Bound

an American-led global economy is turning into a hotly contested competition between several peer nations - like China. Sophisticated companies in Russia and India, are producing everything from spacecraft to 5G hardware, competing directly with their American counterparts. This intensifying competition is creating enough friction between major economies that there are serious doubts about whether current trade patterns between them is sustainable. If that wasn't obvious enough in the years leading to the COVID-19 crisis, it certainly will be once economies re-open and governments allocate their stimulus funds to bolster domestic champions.

More specifically, the ongoing decoupling of the American and Chinese economies is ushering in a new era of trade regionalization. Rather than seeing Western goods and services flow away from China to other overseas locations, there is a growing tendency to re-shore some operations nearer to the end-consumers. In that sense, it is a retrenchment of globalization without entirely compromising the benefits of liberalized trade. The recent announcement that the California-based Intel Corporation will build a new microchip factory in Ireland is a perfect example of this trend.

The result is a deeper economic integration with traditional trading partners, which for Canada means that it can join forces with like-minded countries to entrench higher environmental and labour standards for anyone seeking to access the Canadian mar-

As well, instead of building distant factories to benefit from cheap labour, it is now possible to invest in advanced production methods and make more money doing it right at home. The risks tied to political instability, geographic distance and rising labour costs are greatly reduced. Many of the companies that first attempted this transition have no regrets. Philips now makes all their electric shavers using robotics in Holland. Maytag brought back the Chinese production of washing machines to the Midwest, and General Electric has brought many different facilities across the industrial spectrum back to North America. Other multinationals are quickly following suit. While the total might not equate the same number of jobs that were initially outsourced, the remaining positions hold the promise of higher wages and more rewarding work and being kinder to the environment.

With greater and greater consumer pressure on companies to be better environmental stewards, this homeward bound plan has the hope of reducing the use of fossil fuels for shipping, as a start.

There are many chapters left to write before this massive shift in trade reaches its conclusion. What it means for Canada's global competitiveness and Manitoba's place within it is still largely unknown. But for the time being, it certainly looks like winds of change will breathe new life into our industrial economy.



Serving all of Manitoba Au service de tous les Manitobains

Government of Canada investing in safety at airports in Manitoba

OTTAWA, ON - From traveling to medical appointments, getting goods to market, distributing PPE and medical supplies, or delivering vaccines, Canadians rely on safe and well-maintained local airports to support vibrant communities. These airports also provide essential air services, more so during this COVID-19 pandemic, including community resupply, air ambulance, search and rescue, and forest fire response.

The Honourable Jim Carr, Minister and Special Representative for the Prairies and Member of Parliament for Winnipeg South Centre, on behalf of the Minister of Transport, the Honourable Omar Alghabra today announced that the Government of Canada is making important safety investments at airports in Manitoba.

Through Transport Canada's Airports Capital Assistance Program (ACAP), the Government of Canada will provide over \$21.9 million to the following Manitoba airports for safety-related projects:



Flin Flon

- Replacement of sand storage shed \$287,071
- · Replacement of airport beacon to better identify the airport's location to pilots at night - \$16,088

Gods Lake Narrows

· Rehabilitation of airside surfaces and electrical systems - \$12,872,635

Lac Brochet

· Installation of wildlife control fencing -\$1,156,265

Red Sucker Lake

• Installation of wildlife control fencing -\$1,000,203

Shamattawa

· Rehabilitation of airside surfaces -\$6,282,716

Thompson

· Purchase of a sweeper to assist with the essential clearing of ice and snow from airside surfaces - \$355,680

For 2021-2022, Transport Canada has allocated ACAP funding to 63 airports for 86 safety-related projects, including runway and taxiway repairs/rehabilitation, lighting enhancements, purchasing snow clearing equipment and firefighting vehicles and installing wildlife fencing.

Since the Airports Capital Assistance Program started in 1995, the Government of Canada has invested over \$1.1 billion for 1,088 projects at 199 airports across the country.

SOURCE: Transport Canada



Around Manitoba

North America sees record high lumber prices amid supply shortage

WINNIPEG, MB – The price of lumber in North America has hit a new record high as the demand for products has surged and supply chain problems continue.

Key market indicators for lumber pricing show record highs on two types of products -- \$1,120 U.S. mfbm for the wholesaler price of 2X4 Western Spruce-Pine-Fir and \$1,048 U.S. mfbm for the wholesaler price of framing lumber composites according to the Random Lengths Publication Inc. One year ago, the same amount of lumber was \$282 U.S. mfbm and \$358 U.S. mfbm respectively.

There are several factors contributing to the higher cost according to the The Western Retail Lumber Association (WRLA):

Production curtailments due to fires and the mountain pine beetle infestations have caught up with us causing a shortage of wood

- Timber supply is managed so mills are not able to harvest more to meet increasing demands
- Forest fires in 2018 created an issue

with supply and an issue with transportation

- 2019 and 2020 were expected to be good years. Lumber prices were low in 2019 and heading into 2020
- At the start of the COVID-19 pandemic, mills stopped work temporarily as demand dropped
- Once the home building season picked up, the demand for materials doubled as the demand for DIY projects and renovations increased
- Volume of lumber available was down and the demand didn't change

"While pricing is at an all-time high, the product availability is a larger issue. If people want to get spring projects done, they should not hesitate and should expect delays," says Liz Kovach, WRLA president.

"We expect 2021 to be a tough year in terms of availability of lumber and other building materials as a result of raw material shortages and supply chain disruptions."

SOURCE: Western Retail Lumber Association:

Peak of the Market's Larry McIntosh retiring after 27 years

WINNIPEG, MB - It is with mixed emotion that we announce the retirement of Larry McIntosh after 27 years as Peak of the Market's President and CEO.

"Larry's commitment, dedication and extreme passion to the produce industry and to Peak of the Market will not be forgotten, stated Peter Loewen, Chair of Peak of the Market. We are grateful for his contributions and wish him nothing but the best in the future."

Larry McIntosh stated "I am very proud of the entire Team at Peak of the Market. Together, over the years, we have grown the Company and have accomplished so many major milestones. The Team's dedication to Growers, Customers, Suppliers and to each other says so much about the Company. Peak of the Market will continue to be a leader in the produce industry and has a solid foundation to have strong growth well into the future."

SOURCE: Peak of the Market







RMHC MANITOBA BREAKS GROUND AGAIN







RMHC Manitoba founder shares heart-wrenching origins

ick Adams, who initiated the organization known as the Winnipeg Ronald McDonald House, has been committed to the charity's mission of supporting families with sick children for almost 40 years. Through his relationship with McDonald's® Restaurants, Adams spearheaded efforts to open the first House in Winnipeg in 1984. Today, he is the Honourary Capital Campaign Chair and has been instrumental in fundraising efforts for the new House. Not many people have the opportunity to build one Ronald McDonald House, but Adams has remained steadfast in his efforts to build two.

Ronald McDonald Houses operate worldwide. Though they are not owned by Mc-Donald's Restaurants, McDonald's authorizes the use of the name and provides a tremendous amount of support. The Winnipeg House is owned and operated by a nonprofit, charitable corporation. The purpose of the Houses is to address the needs of families from outside Winnipeg whose children come to Winnipeg out of necessity, often for extended periods, for treatment of serious, and frequently, life-threatening illness.

Adams had very personal and close-to-home reasons for wanting to build a Ronald McDonald House in Winnipeg. "The origin, from my perspective, was the passing of my niece, Laura Kozak", says Adams. "She died in June 1980, the day before her 7th birth-day. She was the victim of an inoperable brain tumour. Laura was the daughter of a well-known radio personality named Boyd Kozak and his wife, Frances."

"In late 1981, I learned about Ronald Mc-Donald Houses through a TV commercial and thought such a place would be a wonderful testament to Laura and other children like her. Because of my relationship with

McDonald's Restaurants (Adams was their lawyer from the 1970s until his retirement last year), I called them in Vancouver and asked about building one in Winnipeg. They were reluctant at first as there was already one in Toronto, one under construction in Vancouver, and the Edmonton house was in the early planning stages. However, without my knowing, they looked into the kind of facilities we had in Winnipeg for cancer treatment. In those days, it was called the Manitoba Cancer Treatment and Research Foundation; today it is called CancerCare Manitoba. It had a highly regarded pediatric oncology unit. McDonald's Restaurants called me back from Vancouver after doing their research and said they would like to do one in Winnipeg. I said, 'That's terrific; let me know if I can help.' They said, 'No, it is not quite that simple. We will provide support if you do it.' I think the expression is,



Family is at the heart of everything we do.
That phrase says it all. We strive to provide some relief for families enduring emotional pain and financial hardship as their children are being treated for serious illnesses. Those circumstances first arose for me when my niece lost her battle with cancer. It continued as I watched others in our original organization face enormous challenges as their children suffered, and often succumbed to disease, and it really hit home during my daughter's battle with leukemia. All those children and their families are the reason why Ronald McDonald House, and what it provides, will always be so very important to me.

- Rick Adams, Founder, Winnipeg Ronald McDonald House

'put your money where your mouth is.'"

From there, Adams began efforts to get the Winnipeg House project underway, including finding people who might be able to help.

"I had a friend, Dr. Norm Goldberg, who was a highly regarded pediatrician. I called him and told him what I was trying to do, and that I needed the assistance and input of the Manitoba Cancer Treatment and Research Foundation. I didn't have a way to make a connection with them. He said, 'Leave that to me.' Within a very short time, he introduced me to the senior doctors and nursing staff at the Foundation's pediatric oncology unit, and the journey began.

Kids with cancer, for example, face long stays for treatment—the families had to find a place to live to be near them. In addition to the emotional trauma of a child in treatment, the family is often divided, with one parent here in Winnipeg, the other at home caring for other children in the family and/ or staying at their job. There can be a significant financial impact on families as well accommodation and meal costs can mount up very quickly. Ronald McDonald House seeks to relieve some of those pressures by providing them with their own room, a communal kitchen, and laundry facilities. Families usually take comfort in living among others in similar circumstances, preparing their own meals with other families and sharing their thoughts and feelings. It truly is a home-away-from-home at a nominal cost—\$10 per day, if they can afford it. No one is turned away simply because they

are unable to pay.

"With the help of the Manitoba Cancer Treatment and Research Foundation, a number of families were identified as potential participants in the project. Four of these courageous families that agreed to help with the project either had already lost a child to disease, or had a child in treatment

"Medical people joined our group as did the Regional Manager of McDonald's. We incorporated a company and acquired charitable status. None of us really had past experience in this kind of project. We knew we needed to raise funds, find a property and plan the House, and so we did, learning as we went along.

"We needed to acquire support in the community, certainly financial support, but we also needed to make the community aware of our project. One of the people I talked to was Barry Shenkarow, the owner of the Winnipeg Jets. I related the nature of the project to him and asked if the Jets could help us raise awareness by allowing the captain of the Winnipeg Jets, Morris Lukowich, to become our Honorary Chair. Barry said,

'absolutely', and Morris never hesitated.

"Morris was very hands-on and went to fundraising events with us. He did a wonderful job in winning people over. By late 1982, we felt confident enough to make a formal public announcement of the project. We held a press conference to announce what we were trying to do. That was in November 1982," says Adams.

On the morning of the press conference, Adams received some devastating news. "Unfortunately, my daughter was diagnosed with leukemia that same morning. She was very close in age to my niece who had died two years earlier. They were like sisters, those two little girls.

"We went on with the press conference and we went on with fundraising and planning. We hired an architect, Mr. Phil Reynolds, to design the House and we found a property at the corner of Bannatyne and Kate. It used to have a rooming house on it. We bought the land for \$15,000. (McDonald's had to lend us the money to buy the land, but we did reimburse them). We substantially completed the design and before we knew it, we had raised enough to pay half the costs. McDonald's helped us arrange a mortgage loan for the rest."

The 11,000 square foot, 14 bedroom Ronald McDonald House opened in May 1984. Adams's daughter, Robyn, and a little boy from Brandon being treated for leukemia, as well as Ronald McDonald himself cut the ribbon to open the doors.

"Unfortunately, my daughter died about 16 months later," says Adams. "I am happy to say that Brent, 'the little guy' who cut the ribbon with my daughter, is a big, strapping guy in his forties now.

"There has always been a huge demand for the House. We started mostly with families whose children were being treated for cancer and leukemia, but then extended it to all families whose children were experiencing serious illness. Demand for space has always exceeded our ability to help everyone, so when the new 40 bedroom House is completed, we will be able to help so many others."



Bird Construction proud to work with RMHC Manitoba

Bird Construction was awarded the contract to build the new Ronald McDonald House at 62 Juno Street. The scope of the project involves not only Bird itself, but also 41 sub-contractors who, with a combined effort, are contributing \$400,000 in gifts in-kind toward the build to help such a worthy cause come to fruition.

Operations Manager, Mark Brzuskiewicz, says, "The gifts in-kind of \$400,000 is a combined value from all the contractors involved. They submitted tenders with the understanding of the scope of the work and then they applied a deduction to their bid to represent that gift in-kind. So the \$400,000 actually is from Bird and the sub-contractors. Because of the type of facility and the nature of the project, everyone went out of their way to help, and certain individuals went further."

The opening date for the new House is slated for July 4, 2022. Brzuskiewicz says, "Contractually, it's July 4 of 2022, but if Mother Nature cooperates and a few other things work out well for us, we feel we might beat that date, but right now, that's the target date."

Once complete, the House will boast 48,000 sq. ft. and have 40 bedrooms, whereas the existing 11,000 sq. ft. House only has 14 bedrooms. The entire project is expected to cost \$20 million, with the province providing matching funding of private donations on a three-to-one basis up to \$5 million

The impressive outdoor space that will be included in the new build was designed by ft3 Architecture Landscape Interior Design, the prime consultant on the project. According to their website, they designed the House and space with a "playful concept of a tree house that is reflected in the corner glass atrium that houses a two-story high play structure, greeting families upon arrival. The design of the House connects the interior of the House with its exterior surroundings through the use of colorful glazed window boxes, multi-level terraces, and a large backyard."

"Our team at Bird Construction is very proud to be working with ft3 and RMHC Manitoba to bring this much-needed facility to the families who need it," says Brzuskiewicz

Bird Construction has provided construction services to a long list of new and repeat clients since 1920. Through dedication, collaboration, customer satisfaction, and value creation, Bird has become a premier Canadian builder driven by passion and fueled by a team of committed professionals.

BIRD TRAINING CHAR



By Colleen Swifte

onald McDonald House Charities (RMHC)
Manitoba supports the health and well-being of children by providing a "home-away-from-home" and other essential services for critically ill, chronically ill and seriously injured children and their families. Proudly serving all pediatric medical disciplines, including high-risk pregnancies and premature babies, annually, thousands of families find comfort with RMHC Manitoba.

RMHC Manitoba is embarking on a major \$20 million project to build a 40 bedroom facility at 62 Juno Street in Winnipeg. With groundbreaking held on March 16th, construction is well underway. The existing house on Bannatyne Avenue only has 14 bedrooms, which are inadequate for the demand.

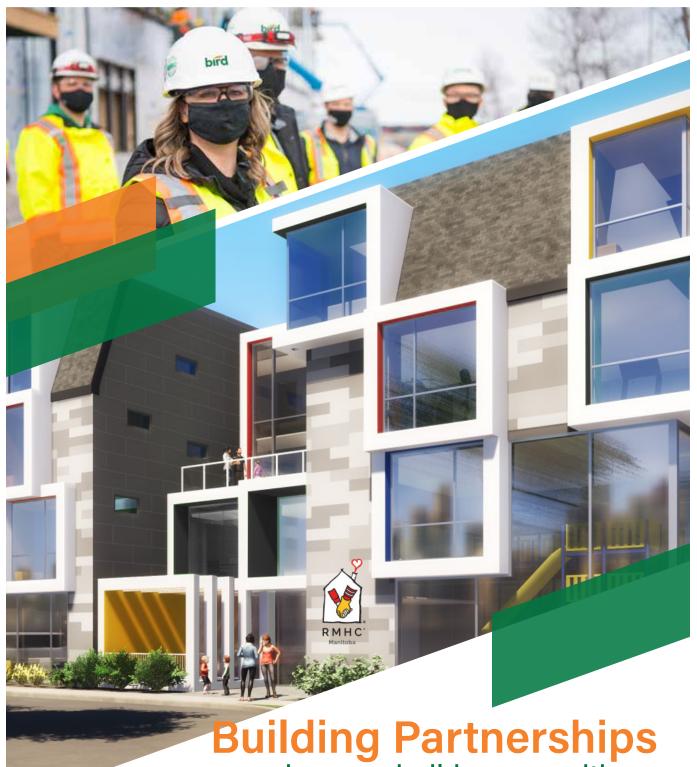
CEO, Wendy Galagan, says, "In 2019, we turned away 205 families and last year, amid a global pandemic, we turned away 108 families. We believe no child should ever face illness or injury alone. Even one family turned away is too many."

Identifying the need for a new and larger house became evident, not just based on the size of the waiting list, but also from collaboration with medical professionals. Galagan says, "We work with our hospital partners at Health Sciences Centre and St. Boniface Hospital on pediatric medical needs and projections for the next

10–20 years. Based on the pediatric medical projection needs, the population of Manitoba, and RMHC system knowledge, it was determined we needed a 40 bedroom House. We have grown from 14 bedrooms to 40 in order to meet the needs of families in Manitoba and Northwestern Ontario. We couldn't be more proud or pleased to expand our mission, and our role in family-centered care in the province of Manitoba and Northwestern Ontario."

What inspires RMHC Manitoba's CEO?

Galagan knows first-hand what it is like to be an RMHC family facing the uncertainty and heartbreak of not knowing what is going to happen to your child. In 2013, her oldest child suffered a traumatic brain injury. Thankfully, he is doing very well to



where we build communities.

We recognize the importance and impact that Ronald McDonald House Charities Manitoba has within the community and are

204-775-7141

www.bird.ca

House Charities Manitoba has within the community and are pleased to partner with ft3 Architecture Landscape Interior Design to provide construction services to build Manitoba's newest "home-away-from-home."

RMHCMB rendering provided by



RONALD McDONALD HOUSE CHARITIES MANITOBA



For families, even steps away from their sick child is too far. We're supporting the health and well-being of children who are seriously ill or injured, and the entire family unit. We provide all the essential needs of the family such as accommodations, meals, laundry facilities, parking and toiletries. We take care of the day-to-day needs so families can focus on looking after their child, and themselves. We provide a home away from home, where and when it is needed most

- Wendy Galagan, CEO

day. It started Galagan on a path dedicated to helping other families on the same uncertain journey through the same caring and compassion her own family received in their time of need.

"RMHC Manitoba was there for us. We stayed in Ronald McDonald Family Room and Ronald McDonald House. So to start out as a family and know what it means to be able to stay close to your child, my role at RMHC Manitoba is very meaningful to me. It's also very traumatizing and a scary time for siblings. After long days at the hospital with my son, I was also able to spend the evenings connecting with my daughter. It meant so much to be able to be together as a family. It was a beautiful gift and it's come full circle to be in the position I'm

in now. Every day is an honour."

What does RMHC Manitoba do?

"For families, even steps away from their sick child is too far," says Galagan. "We're supporting the health and well-being of children who are seriously ill or injured, and the entire family unit. We provide all the essential needs of the family such as accommodations, meals, laundry facilities, parking and toiletries. We take care of the day-to-day needs so families can focus on looking after their child, and themselves. We provide a home away from home, where and when it is needed most.

"We are specifically an organization op-

erating for children. However, we will still support a child and family when the patient turns 18 as long as they are still under pediatric care. Serving both inpatients and outpatients, all families are served equally and waitlists are based on a first-come, first-served basis."

RMHC Manitoba Programs

RMHC Manitoba has two core programs. Ronald McDonald House is strategically located near HSC Children's Hospital, at 566 Bannatyne Avenue, so families can be as nearby as possible to their sick or injured child. The House opened in 1984 to serve rural Manitoba families. The other RMHC Manitoba core program is Ronald McDonald Family Room, located within HSC Children's Hospital at the Health Sciences Centre, which opened in 2010. The Family Room serves both rural and city families.

"The average length of stay is quite consistent. However, year-over-year, we did see a slight increase throughout the pandemic. The average length at the House was 16 days and the average stay at the Family Room was 5 days," says Galagan.

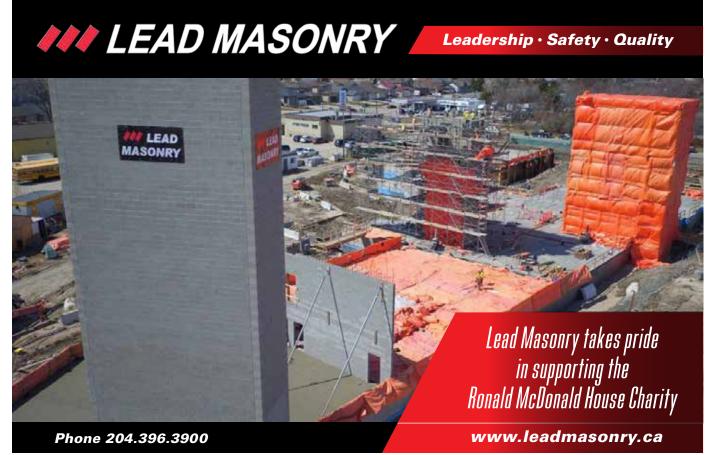
"But the numbers vary. We have families that stay only one night, and other families stay for months.

"The Family Room at HSC includes three sleeping rooms, full kitchen, dining room, living room, napping lounge, and shower and laundry facilities. During the pandemic, we made pauses and modifications as needed, always with the utmost priority to the health, safety, and well-being of families, volunteers, staff, and communities. Stringent cleaning and sanitization, screening, PPE, daily wellness checks, traffic flow, and physical distancing are all part of our daily routines across both programs.

All Family Room services are complimentary, while the suggested donation at the House is \$10 per day. This is made possible by the generous support of our donors and partners. The actual value of service provided to a family to stay is approximately \$200 per day. This is for any size of family and it's a conservative estimate. Annually, RMHC Manitoba saves families between \$850K–\$1.3M in costly, out-of-pocket expenses. The annual operating budget for RMHC Manitoba is \$1.3 million for both the House and Family Room programs.

"Accommodations include continental breakfast, four dinners per week, snacks throughout the day, transportation, parking, toiletries, and laundry facilities. Families are supported within safe havens of





Manitoba Business & Trade Magazine

care and support. Many families want to give back and the ones who have the capacity to give back, often do."

RMHC Manitoba Team

The RMHC Manitoba mission is delivered by an amazing staff team. Each day, families are welcomed, served, and supported by compassionate and dedicated RMHC Manitoba staff. Between the House and Family Room, staff are on-site 24/7/365 and there is a core volunteer base of about 100 (decreased to approximately 25 during COVID-19). The House runs on three 8-hour shifts, and the Family Room is staffed for 12 hours a day. Due to the pandemic, the Family Room has decreased hours to 9 a.m.–5 p.m.

The organization's success over almost

four decades is also credited to the outstanding Board of Directors. Volunteer Directors give tirelessly of their time, expertise, and support to lead and guide the organization's success and strategic planning. The Board leadership sets the foundation of strength and stability allowing RMHC Manitoba to sustain, grow, and flourish.

New RMHC Manitoba House

Galagan says, "One in four Canadians have been impacted personally, or know someone who has been supported by RMHC. And sixty-five percent of Canadians who have a seriously sick or injured child are required to travel to city centres with pediatric medical centers of excellence. There are 16 pediatric medical cen-

tres across Canada. It's overwhelming for families who are leaving their communities, families, friends, and support systems. Hospitals and health care teams are taking excellent care of the sick child, and great strides have been made in pediatric research, treatment, and outcomes. What hasn't changed is that childhood illness impacts the entire family. Someone needs to look after the families. That's where RMHC Manitoba comes in. We take care of the parents and siblings by keeping the family unit intact. RMHC Manitoba has been supporting the health and well-being of families for the past 37 years. The new House will be the next RMHC Manitoba legacy of care for families for the next 10. 20, or 40 years.

"Land is hard to come by in the area near

Annually, over 100-200 families are turned away by RMHC Manitoba. When operating at, or over 100% capacity, over 200 - 400 nights of accommodation are provided by our hotel partner each year.

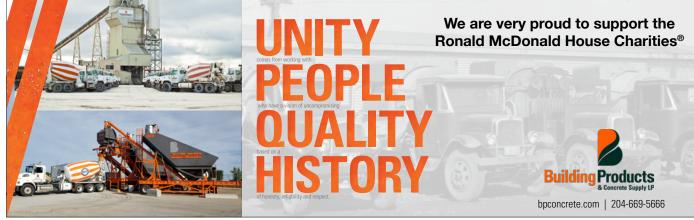
Throughout 2020, the COVID-19 pandemic has underscored the urgent and immediate need for updated infrastructure and design to provide accessible and safe care for families.

When our children are healthy our community is healthy.

When a child is sick, the family caregiver plays a key role in helping the child get well, so maintaining the care-giver's well-being is vital. Improved rest and sleeping for parents means a more active engagement in their child's healing journey with improved ability for participation and decision making.

Hospitals where family-centred healthcare is part of the organizational structure find significantly higher patient, family and staff satisfaction ratings, and improvement in patient health outcomes. A significant contributor is nearby dedicated accommodations that include family support services.

Ronald McDonald House Charities Manitoba (RMHC Manitoba) supports all pediatric medical disciplines including premature births and highrisk pregnancies. We serve families from Winnipeg, rural Manitoba and neighbouring provinces, and on occasion, international families.



Duxton Windows & Doors is a proud supporter of Ronald McDonald House



ft3 architecture | Bird Construction

Our heartfelt support of this project, which will keep families close when they need it most.



Family Testimonials

Growing a stronger foundation for families, and a stronger community for all of us.



Breemersch Family:

We will never forget what RMHC Manitoba has given our family, including treasured memories that provide a light at the end of the tunnel.



Spending every day at the hospital to care for our little one meant we often struggled to care for ourselves. Ronald McDonald House became our refuge and home. The staff made the space welcoming and warm. It truly felt like they were there to support us while we supported our little one. RMHC Manitoba gave us a home where and when we needed it most.



Mistry Family:

During our stay at Ronald McDonald House, we were able to make strong friendships. I became really close with another NICU mom that we would see every day and talk about our babies' progress. There was this feeling of comfort in knowing you are not alone. It was really nice to have other families around you who understood what you were going through. We were able to share their joy and support each other through our daily challenges.

Moncrief Family:

The families at RMHC Manitoba have their own unique stories, and yet, are bound together by one common thread, a sick child. We shared stories, laughed, cried, and reassured each other that we are together and we are home.



Delaloye Family:

We had many, many nights at Ronald McDonald House, which my children absolutely loved, and we're still very close with the staff and volunteers. We consider them an extended family of ours. We all have different reasons why we love staying at Ronald McDonald House, but we can all agree that it is truly our home away from home.

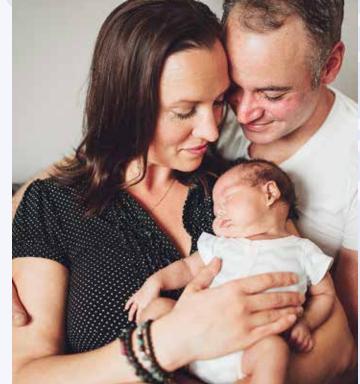


Watson Family:

We were so thankful to be able to stay for two weeks at Ronald McDonald House while our daughter, Lola, received care in the NICU. As new parents to our healthy baby girl, I finally feel like myself, like the person I was always meant to be — somebody's mom.



Keeping families close®



Manitoba Business & Trade Magazine

the hospital and we were fortunate enough to secure property at the corner of McDermot Avenue and Juno Street. It was a combination of residential lots and commercial lots

RMHC Manitoba has worked with ft3 Architecture Landscape Interior Design since 2018. Collaborating with our Board of Directors, staff, volunteers, families, and system best practices, ft3 has design a beautiful Ronald McDonald House.

Bird Construction is building the new House and through the tender process we identified \$400,000 gifts in-kind from the General Contractor and the sub-trades. We also welcome other gifts in-kind, especially furniture, fixtures and equipment (FFE), and have already received generous donations on a number of items. We welcome participation and support from all those interested in helping to make this dream of a new home-away-from-home for sick children and their families a reality."

Features of the New House

The new Ronald McDonald House will increase mission delivery by 186%, growing from 14-40 bedrooms, and 11,000 to 48,000 sq. ft.

"RMHC Manitoba worked closely with our hospital partners on a medical feasibility study to forecast the future needs of families with sick children. Our healthcare partners guided us on how to best support families adequately through their medical journey. We will also have specialty suites in the new House that will support immunocompromised families. Children going through bone marrow transplants or organ transplants require isolation for approximately 100 days post-surgery. Our new suites will accommodate these families safely."

Some of the key amenities of the new House include:

- Large bedrooms with private washrooms
- Two large kitchens that operate as four kitchens
- Craft Room
- Magic Room
- Theatre Room
- Library and Spiritual Room
- Several common area spaces such as multipurpose rooms, living room, lounges, business centers, and others that are ideal for programming and family use
- Safe and secure outdoor spaces with a walking track and a garden area
- Outdoor eating areas
- Meditation garden
- Underground parking spaces to ensure the safety and security of families, volunteers, and staff.

Community & Corporate Support

Join us in giving sick children

what they need most-their families.

"Without the steadfast and generous support of our Founder & Forever Partner, McDonald's®, and our local McDonald's Owner/Operators, we could not deliver our mission. Twenty-five to thirty-five percent of our annual operating costs are covered by McDonald's. Year after year, they are a tremendous support—it truly is an incredible partnership. McDonald's has been standing generously by our side since day one when the first Ronald McDonald House opened in Philadelphia in 1974.

"McHappy Day is McDonald's biggest fundraiser in support of RMHC," says Galagan. "It's an amazing day when McDonald's Owner/Operators, managers, crew, and customers come together in support of RMHC families. McHappy Day usually takes place in May. However, last year, it couldn't happen safely because of the pandemic and this year, it's slated for the fall. Everybody is adapting and pivoting to make things work, but what hasn't changed and hasn't stopped, is children getting sick. Families need RMHC Manitoba more than ever before. We push forward with the help of generous partners to do whatever we can to ensure that we can raise support both operationally and for the capital proj-

Watch for McHappy Day this fall, and you can 'Round Up for RMHC' anytime you visit McDonald's! All funds raised in Manitoba and Northwestern Ontario stay local, supporting RMHC Manitoba.

"We are also blessed to work closely with other major partners and so many more caring supporters."

Fundraising Events

RMHC Manitoba holds three signature events every year.

Ronald McDo House Charit



Who is leading the way?

A Capital Campaign Committee, consisting of dedicated professionals and community members including Board members, donors, RMHC Manitoba alumni families, RMHC Manitoba staff, and volunteers is leading this important cause.

Volunteer Capital Campaign Cabinet structure includes:

- Fundraising Committee
- Construction Committee
- Communications Committee
- Finance Committee

Financial management is under the direction of the Finance Chair, RMHC Manitoba Board of Directors and RMHC Manitoba staff.

Campaign Support

Pledges are accepted in the following forms:

- Gifts of cash (including securities)
- Pledges (installments up to 5 years)
- Gifts in-kind (building products or services)

The foundation of any successful charity is an engaged and committed Board of Directors. RMHCMB is blessed with a current board that has its collective eyes squarely on the mission of providing a home away from home for families whose children are ill and injured and receiving treatment in hospital. And the organization also benefits from the legacy of past boards who knew that RMHCMB needed to support more families. Their vision and planning has laid the groundwork for where we are today—building a new House that will increase our mission capacity by 186%. We are grateful for their foresight.

- Rhonda Lorch, RMHC Manitoba Board President

"The first event is a peer-to-peer online fundraiser called Champion for Families. We challenge participants to get active or creative 194 times! 194 represents the longest stay by a family in 2020," says Galagan. "It could be riding your bike, playing golf, washing cars, or baking cookies. You can do whatever you want to be active or creative while reaching out for pledges and raising support."

The second event is "FORE! THE HOUSE Golf Tournament, which is currently in its 32nd year. This year, it's being held on September 8th at Pine Ridge Golf Club.



When the job calls for the professionals with the know-how.



Best wishes to Ronald McDonald House Charities Manitoba's Capital Campaign.

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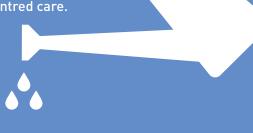
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Growing our Mission

Working with our HSC Children's Hospital partners on a medical feasibility study, our new House reflects and supports projected pediatric healthcare needs for Manitoba in the next 5-15 years. Through proven projection calculations from RMHC Global, a 40 bedroom House was identified as the best way to serve and support the current and projected needs.

RMHC Manitoba is committed to growth in order to serve and support more families and increase our role in family-centred care.













The third event is the annual Hope Couture Fashion Gala, which is in its 35th year and scheduled for November 5th at Fort Garry Hotel.

As with all things right now, these events are at risk of being impacted by the current Covid-19 pandemic and the restrictions that go with it. Galagan says, "We're hoping the golf tournament will be held as planned. As for the Gala we're proposing a hybrid event with in-person and virtual attendees this year. We move forward with hope and optimism, and always based on Manitoba Public Health guidelines.

"Third party events have been impacted as well. Organizations or private groups that usually host fundraising events have had their efforts hampered by the pandemic.

"New event and mission partners are always welcomed. Visit the website (rmhcmanitoba.org) to learn more on the many ways to support and become part of the RMHC Manitoba family!"

Origins of Ronald McDonald House Charities

Across the world, there are 377 Ronald McDonald Houses, 266 Family Rooms and 47 Care Mobiles. RMHC Manitoba is part of a global RMHC mission with 690 programs that has kept families close during times of childhood illness or injury since 1974.

In Philadelphia, in 1969, Fred and Fran Hill kept watch over their three-year-old daughter, Kimberly, as she fought for her life with acute lymphatic leukemia. Tired and sore from sleeping in waiting room chairs, the Hills did not complain about their ordeal, but instead decided to help others. Fred Hill, a tight end for the Philadelphia Eagles, enlisted the support of his fellow players and their wives, as well as Eagles staff, management, and owners, and raised a great deal of money for oncology at St. Christopher's.

Through sharing his story with friends and colleagues, Hill inspired a joint promotion between the Eagles and McDonald's Restaurants to raise money to buy a home near the hospital.

By Christmas of 1974, the first Ronald McDonald House had welcomed the families of seven sick children. But this was, of course, just the beginning. Today, there are over 377 Ronald McDonald Houses operating.

Local History

In 1980, Winnipeg lawyer Richard Adams enlisted the help of Dr. Agnes Bishop and Dr. Norman Goldberg to organize a Ronald McDonald House project for Winnipeg.

"A remarkable and somewhat small group of people worked tirelessly to organize, publicize, fundraise, plan and build our Winnipeg House. It was a group comprised of people from all walks of life who bonded together, not unlike a family. We shared responsibilities, successes, and failures. We lent support and affection to those among us who experience the loss of a child. Less than three years was required to raise 50% of our project costs, build the House, and open the doors," says Adams.

On May 30, 1984, Ronald McDonald House opened, just down the street from HSC Children's Hospital, at 566 Bannatyne Avenue in Winnipeg. With room for 14 families, Ronald McDonald House is a "home-away-from-home" for rural Manitoban and out-of-province families with a child requiring treatment at a nearby hospital.

In 2010, the Ronald McDonald Family Room was created to extend the mission of RMHC Manitoba within the walls of HSC Children's Hospital in Winnipeg. The space is a place of respite and comfort for families with children who are patients at HSC Children's Hospital and need to take a break from the hospital environment. At the time of its opening, it was the largest Family Room in the world. There are now 265 Ronald McDonald Family Room programs worldwide.

In 2011, Ronald McDonald House Winnipeg became Ronald McDonald House Manitoba, a name that better reflects the fami

Campaign Cabinet

Help us grow a stronger foundation for families, and a stronger community for all of us.

Fundraising Committee

Rhonda Lorch Rick Adams Norm Silver Tracey Novak

Liz Boroditsky Jeremy Epp

Doug Fawcett Hiren Shah Lana Maidment

Construction Committee

Steve Bulejsza Tim O'Connor Wayne Devlin Dave Coverdale Britta Spiring

Communications Committee

Melissa Beaumont Jan Augert-Yarema Teresa Woyna

Finance Committee

Hong Zhang Helen Lee Liz Boroditsky Wayne Devlin



RMHC

Manitoba



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PROUD SUPPORTER OF RONALD MCDONALD HOUSE



Our New Ronald McDonald House

Project Details

Located at 62 Juno Street, the new House is designed with family needs in mind. The House will provide parents with essential accommodations and services close to their sick child; helping to keep families together during one of life's most difficult challenges.

The new House will grow from 11,000 to 48,000 sq. ft. and from 14 to 40 sleeping rooms, including private washroom facilities. Two new kitchens will support the important Home for Dinner program and will allow families to continue to make some of their favourite meals and cultural dishes.

Private and larger suites to serve bone marrow transplant patients and their families (requiring isolation for 100 days post-transplant) will be available. We'll also support kidney transplant patients with similar rooms. It is vital for both patient and parents to have private rooms in this space for long term stays.

The new House will offer multipurpose rooms for family programming including: massage therapy, pet therapy, yoga, meditation, and hair and nail services. A unique Magic Room to celebrate special occasions will provide a magical, fun, memorable, and exciting experience for children and siblings As well, a theatre room, an arts and crafts room, indoor play areas, outdoor family use areas, and green spaces are all part of the plans. A new feature will be underground parking to help ensure safety for families, volunteers, and staff, and make patient transportation during the cold winter months more

Who will benefit from the new House and what incremental impact will this have?

The number one beneficiary of a new Ronald McDonald House will be the families of sick or injured children. Supporting the physical and emotional well-being of families while reducing the level of stress, sense of isolation and financial burden, goes a long way to helping sick and injured children get the healing

Many families incur debt during treatment which often has long-term negative effects on their financial stability. Many rely on remortgaging their homes or taking money out of registered retirement or education savings plans to pay for medical and out-of-pocket expenses. Annually, RMHC Manitoba saves families between \$850,000 and \$1.3M in costly, out-of-pocket expenses. With the new House, we'll be able to financially support many more families in need.

Healthcare leaders increasingly understand that nearby accommodations and support for families contribute to high quality, family-centred care. With a new House, we'll gain the capacity to support additional families in need of pediatric mental health and rehabilitation.

The Capital Campaign

The total for the capital campaign is estimated at \$20.7M, the largest fundraising campaign undertaken by RMHC Manitoba. Thanks to RMHC Global, RMHC Canada, McDonald's® Canada, and several generous philanthropic supporters, we've already raised \$19.4M. Groundbreaking was held on March 16, 2021, with a construction timeline of 12-16 months.

Help Plant the Seeds

Your commitment at this phase of the campaign is critical to its success. To ensure a strong foundation, the current focus is on lead and major gifts. Considerable work has been undertaken to engage a senior group of dedicated volunteers, who themselves are donors, including the RMHC Manitoba Board of Directors and Capital Campaign Committee.

The current Ronald McDonald House will be sold with net sale proceeds supporting the new build. We will also continue to work to sustain and grow annual revenues during the capital campaign. Solid financial management and strong annual fundraising activities continue to result in annual surpluses that help offset ever increasing annual operating costs.

lies we serve and helps us reach out to our spires us, lifts us, and strengthens us. RMHC on different journeys—one with a premacommunities and supporters outside of Win-

In 2014, Ronald McDonald House Manitoba became known as Ronald McDonald House Charities Manitoba to reflect the net- far for inspiration—it's all around us. work of Ronald McDonald House Charities organizations around the world.

From its beginnings in Philadelphia, to our House in Winnipeg, to an organization of 689 programs around the world, RMHC is truly dedicated to keeping families close.

Sources: Reader's Digest, The Houses That-Love Builds, John G. Hubbell, June 1981. State of the Union, Ronald McDonald House International Advisory Board, February 1994. Ronald McDonald House, A Decade of Love, Pediatric Oncology Family Centre of Manitoba Inc., May 1994

RMHC Families

When asked about the many families and sick or injured children who have passed through the doors at RMHC Manitoba over the years, Galagan says that they all touch the hearts of everyone involved.

"Every family is unique and inspiring; they all touch us so deeply. They truly amaze us with their strength and courage, and most of all, their love. As RMHC Manitoba staff, we have the privilege to be of part of family journeys every day. It is what in-

Manitoba exists for one purpose, to keep ture child another with a sick teenager, yet illness or injury. It is our honour to serve the same challenges and fears we all face as RMHC families. We don't have to look too

lies to support each other. They might be

families together during times of childhood even though their situations may differ, it's parents with a sick child. It's a very powerful support system that grows between the "One of the most beautiful things about different families who stay at RMHC Manithe RMHC mission is the ability for fami- toba. We are forever grateful to all those who make our mission possible."





excited to be working with Bird Construction on the new Ronald McDonald House Charity project.

We can't wait to see it come together and we are proud to support this important charity and the work that they do.



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2020 BY THE NUMBERS MISSION IMPACT



649



Number of families supported by overnight accommodations and day use program

- Ronald McDonald House and Family Room overnight accommodations: 227
- RMHC Manitoba day use program: 454









Nights of accommodations supported by Ronald McDonald House and Family Room

- Ronald McDonald House (14 sleeping rooms): 3,171
- Ronald McDonald Family Room (3 sleeping rooms): 656





\$828,800

Savings for Winnipeg and rural Manitoba families faced with childhood illness and injury.*



'\$200 is estimated to be the value of overnight accommodation at Ronald McDonald House and Ronald McDonald Family Room. \$10 is estimated to be the value of Family Room's day use program's per visit. Value of services offered at Ronald McDonald House and Ronald McDonald Family Room include daily nutritious meal services, comforting programming, laundry facilities, parking, transportation and opportunities for families to spend quality time together.

RMHC MANITOBA STAFF LISTING - 2021

Wendy Galagan

Chief Executive Officer

Wendy Wilks

Office & Finance Manager

Jean Hrechuk

Office & Operations Assistant

Teressa Blank

Capital Campaign Administrator

Eden Ramsay

Development & Communications Officer

Heather Woods

Development & Communications Assistant

Anna Nosol

Events & Development Officer

Pat Battellino

House Manager

Tracy Schubert

House Supervisor

Kim Anania

House Supervisor

Chantel Bone

Weekend House Supervisor

Tiffany Froese

Weekend House Supervisor

Pauline Chen

Weekend House Supervisor

Susan Saunders

Weekend House Supervisor

Kasia James

Volunteer & Programming Manager

Krista Lewis

Family Room Manager

Valerie Hartle

Family Room Weekend Coordinator

Allen Rey

Summer Family Services Representative

RELIEF STAFF

Franca Infantino Annie Jafri Tracy Sawchyn Carla Fleury-Charles Allen Rey Be part of something special. Help plant the seeds of a legacy that will grow in our community for generations to come.







RMHC MANITOBA BOARD OF DIRECTORS

JUNE 2021

Rhonda Lorch **Doug Fawcett** Melissa Beaumont* Hong Zhang* Timothy O'Connor Dr. Norm Silver Wayne Devlin Steve Bulejsza

Jan Augert-Yarema Teresa Woyna Helen Lee Lana Maidment Elizabeth Boroditsky Thom Proch** Sharlyne Hamm**

* Completed Term May 2021. ** New Term June 2021.

RMHC Manitoba recognizes the incredible contribution of current and past Board Members for their valuable and lasting contributions to the RMHC Manitoba mission.





Ronald McDonald House Charities®

Keeping families close®

Help us grow a stronger foundation for families, and a stronger community for all of us.





A New Ronald McDonald House

Through the steadfast support of caring and generous donors, the new RMHC Manitoba Ronald McDonald House will soon be a reality. Together, we have raised a significant \$19.4M dollars of the \$20.7M needed for this essential project.

Families need RMHC Manitoba now more than ever. A new House will ensure families are close to the medical care their child needs, and close to each other.

Your support is needed now to build a new House!

186% Mission Delivery Increase	14 to 40 Bedrooms
11,000 to 48,000 sq. ft.	Up to 14,600 Nights of

- Larger rooms
- **Specialty suites**
- Multiple kitchens
- **Private washrooms**
- **Increased common areas** for family programming
- Safe/secure outdoor spaces and parking

Juno Street facade

Main entrance with inspiring donor recognition artwork







Project Timeline

Project to Tender -November 2, 2020 Tender Close -December 2, 2020 Tender Award -By December 31, 2020

Groundbreaking -**March 2021**

Comfort

Construction -12 - 16 months

New House Opening -March – July 2022

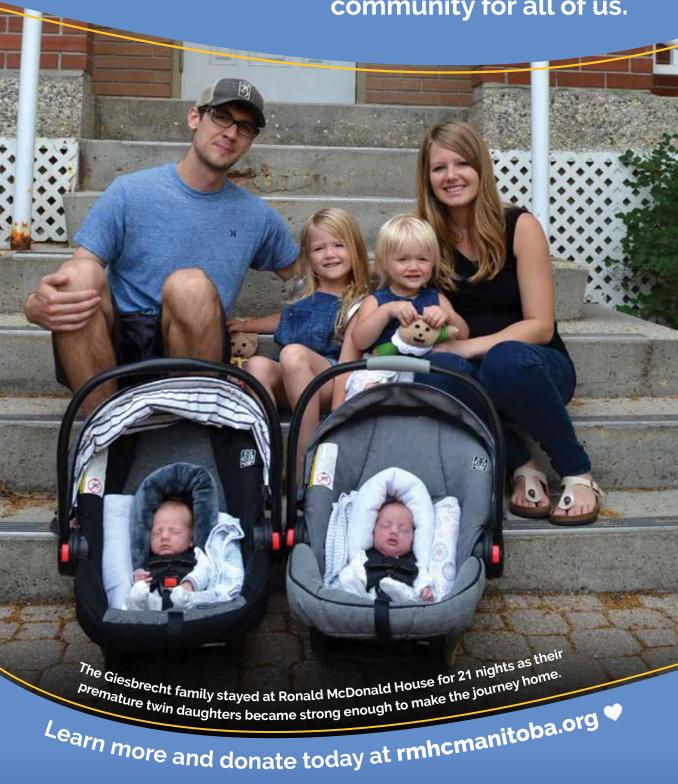
Like our families, we are always stronger together.

Thank you!

rmhcmanitoba.org



Help us grow a stronger foundation for families, and a stronger community for all of us.



2021 is well ahead of 2020 in MLS[®] sales and dollar volume

ack to back monthly sales reaching new threshold levels over 2,000 reaffirms 2021 as a year like none that has come before it. May monthly sales and dollar volume were very close to April 2021. Where the major differences lie is when you compare the same months this year to 2020 or even previous years. New and higher levels of market activity in sales and dollar volume are being attained. This commenced in earnest in June 2020 and has not let up.

Prices are also at all-time highs with an average single family home in Winnipeg selling for \$402,144 in May. For the entire market region including Winnipeg the average sales price in May for a home was \$387,338 and a condo was \$254,928.

May 2021 sales of 2,006 increased 46% over May 2020 and 21% above the 5-year average for this month. The 2,006 sales are only surpassed by April 2021 when 2,055 were transacted on the Winnipeg Regional Real Estate Board's (WRREB) Multiple Listing Service® MLS®.

Dollar volume for May is up 70% over the same month last year with an all-time record monthly total of \$692.6 million worth of sales.

Year-to-date MLS® sales of 8,197 have increased 68% while dollar volume of \$2.72 billion is up 89% over the same period in 2020. Listings entered on the MLS® this year are ahead of 2020 by nearly 9% with 10,594 listings.

Despite a 4% increase in new listings entered in May due to this month's very buoyant sales activity, the active listing supply at month end going into June is down 40% from 4,621 last year to 2,768 in 2021.

"Buyers continue to show unwavering enthusiasm for all property types in May and as a result it is putting a price premium on many listings that come onto the market for sale," said Kourosh Doustshenas, president of the Winnipeg Regional Real Estate Board.

"Another real indicator of market strength is the metric which shows the ratio of total sales price dollar volume sold in May compared to their total list price dollar volume. It was 105%."

The greatest percentage increase in sales from last year for the first 5 months is vacant land at 162%. There are many other property types which are more than doubling last year's sales. They are condominiums, duplexes, and townhouses. In actual numbers, vacant land has 601 sales compared to 229 in 2020 and condominiums have 1,141 versus 513 last year.

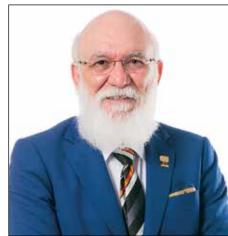
May condo sales were up 146% with 293 sales. Only March 2021 comes close to this record monthly sales level with 288 sales. The average condo sales price is also impressive at

\$254,928, up 11% over May 2020. Over one out of five condo listings sold for above list price.

"As single family home prices have risen rapidly in the last year, especially in 2021, condominiums have become an alternative affordable option for first-time buyers keen to get a foothold in the ownership market," said Doustshenas. "WRREB's Home Price Index benchmark price for a typical apartment condo in May is \$202,700 whereas the benchmark price for a single family home is \$335,700."

A new higher mortgage stress test qualification rate of 5.25~% came into effect on June 1, 2021.

As a result it will reduce buying power by



Kourosh Doustshenas 2021 President -Winnipeg Regional Real Estate Board

about roughly 4% though with Manitoba having one of the most affordable housing markets in the country this increase will not preclude most buyers from attaining their goal of purchasing a property. They just may need to be more aware of their mortgage ceiling limit when making an offer on a listing. Buyers are still able to take advantage of some of the lowest mortgage rates in our history.

June ushers in a significant education property tax rebate of 25% this year for residential and farm property owners. The total rebate amount for all of the approximate 658,000 properties in Manitoba is \$248 million and property owner rebate cheques are being mailed out this month.

The Bloomberg Nanos Consumer Confidence Index which tracks Canadians views on personal finances, the economy, employment and real estate recently reached a 13-year record high.

In an interview with Amanda Lang of BNN Bloomberg, Nik Nanos said, "Real estate is still a significant positive outlier when it comes to

people's views on the future value of homes in their neighbourhood."

He also said in reference to Canadians wanting to live in different types of homes, and one's large enough to work in, "There is a structural change that is underpinning a lot of the movement in the real estate market that is very different than anything that we have seen in the past."

"Our new monthly dollar volume record of close to \$700 million would not have happened without some big ticket sales beyond a number of one million dollar plus homes," said Doustshenas. "There were three major vacant development land sales totaling over \$12 million with one selling for over \$5 million."

"May MLS® sales show how diverse our regional market is in the mix and scale of property types that were sold," said Marina R. James, CEO of the Winnipeg Regional Real Estate Board. "REALTORS® are professional and informed and make it their business to become experts in all facets of real estate."

While the MLS® market has clearly been in the seller's market territory with insatiable buyer demand in the forefront in 2021, the commercial market according to WRREB commercial REALTOR® Trevor Clay is not as uniform but still very busy. His comments are as follows:

The first two quarters of 2021 have been extremely active in the commercial real estate market in Winnipeg with the industrial and investment sales markets leading the way. Demand for industrial real estate from an investment perspective as well as in terms of leasing and sales activity continues to be extremely strong.

We are also seeing continued strong activity in terms of the sale of existing multi-family investment assets as well as for development sites for multi-family across the city. Investors on a local and national level are looking for high quality multi-family properties in Winnipeg. This coupled with sustained low interest rates has resulted in considerable sales activity at very aggressive pricing.

Retail leasing for service-oriented centres continues to be strong while larger box retail demand has slowed substantially. Winnipeg's suburban office market has continued to perform well while the downtown has been hit the hardest by the pandemic. Demand for office and downtown retail space has dropped markedly.

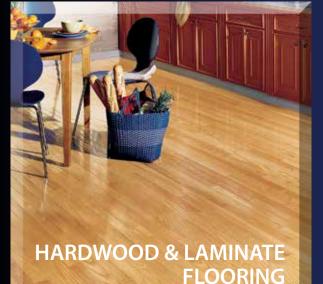
There are currently 1,271 listings on the Winnipeg Regional Real Estate Board's Commercial Property Information Exchange (CPIX®) and they can be found at winnipegcommercialrealtors.ca.

Whether you need to be talking to a residential or commercial **REALTOR®** on what is a happening in the Winnipeg Regional Real Estate Board market in 2021, rest assured the market is one with much to consider and assess in making an informed decision. Fasten your seat belt as lots of activity is in the offing through 2021 and will inevitably usher in a third year in a row of record **MLS®** sales and dollar volume.





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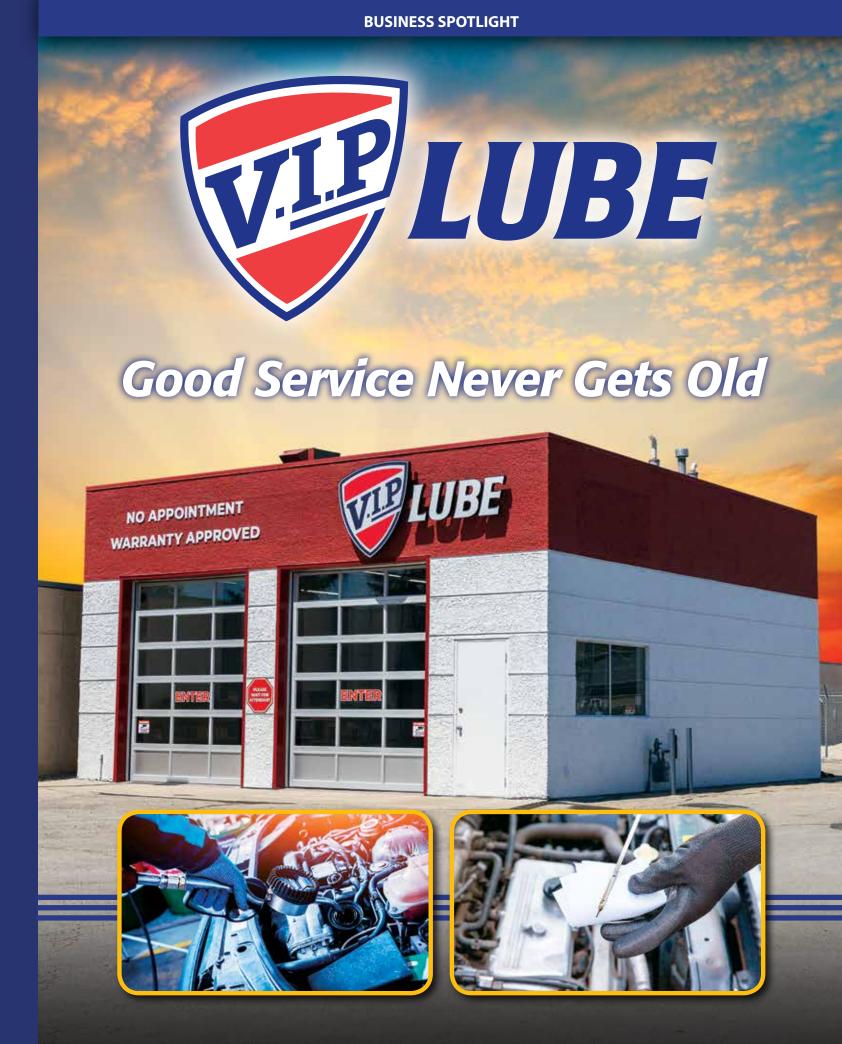
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COMMERCIAL

Congratulations and Best Wishes on your Grand Opening V.I.P LUBE Their entrepreneurial spirit kicked in and they began to explore ideas that would combine their passion for the automotive business, people, and purpose. They decided they wanted to create a brand with a culture where everyone is treated like a VIP: the customers, the team members, the franchise partners, and the suppliers. People are often so busy running around and everything is so impersonal that they wanted to offer a place where you know that you will receive the best price, great service and be treated with genuine respect.

Good service never gets old - old-fashioned values matter to us at VIP Lube. We want people to see that old school values, honesty and integrity are still possible.

Who We Are

VIP Lube is a superfast, no appointment necessary, new car warranty approved oil change experience.

Any garage can provide an oil change service, but do they offer genuine, V.I.P service? At VIP lube, we stand out from the competition with our old-fashioned values and service all while keeping up with the current technological trends.

At VIP Lube, our highly trained staff are there to help, explain and educate our customers on the important preventative maintenance a vehicle requires. Their expertise and knowledge will provide customers with peace of mind.

They service all makes, models and sizes from a Mini Cooper to a 30-foot RV. "Our shops have 12-foot overhead doors; if we can fit it into our shop, we can change the oil," says Cory.

VIII

Why Choose VIP Lube?

There are many great choices in Winnipeg to service your vehicle and therefore we make every effort to do the little things better so we can stand out. Our management team brings years of experience in the automotive quick lube industry and our entire team lives and breathes the same philosophy: our customers are our number one priority. Foremost is the VIP Lube employees' knowledge and ability to provide quick and effective services. "We can have you in and out in about 15 minutes and all oil changes include our 21-point inspection," says Cory.

We add value at every step of your VIP experience. From the moment that you pull up to our shop, you can see the difference. We start with a friendly greeting followed by offering you a newspaper and coffee while you wait in the comfort of your vehicle. And if you have your kids with you,

they will be offered a juice box. We take the time to show you samples of your existing fluids compared with the new fluid and the intervals recommended for those services. We will only recommend services that we feel are necessary and we will not sell you anything that you do not need.



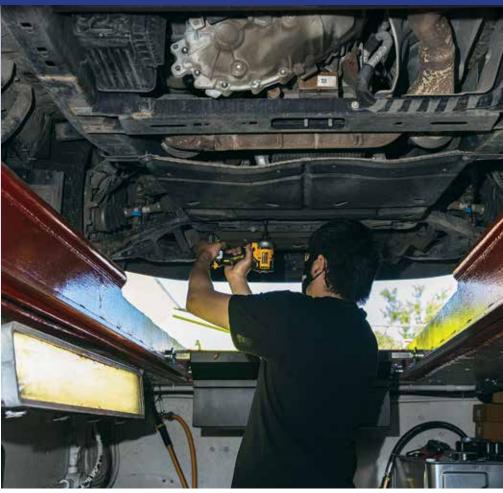
THE VIP Club

We want to take the time to really know our customers, engage them, and impress them. We want every one of our customers to feel like they are welcomed and appreciated. Therefore, we have created the VIP club. To join, it requires an effortless signup by one of our technicians upon your first visit. Once you have been signed up for the club, you will have VIP access and perks. There will be no need for looking for coupons or wondering if there is a better deal available. You get VIP pricing on all services, all the time. You are automatically entered into our contests. There will be exclusive specials offered only to our VIPs.



Future and beyond!

"We have lots of exciting things happening," says Cory. "Our newest VIP Lube at 395 Goulet St. is our first Winnipeg location. We are currently working on new sites in Win-



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Left to right: Dave Spence (V.I.P Goulet franchisee), Ryan Gaudette (V.I.P franchisor), Cory Gaudette (V.I.P franchisor), and Jacob Hanuschuk (V.I.P Goulet franchisee)

nipeg and a few sites in other Manitoba cit-sign, construction, to the grand opening of

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The VIP team will be there from start to

your new VIP Lube. It does not end there; we will provide ongoing support. With our 20 years of experience behind us, we are here to help you build a strong, successful

VIP Lube will have a program to provide franchise opportunities for our team members to own their own VIP store. By doing so, we hope to make a difference and help them reach their goal of being a business

Congratulations and best wishes on the Grand Opening of V.I.P Lube!



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Congratulations & Best Wishes on your **Grand Opening V.I.P LUBE**

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Fleet service information

VIP Lube is a perfect choice for companies with fleet vehicles. At VIP, we understand the importance of fast, reliable service to help keep your fleet on the road. Whether you're managing a few vehicles or fifty, VIP Lube can help save you time and money. Our Drive Thru services offers the opportunity to save on vehicle and employee down time. There is no need to book an appointment. Your staff can stop in at their convenience. We offer purchase controls and restrictions, verification of vehicle and driver prior to service, warranty approved parts and service, and multiple payment options. VIP offers company accounts and accepts many national leasing programs such as PHH, Element, GE, ARI, VEMA, Foss, Emkay and Transportaction.

Corporate customers keep their fleets moving forward with VIP's fleet program. Prospective customers who want more information on how we can help their company maintain their vehicles, or to see about setting up a corporate account for their organization can contact info@ viplube.ca.



At its heart, VIP Lube is a platform for doing good.

The power of treating people with respect and care is infectious and will ultimately create the VIP experience everyone deserves.

We want to be a positive influence and example in our local communities by helping and giving back to the communities in which we live and work.

Once a year, VIP Lube will host an annual fundraising campaign. Every VIP Lube store will select a cause that they are passionate about helping within their own community. They will then raise funds for their chosen cause.

VIP Lube has great fundraising programs for sports teams and groups. For more information, contact info@viplube.ca.



VIP Lube is always looking for new ways to be as green as possible.

VIP is very conscious about our environment and is working to do its part to reduce the impact on the earth by recycling all used oil, oil filters and anti-freeze through licensed and bonded recycling companies. Recently, the company signed up

with Manitoba Association of Resource Recovery Oil as a designated drop off site for people with used oil, filters and antifreeze.

"This way, the DIY consumer now has a convenient, responsible place to bring their products to be recycled," says Cory. "Used oil can be re-refined into lube oil and other products and can be used for energy recovery. Used oil filters contain 85 per cent recyclable metal that can become steel rebar for construction, while product containers can be shredded and used to manufacture parking lot curbs, fence posts, and landscaping ties. Used antifreeze is shipped to licensed processors and recycled into new antifreeze. Whether a neighbourhood or global cause, VIP Lube is there to help make life better for everyone."



New Car Warranty

While new car buyers may be under the belief that they must take their new vehicle to a dealership for all their servicing needs to protect their warranty, Cory emphasizes that vehicle owners can go to any service center, as long as they are servicing their vehicle at the manufacturer's recommended intervals and keeping records of these services. All VIP Lube products are 100% New Car Warranty Approved and all VIP Lube locations follow manufacturer specifications for each vehicle. This means your vehicle is maintained to warranty approved standards and your warranty

is safe with us.



We have partnered with Irving Oil and Maxim Trucking - two great Canadian com-

Founded in 1924, Irving Oil operates Canada's largest refinery in Saint John, New Brunswick. They have more than 900 fuelling locations and a network of distribution terminals spanning Eastern Canada.

Maxim Trucking is a Canadian owned company headquartered in Winnipeg, Manitoba with 18 locations across Canada. Oil and Lubricants are an integral part of Maxim's product and service offerings. VIP Lube is proud to partner with Maxim Truck & Trailer for the supply of Irving Oil.

We are very proud to offer premium Canadian oil as our everyday oil at VIP. Supporting Canadian-made, local has never been more important than now. VIP is proud to support Canadian companies!!!

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The Change You Deserve



www.viplube.ca



Algoma Steel and Legato Merger Corp. sign definitive merger agreement

NEW YORK and SAULT STE MARIE, ON, - The Canadian parent company of privately held Algoma Steel Inc. ("Algoma"), a leading independent steel producer with extensive steelmaking and finishing operations in Sault Ste. Marie, Ontario, Canada, and Legato Merger Corp. (NASDAQ: LEGO, LEGOU, LEGOW), a special purpose acquisition company ("Legato"), today jointly announced that they have entered into a definitive merger agreement that will result in Algoma becoming a publicly listed company with its common shares traded on the Nasdaq Stock Market. Algoma also intends to apply to list its common shares on the Toronto Stock Exchange.

As a publicly traded company, Algoma will continue to execute its growth strategies under the leadership of Algoma's current management, with a Board of Directors that will include six directors designated by Algoma, three directors designated by Legato and one jointly nominated.

Based in Sault Ste. Marie, Ontario, Canada, Algoma is a fully integrated steel producer of hot and cold rolled steel products including sheet and plate. With a current raw steel production capacity of an estimated 2.8 million tons per year, Algoma's size and diverse capabilities enable it to deliver responsive, customer-driven product solutions straight from the ladle to direct applications in the automotive, construction, energy, defense, and manufacturing sectors. Algoma is a key supplier of steel products to customers in the Canadian and Midwest USA and is the only producer of plate steel products in Canada. The Company's mill is one of the lowest



cost producers of hot rolled sheet steel (HRC) in North America owing in part to its state-of-the-art Direct Strip Production Complex ("DSPC"), which is the newest thin slab caster in North America with direct coupling to a basic oxygen furnace (BOF) melt shop.

Algoma has achieved several meaningful improvements over the last several years that are expected to result in enhanced long-term profitability for the business. Algoma has modernized its DSPC facility and recently installed its No. 2 Ladle Metallurgy Furnace. Additionally, the company has cost cutting initiatives underway and is in the process of investing to modernize its plate mill facilities.

Today Algoma is returning to its roots as a customer-focused, entrepreneurial company with the courage and growing capability to meet the industry's challenges head-on. It is investing in its people and processes, optimizing and modernizing so that it might continue to be your partner in steel.

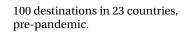
SOURCE: Algoma Steel Inc.

WestJet celebrates 25 years of low fares, vigorous competition and great service

CALGARY, AB, - WestJet today marks 25 years of low fares, vigorous competition and great service in Canada.

"A quarter century ago, WestJet provided Canadians with a choice in airlines; since that time, we have invested across the country to bring more options and competitive fares to millions of Canadians who couldn't afford the price of air travel prior," said Ed Sims, WestJet President and CEO. "We are thankful to the thousands of WestJetters who have dedicated themselves to building our airline and to the more than 300 million guests who have chosen to fly with us. A lot has changed, but care remains at the heart of what we do."

WestJet launched in 1996 with three aircraft, 250 employees and five destinations, growing over the years to more than 180 aircraft, 14,000 employees and more than



ABOUT WESTJET

In 25 years of serving Canadians, WestJet has cut airfares in half and increased the flying population in Canada to more than 50 per cent. WestJet launched in 1996 with three aircraft, 250 employees and five destinations, growing over the years to more than 180 aircraft, 14,000 employees and more than 100 destinations in 23 countries, pre-pandemic.

Since the start of the pandemic the West-



Jet Group of Companies has built a layered framework of safety measures to ensure Canadians can continue to travel safely and responsibly through the airline's Safety Above All hygiene program. During this time, WestJet has maintained its status as one of the top-10 on-time airlines in North America as named by Cirium.

SOURCE: WESTJET, an Alberta Partnership

Manitoba Business & Trade Magazine

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