



Heidi Boudreault, CKCA Vice-President from Denca (AB) brought greetings on behalf of CKCA. *(Pictured left with her husband and business partner Dominic Boudreault)*

Reflecting on her families business that started 41 years ago, from the days of having one choice of white melamine interiors with a metabox glide, maybe 10 door style to choose from and her mother hand designing and pricing while her father manually created his material and cut lists....fast forward to today's world of endless possibilities of materials, hardware, accessories and technologies including robotics and automation that are continuously improving and dramatically changing how cabinet manufacturers deliver their product. Heidi says that **“Denca participates in CKCA because it provides us with a wealth of knowledge on various topics, while developing long lasting relationships with not only suppliers and associates, but with other manufacturers who speak our language and share a common goal to continuously improve all aspects of their lives.”**

- When you **Connect** with colleagues across the country
- You **Learn**
- Then you can **Prosper**



Jim Lawrence, CKCA Past President from Avondale Kitchens (NB) *(Pictured left with wife and business partner Suzanne Lawrence)* brought greetings and talked about the history of his company and how he got involved with CKCA. **Jim attends most CKCA events because of the “value and the takeaways”.** Jim has used many ideas presented over the years to help further the success of his business.

Staying ahead of the curve for the next 50

Keynote Presenter Lynne Jacob, MLJ Coaching International

talked about increasing profitability while actually spending less time in the office. Key steps include:

- Identifying what you really want
- Determining your destination **(what's your goal)?**
- Mapping out the journey to reach your goal and following that map.
- Staying open to receive what you want and trust you will get it (this is the biggest challenge).
- It's not the outside changes that hurt your business, it's the inside changes (in your head).



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- Recognizing that the systems we use are actually our business habits.
- **Finally know your numbers in business – always.**

We're continuing the conversation with Lynne. Watch for more articles and future webinars. We know this industry is demanding and many dedicated business owners work long hours. Lynne presents some alternatives that are worth noting. Feel free to contact Lynne at lynne@mljcoaching.com



Solving the Pricing Puzzle

Gerald Van Woudenberg, Van Arbour Design

Will Sampson, Woodworking Network

Plenty of great insight from 2 presenters who have been in the industry for many years and have seen a lot. Pricing is an ongoing issue with many variables and everyone does it differently. But there are some pointers worth noting:

- **If you aren't in pricing to make a profit, then why are you in business?**
- Although bidding jobs using a price-per-measurement makes estimates a breeze, it can often be inaccurate and raise the potential for missing hidden costs.
- Don't overlook crucial considerations such as overhead, profit, R&D.
- Don't forget, that no matter what pricing software you have, it's only as good as the numbers you put into it.
- When pricing consider the four pricing essentials: labour; materials; overhead; profit.

(Gerald, far right, talking pricing with Oakridge Woodworking)

Gerald talked about managing the quoting process, you run the danger of spending your day quoting and many small shops can't afford to be working solely on that when other parts of your business need your attention.



- Qualify your customer and if they ask for a design but don't give you the work, charge them for it.
- Communication is key with the client, be up front on scope of work and know the signs of less suitable clients.
- Building trust and having a good reputation are important elements.
- Participate in Woodworking Network's pricing survey so more insight on better practices can be shared. <http://www.woodworkingnetwork.com/pricing-survey>

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Martin Cloake,, CEO, Raven Telemetry Smart Manufacturing – Taking the pain out of data overload

Martin is a trained engineer with extensive experience in the manufacturing sector. Martin played an old commercial for “Blinds To Go”, where Martin worked years ago and where he gained a greater appreciation for what makes a business succeed. A recipient of the Ottawa Business Journal “2017 Forty Under 40” award, Martin’s engineering and business education paved the

way for where he is today, founder and CEO of Raven Telemetry. Raven has developed software for the gap identified in manufacturing. There is a proliferation of data, but many shops are bottlenecked with little time to analyze the data to determine what it’s saying. Raven’s software organizes data and provides analyzes data so operators can continually easily interpret the data to improve process and drive greater performance in their business. **Make no mistake, this company is a cutting edge Canadian company that has a niche product in a gap that is huge in manufacturing.** As Martin says “**less than 1% of the world’s data is analyzed**”. They are a company to watch. When you’re investing considerable funds in new technologies for your shop, have you thought about all the data you will get and what you’ll do with it? The key to multiple production improvements could lie buried in the data piling up on someone’s desk. But Raven has developed software to address this.

Some key points of the presentation included:

- There is no value in analysis, value happens when people change their behavior.
- Less than 1% of the world’s data is analyzed
- In the last 15 years, 52% of Fortune 500 companies have disappeared. In 1955 the average life expectancy of a company was 75 years, in 2017 its 15 years.
- Business need to become data centric, use AI to spend more time doing what you are good at and experiment with augmented management.

While this may sound too far down the road is it? Raven has helped companies like General Cable, David’s Tea, Logoplaste and 3M. If you’re thinking of making a significant investment in technology, think about the data and look at what [Raven](#) offers. Their software fills the gap between operations and data overload and can make that new piece of equipment you just procured, even more valuable than you thought.



Jim Deslaurier, Deslaurier Cabinets (ON) and Richard Lipman, Executive Director, [Wood Manufacturing Council \(WMC\)](#)

HR Solutions at your Fingertips

Jim Deslaurier, Chair of the WMC has also been involved with CKCA since the early 90’s and remains an avid supporter of the association. **Jim says “this can be an industry of hard knocks”** and like many businesses he is feeling the impact of labour

shortages and the challenges of getting the right skilled workers. **Jim believes that education is key** and explained that WMC studies the labour market, the issues and data and gets a picture of what HR requirements are needed because there is very little external data available. WMC has developed education modules, designed by the industry for the industry. With Government funding they have built excellent offerings, but the Government never provides any marketing funds, so the traction on programs is impacted by the lack of resources to market the products. Jim's key message was "tell your HR Managers that WMC is a resource of fantastic training relevant to the sector. It's not that the training isn't available, it's knowing where to find it." CKCA will continue to work and support WMC in its efforts to promote these offerings because investing in staff training can pay off ten-fold for your business.



Richard Lord, President and CEO, Richelieu Hardware Ltd.



Richelieu Celebrates 50 years

CKCA was honoured to have Richard Lord present. With more than 30 years in the business, Richard has the same passion and enthusiasm for the industry as he did in the early days. As

Richard says "I fell in love with the business".

- Richard attributes Richelieu's success to following an action plan:
- Build the best team in North America
- Buy from the best suppliers around the world
- Customer and innovation-driven approach
- Service quality
- Have a dominant position in Canada (acquisition strategy)

In 1993 Richelieu went public, they raised \$39 million in revenue. In 1999 they went south with their first branch in Detroit, USA. Detroit has become an important hub for distribution in the US. Richard pointed out that "Richelieu didn't become successful overnight, we had a growth plan". From 4,000 products to now 110,000 products, \$26 million in sales to \$1 billion in sales today, their 50th anniversary is a celebration of their success. With 2,100 people now working for Richelieu, 50% are shareholders. Creativity, discipline, making the customer the number one priority has brought Richelieu to where it is today. They are an example to follow and inspire us all to have a plan, stick with it and reap the benefits. Happy 50th to Richelieu!

This is just a sampling of the valuable information shared at CKCA's National Forum. Like what you read? Attend a CKCA event and see for yourself how this can help your business.

**CKCA Fall Regional Event
Eastern Townships Quebec
September 24/25 2018**