



Industry NEWS



Grand Valley Construction Association

GVCA
Industry News
May 2009

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Generation Why: Communicate & Innovate

A couple of weeks ago, at the very successful **Building Excellent Businesses Forum**, I sat in on an interesting session called "*Managing Millennials.*" In fact, it was more than interesting - it was eye-opening.

Learning how to work with this generation that has grown up in a digital world, surrounded by parents that have spent more time and money on themselves than any previous generation (all those hockey, soccer, T-ball and



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Become a **GVCA**
member today!

GVCA Quick Links

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URGENT!
**Member
Directory**

dance lessons!) hasn't always been easy. But session leader Alan Quarry of Quarry Communications did an excellent job of encapsulating some of the key characteristics and motivations of this new generation.

The overriding characteristics of this group (born after 1982) is that they are **collaborative**, believe they can **contribute** from Day One, want **balance** in their lives, possess great **confidence**, **appreciate diversity**, are **optimistic** and will work hard to accomplish a task/project/job **if they understand the "why" of it** and are **allowed to innovate**.

Being the techno savvy group they are, who literally grew up in an environment of game playing, innovation and parental praise, they are often strangers to us Gen Xers (aged 29-44) and Baby Boomers (aged 45-63). While some of us dread it when our computer asks us to download updates (anything could happen, usually bad, we think!), the Gen Y folks can't imagine a day without all their digital essentials. They also can't imagine working like their parents used to such as incredibly long days spent "at the company". If they witnessed their hard-working parents laid off or downsized, no wonder they swore they would never be like us. Good for them, because our way of doing things isn't any better than our parents, or their parents. It is just different.

That's it in a nutshell. This new generation is just different. Not bad, lazy, stupid or selfish - just different. Since their ways of doing things isn't going to change, we need to learn how to adapt to and appreciate the Millennials' ways of thinking. **Doing this is actually a successful business strategy.**

Alan was also quick to point out that we don't just have to roll over and let the new generation do whatever they want and whenever they want. **They look to us for guidance, but they aren't going to buy into the "do it because I said so." Instead they want to understand why the job needs to be done, how they might be able to do it better (or differently) and how to evaluate the results.**

What Gen Y wants us to do is to "communicate" with them. Whether it's in person, in email, Facebook or by cell

Update

ACT NOW

We are getting ready to print the 2009-2010 Membership Directory.

Please [click here](#) to ensure that your listing and trade categories are correct!

Act by Friday, May 8 at 12 noon.

Calendar of Events

May 7

LEED AP study course (continues through to June 25)

5:30 pm - 7:30 pm

[Download Registration form](#)

May 11

Basics of Supervising (continues on May 25)
9 am - 1 pm

[Download Registration form](#)

May 13

Women in Construction (WinC)

Dinner & Seminar "The Dirty Secrets of Marketing: What no one wants you to know"

[Download Registration form](#)

June 12

WHMIS Training

phone, they want us to share our ideas, visions and reasons - and they want to share theirs! **And while it may take a few more minutes of our day to talk to our employees and work collaboratively**, it will still be far more productive and profitable than if our younger workers quit and go work for a progressive company that has recognized this difference and adapted it. **If our competition has learned to communicate with this generation and we haven't, then we are doomed.**

As another session speaker pointed out, asking a male-dominated industry to "communicate" in order to succeed is a tall order. But it has to be done. Communication is innovation, and innovation means success. Or as Alan put it so succinctly "innovate or die."

Please download the BE conference session notes:

- **Session One** [BIM: How it will affect your business today and tomorrow](#)
- **Session Two Part A** [Taking the Fear out of LEED Buildings](#) **Session Two Part B**
- **Session Three** [Fraud in the Construction Workplace](#)
- **Session Four** **Managing Millennials:** [Getting the Most from the Next Generation](#)

Sincerely,



[Martha George](#), P.GSC
President, GVCA

Pandemic Swine Flu (Influenza A H1N1) Update & Information Sources

Many of us remember the human and economic toll that the SARS crisis created in Canada. Now, faced with a Phase 5 alert from the World Health Organization concerning Influenza A H1N1 (Swine Flu) we are well aware of the importance of having accurate and trustworthy information concerning handling this health crisis.

For current Canadian information, please visit the [Canadian Public Health Agency website](#)

8 am - 12:30 pm
[Download Registration form](#)

June 12
Fall Protection
1 pm - 5 pm
[Download Registration form](#)

June 18
Spring Golf Tournament
Conestoga & Foxwood
[Register Now](#)

GVCA Tender

The GVCA office exterior is in need of renovation.

Scope of work includes a much-needed face lift to the landscaping. Removal of some existing shrubs, pruning, planting, garden walls etc. GVCA members interested in bidding this work to attend a site meeting on **May 11**.

Check Plans on [Display for more info](#).

Bright Spots in May

Apprenticeship Completion Grant

As part of Canada's Economic Action Plan, the **Apprenticeship Completion Grant (ACG) is a \$2,000 taxable cash grant** for apprentices who complete their apprenticeship training and obtain Red Seal endorsement or a provincial

You can also visit a pandemic website created by Marsh, a leading insurance broker and risk management firm:

[PANDEMIC RESPONSE CENTER AND WEB PAGE.](#)

**Calling All Women!
Have you signed up for the Women in
Construction Seminar & Dinner on May 13?**

Send us your email (to winc@gvca.org) and you could win a free registration to our next event!

The GVCA Women in Construction is a groundbreaking group that offers any woman working within the construction industry in any capacity the opportunity to:

- Network within the industry
- Learn - professional and personal growth
- Have Fun - (everyone needs fun!)

The GVCA wants to help you become more valuable to your company.

**Upcoming Event:
The Dirty Secrets About Marketing**

When: Wednesday, May 13, 2009

Time: Cocktails at 5:30 pm followed by Dinner

[Download Registration Form here.](#)

or territorial Certificate of Qualification in a designated Red Seal trade. [Read more at Government website.](#)

**GVCA Services:
The Difference
Makers**

As an award-winning Construction Association, the GVCA offers its members the services they need to succeed. In many cases, these services are unique to our Association and are the envy of other construction associations. *(Yes, they look to the GVCA to see what we are doing and then copy us!)*

If you are not taking advantage of these member-only services, you are missing out on the "difference makers that will make your business more successful. If you are unfamiliar with the following services, please contact the GVCA office, info@gvca.org and we will be pleased to give you a detailed explanation of the service

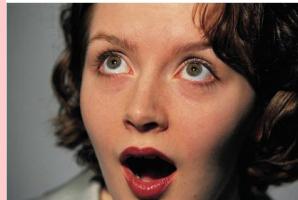
E- Plans Room

We offer E Plans Room training that shows even the most technophobic person how to get hooked up to this fantastic service that .allows you to check addenda quickly, confirm closing dates and bidders list - anywhere you have an internet connection! You can book a personal demonstration - we will come to your office and show you how it easy it is to use from your

The internet has created a colossal shift in our marketing strategies (for those of us who had a strategy) and now we have to figure out which tactics to effectively communicate with our customer. In this session, the role of marketing in today's world will be discussed, as well as what is the best value for your marketing dollars and where you should be concentrating your efforts.

- **Where:** The Pines, 115 Fountain Street South, Cambridge
- **Cost:** \$70 for Members; \$100 for Non-Members
- **Who:** For any woman working in the Construction Industry
- **Guest Speaker:** Angela Pause, W4R Marketing & Consulting

Women in Construction
The Dirty Secrets
About Marketing



August 13 - WinC event

Tournament at Savannah Golf Links

Last year's WinC Golf Tournament was a resounding success - no golfing skills required. Even novice golfers had a great time.

Dinner and prizes included.

Stay tuned for more information.

Golfers Wanted

GVCA Golf Tournament

June 18, 2009

Registration Now Open

&

Tender Call: Sponsorship

GVCA Spring Golf Tournament: Thursday, June 18, 2009 at Conestoga Golf and Country Club and Foxwood Golf Course

[Click here to download Registration Form](#)

Cost: Early Bird Savings! \$125/person (if registering

own computers!
Email mike@gvca.org

**Private Plansroom
Attention General
Contractors and Prime
Contractors!**

Did you know that GVCA offers a service that can set you up with your very own private electronic plans room? You are able to restrict access to the plans and specs in the design phase through to tender and post tender. You get to choose your bidders and the GVCA allows the access. This service provides automatic notifications on addenda and changes instantly. You can see who viewed the plans as well as who saw the addenda. Contact mike@gvca.org for more info.



**Golf
Volunteers
Needed**

**Volunteers are
needed for the
Golf Tournament
on June 18th. We**

before June 6th) and
\$140/person (if registering June 6th and after).

Price includes lunch, dinner, prizes and golf cart.

Shot gun tee off: 11:00am at Foxwood and 11:30am at Conestoga. The format will be scramble.

We will hold a playoff at Conestoga between the two low net foursomes before dinner.

Dinner: Steak dinner served at 6:30 pm at Conestoga.

The GVCA is seeking **Construction Industry partners to sponsor our Annual Spring Golf Tournament.** This event attracts over 280 golfers representing various general contractors, trade contractors, suppliers and manufacturers from the construction industry.

The major gift this year will be a snazzy wind jacket, embossed with our sponsor's logo (as well as GVCA). A definite "best dressed" item...imagine, seeing your company's logo everywhere!

To give everyone an equal chance to be the sponsor of this gift, we are offering you a chance to bid on this sponsorship opportunity.

Sealed bids starting at \$2,500 will be accepted at the GVCA until Friday, May 8 at 12 Noon. A public opening will be held at that time.

There will be no addendum issued on this and the lowest bidder will not win. Bid shopping is allowed, and to qualify, you have to have the money, and be willing to pay before the tournament

Other sponsorship opportunities exist, including:

SOLD \$800.00 to sponsor the Cart Lunch

- **SOLD**\$500.00 to sponsor a golf shoe bag
- \$200.00 sponsorships include:

Closest to the Line
Closest to the Pin

need help with the registrations at Conestoga and Foxwood golf courses. If you are interested, please email staff@gvca.org.

It's fun and it's a great way to participate.

CCA Weekly Bulletin

More NEWS you should know about!

Find out what the Canadian Construction Association has to say this week.

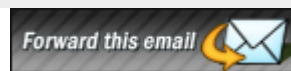
[Click here for the weekly newsletter](#)

Industry Links

[Daily Commercial News](#)

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GVCA

25 Sheldon Drive
Cambridge, On
N1R 6R8
Telephone: 519-622-4822
Fax: 519-621-3289
www.gvca.org

Longest Drive - women
Longest Drive - men
Hole Sponsorship-54 holes available!

We would like to make each hole interesting and help you get the most out of your sponsorship. If possible, we are asking hole sponsors to staff the holes with volunteers who will hand out info on your company, water, or a little snack. GVCA would be glad to work with you on this. This is not required, and should not stop you from considering sponsorship.

Help to make this our best tournament ever!

[DOWNLOAD SPONSORSHIP PDF FORM](#)

Contact tiffany@gvca.org for more information.

We know what the future is...



Yes, the GVCA has discovered a way to tell the future of the construction industry. It's both accurate and free with your membership. It is called The Crystal Ball Report.

Insight and information on proposed future projects

It's all about seeing several months into the future and

compiling all the data in one easy-to-read report so you can make decisions about your business.

How do we do this? We use the same techniques research and intelligence gathering firms use. We track down information, sources, leads and follow the money. We investigate any rumour and any hint of a project to determine its validity and then put together all the information in a single Pre-Bid Report so you can see what is on the horizon. What could happen in the future...

What you will discover is that our construction industry is like an iceberg; only 10% is visible to the naked eye at any given time. The other 90% of the business is unseen - unless you know where to look. And the Crystal Ball Report is where to look.

To access your Crystal Ball Pre Bid Report visit the [Plans on Display section of the GVCA website](#). Log in and password required.

Current Education Courses at GVCA

LEED AP Study Course

May 7-June 25

5:30 pm-7:30 pm

[Download LEED AP Registration PDF](#)

Basics of Supervising

Mondays May 11 & 25

9:00 am-1:00 pm

[Download Supervising Basics Registration PDF](#)

WHMIS Training

Friday, June 12 (changed from May 8)

8:00 am-12:30 pm

[Download WHMIS Registration PDF](#)

Fall Protection Training

Friday, June 12 (Changed from May 8)

1:00 pm-5:00 pm

[Download Fall Protection Registration PDF](#)

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