

# BUSINESS

in Edmonton

**A Legacy, a passion  
and a platform.**

World Floorcoverings is more than a  
business – it's a community.

**20**

**Transforming  
transportation and  
logistics.**

**26**

**Business tech makes a  
big difference.**

**31**

**Edmonton's Chamber  
of Commerce  
Section.**

**34**

WFC HQ

pmeinc.ca

**PME**  
PLAN. MANAGE. EXECUTE.



**TRUSTED EXPERTS, PROVEN RESULTS**

DELIVERING SAFE AND INNOVATIVE CONSTRUCTION ACROSS WESTERN CANADA



# LOTUS GROUP

## Elevated People Solutions



**EXECUTIVE  
&  
PROFESSIONAL  
RECRUITMENT**

**FULL SERVICE  
&  
FRACTIONAL  
HR**

**INDUSTRIAL  
&  
VOLUME  
RECRUITING**

## We Believe in the Power of People

[www.lotus-group.ca](http://www.lotus-group.ca)  
[info@lotus-group.ca](mailto:info@lotus-group.ca)  
(587) 735 1646

Unit 350, 14055 West Block Dr. NW  
Edmonton, AB T5N 1L8

SCAN TO LEARN MORE !



# The Sweet Spot

## Bee Maid transforms honey for keepers, consumers and bees

Written by Nerissa McNaughton

You've seen the iconic packaging. Bee Maid Honey is a staple on store shelves nationally and internationally. What you may not know is the unique makeup of the company and how it's far more than a brand – it's a movement in support of beekeepers in the prairie provinces including Alberta and a successful effort to preserve one of humankind's most enduring agricultural pursuits. Bee Maid Honey truly sits at the sweet spot of business, agriculture, national identity and sustainability.

Guy Chartier, CEO of Bee Maid Honey Limited, is happy to explain.

“Both founded in the 1930s, Alberta Honey Producers Co-Operative and the Manitoba Cooperative Honey Producers co-own Bee Maid Honey, which was incorporated in 1954. Although we just surpassed 70 years as Bee Maid Honey Limited, the roots go back nearly a century. It's quite a legacy!”

It is a legacy that has never strayed far from the hive. The producer-owned model continued through the incorporation and remains in place today.

“Basically, we are owned by the honey producers,” says Chartier. “There are about 300 Canadian beekeepers in the co-op. There is a real sense of pride of ownership that resonates from the producers who are Canadians supporting Canadian families. With the talks of tariffs in place, that national pride is even more apparent.”

It's a Canadian company with an international reach. From three locations (Spruce Grove, Saskatchewan and Winnipeg), Bee Maid provides services and wares for their beekeepers and producers, direct sales to consumers and warehousing and logistics for big box retail. Bee Maid also packs and labels proprietary brands for grocery stores, provides food service for restaurants and provides honey as an ingredient for a selection of food producers.”

“We are, obviously, very well known in Canada,” smiles Chartier, “however we ship a lot of honey to Japan and South Korea, among other global markets. Canadian honey has an outstanding reputation in markets like Japan where the lighter coloured honey, which has a more delicate flavour, is popular in their recipes.”



At present, about 30 per cent of the honey produced in Canada flows through Bee Maid.

“And we just keep growing! We keep growing our customer base and our producers. We did a major expansion of our Spruce Grove operations last year and built a new facility in Winnipeg at the same time.”

Bee Maid's CEO and leadership team directly supports the producers in the co-op, travelling to each facility, meeting with beekeepers and shopkeepers, discussing ongoing Bee Maid projects with them transparently and listening to the concerns and needs of the market.

Chartier says, “We are unique in the way we operate as a co-op and are led by our producers. It feels very special for us as the leadership team to know we are supporting producers who are feeding their families.”

Beyond supporting producers and providing an international stage for their honey, Bee Maid is focused heavily on sustainability. All the plastic bottles are manufactured in house, including the iconic honey bear. This ensures high quality standards and recycling of plastics, without the added carbon footprint of trucking in bottles from outside locations or employing workers outside of Alberta to produce these and other wares.

Chartier adds, “Beyond that, honey has a halo effect. It's a natural product. It's a natural sweetener. There are no additives – we warm it, clean it and bottle it. That's it! That resonates highly with our consumers. People are actively seeking natural products like this



right now, and that helps to grow our businesses organically as well.”

Being on the frontlines of the industry, Bee Maid is very aware of a pressing issue that has affected beekeepers for several years – the plight of the bees.

Chartier says, “Bees are not native to Canada; it is a challenge to keep them alive during the winter. It is the role of the beekeeper to see to the health of the hive – without beekeepers, bees would not exist in Alberta. The issue is the number of bees dying over the last couple of decades. That number has been rising. We need more research to understand why and how we can do a better job of keeping the bees alive, because the current rate of loss means the industry may not be sustainable in the long term.”

At present it is known that mites can weaken a colony to the point where the hive does not successfully overwinter. Additionally, climate change, which is seeing a warm/cold flux over months that were traditionally and predictably cold, has made it hard for bees to regulate their cycle. Compounding all this are the increasing prevalence and size of forest

fires where the flames destroy habitat and hives that survive are often damaged by smoke. These, and other pressing concerns, face Alberta producers and Bee Maid is a strong advocate for research and assistance from grassroots to government levels.

While Alberta is known for energy and oil, Chartier knows that honey is also a big part of our economy. Many simply don’t realize how big – yet.

He laughs, “People talk about Alberta canola. They don’t remember that canola requires pollination, which requires bees! Honey is indeed a large part of our province’s agriculture.”

A partner that has been a longstanding part of Bee Maid’s journey, and that has had a vested interest in Alberta’s producers from its inception, is ATB Financial.

“They have really taken the time to understand our business,” Chartier affirms. “We are very unique in our model and our divisions (bee supplies and honey). ATB has a great understanding of the partnerships in the co-op, our challenges, our successes and our needs. They have supported our expansions and helped us finance some of the equipment over the years to upgrade our plants and to become more efficient and sustainable.”

He continues, “ATB is local like us and that connectivity really helps to build mutual trust. We are both here for the same reasons. We support producers and want to see the province grow and thrive.”

Bee Maid is buzzing with excitement over the future.

“People are eating more and more honey, which means our customers want our product. As our consumer base grows, we will grow with them. We service many of the major grocery retailers in Canada and we will continue to grow our footprint, ensuring they don’t need to go elsewhere for honey. We also look forward to bringing more producers into the co-op.”

Chartier concludes, “Everyone should feel good about buying Bee Maid honey. It’s beneficial to the consumer as a natural product and we are proudly Canadian. Buying Bee Maid honey has a far-reaching impact.”

**beemaid.com**



*ATB is pleased to present a 2025 profile series on the businesses and people who are contributing to building and strengthening the province of Alberta.*

# Contents.

Supporting the  
visions of  
entrepreneurs  
one story at  
a time.

Volume 13 Number 5

**Cover feature.**

**20**

**A Legacy, a passion  
and a platform.**

**World Floorcoverings is more than  
a business – it's a community.**

*By Nerissa McNaughton*



**Regular columns.**

**Unlocking Alberta's  
Green Potential.**

*By Catherine Brownlee*

**11**

**Creating an Investable City.**

*By Cheryl Watson*

**12**

**Edmonton Chamber  
of Commerce.**

**34**

**Find us online.**  
[businessinedmonton.com](http://businessinedmonton.com)

# TRANSFORMATIVE MARKETING PARTNERSHIP

“M1 has elevated our presence in our industry.”

**Jason Watkin**  
CEO and President



**Laura Okwu**  
Media Specialist  
*M1 Agency*

At M1 Agency, partnership is more than a service model—it's the foundation of everything we do. We become an extension of your team, bringing strategic insight and creative solutions to your goals. The result? Relationships where innovation flows freely, success is mutually celebrated, and growth feels natural. Partner with us today.



M1AGENCY.CA





## Company profiles.

### Artistic Stairs & Ralings.

*Celebrates business excellence.*

37

### Shield Foundation Repair.

*Celebrates 5 years.*

41



### EWEL.

*Celebrates 50 years.*

45

### Norwood Foundry.

*Celebrates business excellence.*

52



## This month's features.

### Transforming transportation and logistics.

*Technology and automation make a difference.*

*By John Hardy*

26

### Business tech makes a big difference.

*Productivity, efficiency, accuracy, safety, sustainability and profitability.*

*By John Hardy*

31





# INVEST IN ALBERTA'S FUTURE GET MONEY TO HIRE INTERNS!

## WHY IT MATTERS

- ▶ **83%** of RAP participants continue their apprenticeship after highschool.
- ▶ **42%** complete their apprenticeship by age 22, contributing to Alberta's future workforce.

## KEY BENEFITS

- ✔ **WCB-COVERED:** Alberta Education covers interns under WCB.
- ✔ **SAFETY TRAINED:** Certified in HCS3000, WHMIS, and more.
- ✔ **DIVERSE INDUSTRIES:** Skilled Trades, IT, Agriculture, Forestry, Aviation, and more.
- ✔ **ESG COMPLIANCE:** Meets sustainability and governance standards.



*This partnership has allowed us to connect with schools and other organizations, all working together to support youth development and career opportunities. Being part of something bigger—where we can contribute to the growth of young people—has been truly rewarding. We're motivated to play a role in helping shape the next generation of Alberta's workforce and leaders and look forward to continuing our collaboration with Careers Next Gen to make a lasting impact.*

Meg Andalis, Fountain Tire, Edmonton

*We have had the privilege of working together with Careers for more than 20 years. It is very satisfying to see the students grow, learn and thrive while they are with us. Many we have kept in touch over the years, and it is rewarding to see them grow into health practitioners in a variety of fields. I cannot emphasize enough the value the program holds for both the student and employer – a mutually beneficial relationship.*

Lisette Czarniewski, AgeCare, Edmonton

# WE FAST-TRACK THE HIRING PROCESS!



**SCAN HERE!**



**Careersnextgen.ca**



Family Owned, Local Business  
Serving Albertans  
SINCE 1978

## Choose Local, Keep Alberta Strong!

The Coffee Connection supports local coffee roasters through our coffee offerings.

Ask us how you can enjoy locally roasted coffee at work!

We offer bean to cup equipment for your office loaned free with purchase of supplies. Ask about our 30 day free trial.



Locally Roasted  
Espresso & Steamed Milk



1000 Café Beverages only \$400 monthly

Visit us at [www.TheCoffeeConnection.ca](http://www.TheCoffeeConnection.ca)

Calgary - Edmonton - Red Deer

# BUSINESS

in Edmonton

#### PUBLISHERS

Pat Ottmann & Tim Ottmann

#### ASSOCIATE PUBLISHER

Brent Trimming  
[brent@businessinedmonton.com](mailto:brent@businessinedmonton.com)

#### EDITOR

Nerissa McNaughton

#### COPY EDITOR

Nikki Mullett

#### ART DIRECTOR

Jessi Evetts  
[jessi@businessinedmonton.com](mailto:jessi@businessinedmonton.com)

#### ADMINISTRATION/ACCOUNTING

[info@businessinedmonton.com](mailto:info@businessinedmonton.com)

#### REGULAR CONTRIBUTORS

Catherine Brownlee  
Cheryl Watson

#### THIS ISSUE'S CONTRIBUTORS

Nerissa McNaughton  
John Hardy

#### PHOTOGRAPHY

Cover photo courtesy of  
Kesara Kimo

#### ADVERTISING SALES/CUSTOM PUBLISHERS

Turi Nordhagen  
780-809-1913  
[turi@businessinedmonton.com](mailto:turi@businessinedmonton.com)  
Catherine Jackson  
780-306-8292  
[catherine@businessinedmonton.com](mailto:catherine@businessinedmonton.com)  
Mark McDonald  
780-886-5545  
[mark@businessinedmonton.com](mailto:mark@businessinedmonton.com)

#### EDITORIAL, ADVERTISING & ADMINISTRATIVE OFFICES

#1780, 10020 - 101 A Ave. NW  
Edmonton, AB T5J 3G2  
Phone: 780.638.1777  
Fax: 587.520.5701  
Toll Free: 1.800.465.0322  
Email: [info@businessinedmonton.com](mailto:info@businessinedmonton.com)

#### SUBSCRIPTIONS

Online at [businessinedmonton.com](http://businessinedmonton.com)  
Annual rates:  
\$44, 10 CDN  
\$68 USA  
\$130 International  
Single copy \$3.50

*Business in Edmonton* is delivered to 27,000 business addresses every month including all registered business owners in Edmonton and surrounding areas including St Albert, Sherwood Park, Leduc/Nisku, Spruce Grove, Stony Plain and Fort Saskatchewan.

The publisher does not assume any responsibility for the contents of any advertisement, and all representations of warranties made in such advertising are those of the advertiser and not of the publisher. No portion of this publication may be reproduced, in all or in part, without the written permission of the publisher.

Canadian publications mail sales product agreement No. 42455512

Return undeliverable Canadian addresses to circulation dept. #1780, 10020 - 101 A Ave. NW Edmonton, AB T5J 3G2

[info@businessinedmonton.com](mailto:info@businessinedmonton.com)  
[businessinedmonton.com](http://businessinedmonton.com)

*Business in Edmonton* magazine's circulation is audited once a year by Alliance for Audited Media.



# KESARA KIMO

## PHOTOGRAPHY



LET'S CREATE TOGETHER!

[kesara.kimo@productionworld.ca](mailto:kesara.kimo@productionworld.ca)

@kesarakimo.photography

# Unlocking Alberta's green potential.

By Catherine Brownlee



Alberta Enterprise Group (AEG) puts Alberta businesses first by sharing information, advocacy and building bridges to new markets. AEG members are business owners, senior executives, investors and entrepreneurs representing firms in every major Alberta industry. AEG members employ over 100,000 Albertans and generate billions in economic activity each year.

Alberta stands at a crossroads. While we debate fossil fuels, we're overlooking a powerful, practical solution in our forests: district heating powered by sustainable biomass.

In Sweden, this is standard practice. Over 75 per cent of Stockholm homes are heated by low-carbon district energy systems that use forestry waste, industrial heat and even wastewater. The result? Cleaner air, stable energy prices and a thriving biomass economy.

Meanwhile, Canada's unmanaged forests are becoming climate liabilities. In 2023, wildfires in Canada released a record-breaking 480 megatonnes of carbon, accounting for 23 per cent of global wildfire emissions – far surpassing the 82 megatonnes of CO<sub>2</sub> released by the oil sands that year and over five times that of Sweden's emissions from forest fires.

In contrast, Sweden shows a different path. With a forest area of about 28 million hectares, Sweden harvested 17.8 million cubic metres of wood in 2023 – leveraging smart policy and proactive forest management to keep their forests healthy, productive and less fire-prone.

Alberta, by comparison, has a larger forest base of 38 million hectares, covering 58 per cent of the province's land. In 2023, Alberta harvested approximately 25 million cubic metres of wood – a strong contribution to Canada's forestry sector, but still with untapped potential. The key difference lies in approach: Sweden combines thinning, replanting and biomass utilization to manage fire risk and generate clean energy. Alberta can do the same – and more.

Sweden's shift began during the 1970s oil crisis. Rather than depend on gas, they built district heating networks and introduced a carbon tax in 1991. Today, 52 per cent of all residential heating comes from these networks, powered by combined heat and power (CHP) systems that convert forest residues into local energy.

Alberta has potential to follow suit. From sawmill waste to fire-prone underbrush, we have abundant biomass. Yet without infrastructure or policy, this resource goes unused – rotting or burning in wildfires. Companies like TorchLight Bioresources have shown how local BECCS (bioenergy with carbon capture) systems can sustainably heat communities, reduce emissions, create jobs and produce a new export product – carbon dioxide removals.

With a greater supply of sustainably harvested biomass, Alberta can go far beyond localized heating. Clean fuels like renewable diesel and gasoline, biogas and hydrogen can be produced, supporting transportation and heavy industry. Circular economy opportunities also emerge – mass timber for green construction, bio-based plastics, sustainable textiles and even battery components.

Let's be clear: harvesting more wood, when done sustainably, is one of the best ways to protect our forests. Strategic thinning and removing deadfall reduces wildfire risk, supports regrowth and stores more carbon. What Alberta needs now is bold leadership to unlock this opportunity.

Sweden's model proves it works! Alberta, with its forest resources and technical know-how, can lead Canada in building healthier forests, cleaner energy and stronger rural economies. We don't need to reinvent the wheel—we just need the will to act.



# Creating an investable city.

By Cheryll Watson



Cheryll Watson is the president and CEO of Junior Achievement (JA) Northern Alberta and Board Chair, STEM Collegiate. JA is a worldwide organization that provides education and real-world learning opportunities to young people, in the areas of financial literacy, work readiness and entrepreneurship. Cheryll brings personal experience in the importance of education and mentorship and strongly believes in the power of enabling the next generation of entrepreneurs to transform the economy.

What makes a city “investable?” It’s not just cranes on the skyline or positive balance sheets — it’s the presence of visionary leaders who build more than business. They build belief. They take a long-term view of place, people and potential, and they choose to invest here.

Every year, the JA Northern Alberta Business Hall of Fame celebrates those leaders. This year’s inductees — from construction to technology, development to infrastructure — remind us that prosperity isn’t an abstract idea. It’s built, deliberately, by people who choose to reinvest their success back into their communities. They choose to bet on Edmonton.

That matters because our city — like many others — is at a crossroads where investment is both an opportunity and a responsibility. We need the kind of infrastructure expertise that Bob MacLean has pioneered through his leadership in real estate development and innovative engineering solutions. The future-focused technology that Zainul Mawji drives, expanding connectivity and digital access for Canadians. The steadfast city-building commitment shown by Dave Filipchuk and David Kent, whose projects continue to shape Edmonton’s landscape. The entrepreneurial vision of leaders like Nizar J. Somji, whose tech-driven investments bolster economic growth and Cam Linke, whose dedication to innovation and entrepreneurship has strengthened Edmonton’s startup ecosystem. Together, they embody the spirit of contributing to the greater good — and a deep belief in what Edmonton can become.

Just as important as what these leaders build, is who they inspire.

At Junior Achievement Northern Alberta, we work with thousands of students each year — young people learning how to take their first financial steps, start their first businesses and see themselves as future leaders. These students are watching, and more importantly, they’re imagining their place in the world and in this city. They’re asking: is there room for me to thrive here? The answer must be yes.

If we want to continue to grow an investable city, we need to cultivate homegrown talent. That means teaching financial literacy in classrooms. Mentoring young entrepreneurs. Giving students access to real-world experience and showing them, through the example of leaders like our 2025 inductees, that you don’t have to leave to lead. You can make a difference right here.

The Alberta Business Hall of Fame doesn’t just celebrate success — it celebrates rootedness. These are leaders who didn’t just build companies; they built legacies and in doing so, they laid the groundwork for the next generation to imagine even bigger.

If I can convince you of one thing let it be this: let’s follow their example. Let’s build a city worth investing in and make sure our young people know they’re part of that future.

I hope you join us on June 11th at the JA Northern Alberta Business Hall of Fame to celebrate these incredible leaders. Get your tickets here: [janorthalberta.org/business-hall-of-fame/](http://janorthalberta.org/business-hall-of-fame/).





# PRODUCTION WORLD



Production World is a locally owned and operated company specializing in live, hybrid and virtual events, including concerts, galas, conferences and more.

We sell and install LED video walls, audio and lighting equipment. We also provide fully integrated video conference solutions.

# ALBERTA'S TECH ASCENT: A BUSINESS CASE FOR DIVERSIFICATION

Alberta is undergoing an economic transformation, rapidly emerging as a leading player in Canada's technology sector.

This evolution, documented in the new ATB Financial report "An Innovation Revolution: How Alberta Is Building the Future of Tech", is the result of strategic efforts by government, industry and academic institutions to cultivate a thriving tech ecosystem.

"This report on Alberta's tech sector demonstrates the remarkable resilience and adaptability of Alberta's economy to a number of shocks over the past decade," said Mark Parsons, ATB's chief economist.

The report, written by ATB Ventures Product and Research lead, Miranda Mantey in collaboration with the Business Data Lab at the Canadian Chamber of Commerce, paints a compelling picture of a province reinventing itself.

## The foundation of Alberta's tech (2000–2014)

At the turn of the 21st century, Alberta's tech scene was in its early stages, with growth closely tied to the province's oil and gas industry. This period saw the emergence of key tech companies and laid the foundation for future growth through investments in computer science education and the establishment of research hubs like the Alberta Machine Intelligence Institute.

Alberta's economy thrived during this time, fuelled by a global commodity boom. However, tech entrepreneurs faced challenges accessing capital. The Alberta government recognized this issue and implemented strategies to address funding gaps and support the burgeoning tech sector, including the transitioning of the Alberta Research Council and other Alberta research and innovation organizations into four corporations, which ultimately became Alberta Innovates.

## Riding the rollercoaster: technology ready for diversification (2015–2019)

The period from 2015 to 2019 was marked by economic disruptions due to falling oil prices and market access challenges. Amid the downturn, the Technology sector growth was driven by diversification, resource coordination, and workforce development.

Despite job losses and a decline in energy sector investment, the tech sector showed resilience in this period. In fact, the "EnergyTech" and "CleanTech" subsectors grew at this time. Venture capital investment also grew, and reskilling programs helped transition displaced oil and gas workers into the tech industry.

## Alberta's tech ecosystem blossoms (2020–present day)

From 2020 onward, Alberta's tech ecosystem blossomed. Alberta's economic base broadened and the increasing integration of technology within the oil and gas sector have fuelled rapid growth and attracted significant investment in the tech sector.

Alberta is now recognized as a rising tech hub, with strengths in EnergyTech, artificial intelligence and machine learning, and with potential for expansion in "AgriTech," fintech, "HealthTech" and "RuralTech."

"Alberta's tech sector is not an accident. It's the result of concerted efforts by industry, academia, and a commitment to innovation in a way that builds off Alberta's existing resource strengths," Parsons said.

Key economic metrics underscore this success. Tech contributes \$12 billion to Alberta's GDP and boasts \$63 per hour average compensation, which is higher than every other sector in the province except utilities, mining, and oil and gas. Tech attracts 30% of provincial R&D spending. These figures validate the strategic investments made and highlight the sector's potential for sustained growth.

## OVERVIEW OF ALBERTA'S TECH SECTOR



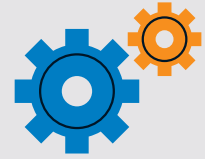
**\$12B**

**Gross domestic Product (GDP)**



**\$96**

**GDP per hour**



**\$664M**

**Research and Development (R&D spending)**



**\$63**

**Compensation per hour**



**48,449**

**Jobs**

Source: Canadian Chamber of Commerce/ Business Data Lab. 2024 Data.

### Key factors driving growth

Several factors have contributed to Alberta's tech sector growth.

- **Talent:** Alberta's ability to attract and develop talent has been crucial. The province has attracted migrants from across Canada and internationally, attracted by Alberta's affordable housing and quality of life. Additionally, the availability of skilled workers from the energy sector and the presence of strong post-secondary institutions have provided a solid foundation for the tech industry.
- **Investment:** Strategic investments in this sector, particularly from venture capital, have played a vital role. Government initiatives and the success of early investments have attracted further funding, creating a virtuous cycle of growth.
- **Entrepreneurial spirit:** Alberta possesses a strong entrepreneurial culture, characterized by a willingness to take risks and embrace innovation. This spirit has been a driving force behind the creation and growth of tech companies in the province.
- **Support ecosystem:** The development of a robust support ecosystem, including incubators, accelerators, mentorship programs and industry associations, has been essential. These resources provide crucial assistance to startups and foster collaboration within the tech community.

### Strategic opportunities for future growth and diversification

Alberta is strategically positioned to capitalize on emerging opportunities in tech. The province's expertise in EnergyTech positions it as a leader in sustainable energy solutions, a growing global market. Diversification into AgriTech, FinTech, HealthTech and "AerospaceTech" presents significant growth potential.

"To seize these opportunities, businesses must adopt a data-driven approach, focusing on talent acquisition and retention, strategic investment and ecosystem development," says Mantey, the report's author. "Continued government support, through targeted policies and incentives, is also crucial for fostering a competitive business environment".

Alberta's transformation into a tech hub is not merely a diversification play—it's a compelling business case. The data demonstrates the sector's economic impact, growth potential and ability to attract investment and talent. By addressing challenges and capitalizing on opportunities, Alberta can solidify its position as a leading tech destination, driving economic prosperity and long-term business success.

To read the full report, visit [atb.com/TechReport](https://atb.com/TechReport)

**ATB**

## Off the top. News.

# YEG's new sensory room provides a calming retreat for travellers.



Edmonton International Airport (YEG).

Edmonton International Airport (YEG) officially unveiled its new sensory room, an immersive space designed to support passengers with sensory sensitivities, including autism, anxiety and other cognitive or neurodivergent challenges.

The sensory room, developed in collaboration with Autism Edmonton, is located post-security in the domestic-international departures lounge across from Gate 49. It offers a peaceful retreat from the bustling airport environment for passengers to unwind in a calm and tranquil setting.

Inside the sensory room, passengers will find a quiet space with:

- Interactive panels for tactile, visual and auditory engagement
- A five-foot-wide sensory pad to provide a safe and comfortable retreat
- A soothing visual experience with a time-lapsed video display of the Northern Lights
- Lit benches with changing colours provide relaxing seating
- Rows of aircraft seating donated by airline partners help travellers familiarize themselves with the in-flight experience

“At YEG, we believe airports should be accessible and welcoming for all passengers. We also understand that the airport environment can be overwhelming for some individuals. Working with the guidance of Autism Edmonton, we designed our sensory room to offer respite for neurodivergent passengers, including those with autism, anxiety or other sensory processing challenges. We hope this calming space helps make the travel experience easier and more accessible by providing a soothing environment for passengers to take a break before their flight,” says Carmen Donnelly, vice president, passenger experience & terminal operations, Edmonton International Airport (YEG)

Melinda Noyes, executive director, Autism Edmonton, adds, “Autistic individuals have repeatedly told us that travel can be an overwhelming experience for them with their sensory system being overloaded with the sights and sounds an airport brings. Plus, the anxiety of the unknown increases the stress a person can have. Thankfully, YEG has been on the autism/neurodivergent learning journey with us at Autism Edmonton. We are proud of the team for creating this sensory room. Filled with carefully chosen sensory items, it will be a vital escape for people looking to self-regulate. Autism Edmonton is proud to be part of this endeavour, and we look forward to continuing our partnership with YEG as they (as well as Edmonton and the surrounding area) create autistic and sensory aware spaces.”

This initiative aligns with YEG’s commitment to being An Airport for Everyone, ensuring all travellers feel comfortable and supported throughout their journey.

The sensory room officially opened on April 2, World Autism Awareness Day. Recognized by the United Nations, this day highlights the importance of supporting individuals with autism so they can lead full and meaningful lives as part of an inclusive society.

Learn about the variety of programs and services at YEG, including accessibility initiatives at [www.flyeia.com/accessibility](http://www.flyeia.com/accessibility).



**ULINE**

SERVING CANADA FROM CANADA

ORDER BY 6 PM FOR SAME DAY SHIPPING

COMPLETE CATALOG 1-800-295-5510 [uline.ca](http://uline.ca)



**ReImagine Meetings**  
Take your next corporate event beyond the boardroom.

To learn more about our exclusive offer for Business in Edmonton readers, please call **780-444-5500** or email [groups@flh.ca](mailto:groups@flh.ca).

FANTASYLAND HOTEL at **vem**  
west.edmonton.mt

Off the top. News.

# New website to help Albertans navigate auto insurance reforms.



Source: Insurance Bureau of Canada.

Insurance Bureau of Canada (IBC) has launched BetterAutoAlberta.ca – a new website designed to help Alberta drivers stay informed about the recently announced Care-First auto insurance system and what it means for them.

“Care-First is a promising step toward improving auto insurance in Alberta — and Better Auto Alberta is here to help bring clarity regarding the path ahead and what it means for drivers,” said Aaron Sutherland, vice-president, Pacific and Western, IBC. “This website is a resource to help Albertans better understand the reforms, stay abreast of latest news and learn what else the provincial government can do to reduce the cost of auto insurance.”

Set to take effect in January 2027, the Care-First system is designed to deliver faster medical treatment and income support to drivers who are injured in collisions, while simplifying the claims process and limiting unnecessary legal costs. BetterAutoAlberta.ca will be updated regularly and offers straightforward information on how the new system will work – and why change is needed.

IBC and its members remain committed to working with the provincial government to ensure these reforms deliver the benefits Alberta drivers deserve. The details are critical and there is still much to be done.

“Reforming a province’s auto insurance system is a significant undertaking, and it’s critical that the government gets the details right as it writes the new system into law,” added Sutherland. “IBC looks forward to working with government to help ensure the new system works as intended, while keeping Albertans up to date on the latest via this new website.”

For more information on Care-First, also see the Alberta government website.

Established in 1964, Insurance Bureau of Canada (IBC) is the national industry association representing Canada’s private home, auto and business insurers. Its member companies make up the vast majority of Canada’s highly competitive property and casualty (P&C) insurance market.

As the leading advocate for Canada’s private P&C insurers, IBC collaborates with governments, regulators and stakeholders to support a competitive environment for the P&C insurance industry to continue to help protect Canadians from the risks of today and tomorrow.

IBC believes that Canadians value and deserve a responsive and resilient private P&C insurance industry that provides insurance solutions to both individuals and businesses.





Come check out our store, where we have a wide selection of inventory!

### PRODUCTS

All our appliances come with an industry leading full one year warranty. We are Edmonton's Largest Supplier of New Scratch & Dent Appliances.

#### Appliance Products we carry:

- New In Box
- Scratch & Dent
- Refurbished

### REASONABLY PRICED DELIVERY

We are partnered with a number of excellent delivery companies and are proud to offer next day delivery to Edmonton and surrounding areas.

### OUR VALUES

A great product with an unbelievable warranty to back it. Save some money, and save the environment! A professional attitude, and memorable customer service are the keys to any company's success. For this reason, you are the most important person in our organization.



### CONTACT US TODAY

16665 111 Ave NW Edmonton, AB T5M 2S4  
780-455-3186 • [appliancewarehouse.ca](http://appliancewarehouse.ca)

# Be Inspired. Invest in the future.

Celebrate the trailblazers who transformed Alberta's economic landscape, as they are inducted into the Business Hall of Fame.



 Northern Alberta  
**BUSINESS HALL OF FAME**  
Wednesday, June 11, 2025

POWERED BY



Scan to purchase



# A Legacy, a passion and a platform.

World Floorcoverings is more than a business – it's a community.

By Nerissa McNaughton



Owners Mike McCormick and Markus Gerbrandt.  
Photo by Kesara Kimo.

**This is a very competitive industry with a plethora of new and established flooring showrooms in and around Edmonton. Yet, thanks to the curated culture, World Floorcoverings continues to attract both clients and staff.**

The game has changed. The products have increased in scope and variety. The team continues to grow – and since 2001, World Floorcoverings has been providing homes and businesses with the highest quality of flooring products, backed with legendary service. More than 6,000 happy clients, more than 20 years of service and more than 400 independent five-star reviews back up this claim. What is behind this success? Owners Mike McCormick and Markus Gerbrandt say it is the solid foundation set by the original owners combined with their vision of how to continue the legacy, alongside a team that cares passionately about service.

McCormick and Gerbrandt were high school friends that stayed in touch after graduation. While McCormick went into flooring as his career got underway, Gerbrandt took a different track and moved to Norway to play hockey.

“His sports career was winding down when he saw on my Facebook page that the company I was working for was adding to their team,” says McCormick. “Markus messaged me saying he was looking to get into the flooring business.”

The duo worked together for four years for a different flooring company before the opportunity to purchase World Floorcoverings came about.

“We jumped at the chance to build up our own company together, providing the products and services we both felt would best serve clients.”

As friends who became business partners, they are able to create a unique corporate culture.

“We have gelled really well,” says Gerbrandt. “We understand each other’s strengths and weaknesses and we stay in our lanes. We bounce ideas off each other and we trust each other. The truth is, we actually agree on most things! There have not been significant challenges in the working relationship. We started this journey as friends and this has provided a deep layer of understanding and respect that translates into the workplace. Additionally, our families are very intertwined. Our wives are best friends. As for our children, we have five boys between us under the age of six, and they are also good friends!”

McCormick agrees, adding, “We promote a family-style atmosphere, and this is underscored by the number of clients and installers that say our corporate culture is evident through the whole of their experience with us. We keep things light and friendly while also being incredibly efficient and focused. We are genuinely interested in the lives of our clients and our team and show a lot of care and respect. For us, this is more than just a job. It’s a passion and a calling.”

This is a very competitive industry with a plethora of new and established flooring showrooms in and around Edmonton. Yet, thanks to the curated culture, World Floorcoverings continues to attract both clients and staff.

“The feedback we receive from our team,” shares Gerbrandt, “Is that the workplace feels like family. From the sales floor to the warehouse to the accounting and administration, it is clear how much everyone cares about their

co-workers and what we do here. The team gets along both inside and outside of work. We know we are very fortunate in that regard.”

McCormick adds, “Personally, I really love to see how people grow into their roles here and reach their goals. We know lots of people don’t enjoy having to go to work. So, having a respectful, positive place for people to grow their personal and professional skillsets is part of the reason why we built this.”

The co-owners’ leadership style is a large driver of the corporate culture. While McCormick cites having fun and being less formal than expected, he also values not micro-managing and trusting in the team’s abilities.

“They are here for a reason,” he explains. “I give them a long reach to make decisions, and I support them.”

Gerbrandt enjoys leading by example.

“I listen to what our employees say they need to be successful, then we provide those tools. Everyone works differently. We trust them and let go of having everything done ‘our way.’ They always get to the finish line.”

When the duo bought the company there were seven on the team. Now there are 24 and when someone enters the showroom, without an appointment, it is not uncommon to see everyone from the back of the house to frontline sales stepping up to help.

“It’s a family. Everyone cares. Everyone wants the others to succeed. We are renowned for the care and attention we give to every customer and person that is part of us, from clients to builders and installers. We listen to them and we strive to be an asset and strive to build personal relationships with every client. We have formed a lot of friendships, not just working relationships. They appreciate that too. We certainly do! It makes it more enjoyable when you can get along and work through things when challenges arise.”

Things do get tough. There is no shortage of choice among flooring companies in the city, and many offer the same – if not very similar – brands. The difference is being able to offer experience, service and added value in every stage of the transaction, and that applies from the customer to the installer to even how the vendors perceive the interactions.

Gerbrandt says, “Cultivating those relationships is paramount. Most residences change their flooring once in the lifespan of home ownership, but the options of floor covering places are endless with more than 100 in Edmonton alone. It is very competitive.”

McCormick adds, “We have been very fortunate to have clients that we have worked with for years, due to the outstanding relationships we have built. We are very aware that there is always someone down the street for those looking for those clients. We stay on top of our game and always try to improve. We choose to not get comfortable where we are, but always strive to learn, grow and discover ways to provide even better service. We strongly feel that when we do the right things and produce a great experience, word-of-mouth keeps the business flowing and



Owners Markus Gerbrandt and Mike McCormick sponsoring a hole at the ServiceMaster Edmonton golf tournament.

**When the duo bought the company there were seven on the team. Now there are 24 and when someone enters the showroom, without an appointment, it is not uncommon to see everyone from the back of the house to frontline sales stepping up to help.**



# Navigate trade uncertainty with confidence



Political shifts and economic changes are creating challenges for Canadian businesses. Staying informed is key to adapting and thriving. Get the insights and solutions you need to stay agile, resilient, and ahead of the curve.

Explore MNP's Trade Impact Navigator 



Scan here

Dustin Sundby, MPAcc, CPA, CA, Managing Partner, Edmonton Region  
780.453.5382 | [dustin.sundby@mnp.ca](mailto:dustin.sundby@mnp.ca)



Wherever business takes you

[MNP.ca](https://mnp.ca)



Owners Mike McCormick and Markus Gerbrandt.  
Photo by Kesara Kimo.

## Another non-profit World Floorcoverings is happy to support is the Ben Stetler Foundation, which helps children diagnosed with cancer.

those clients coming back to you.”

With this service model in mind, the legacy started by the Cook family has been preserved, updated and grown. Yet it is not the client list or sales numbers that the co-owners cite as the most rewarding aspect of their jobs.

“World Floorcoverings gives us a platform to give back to the community in so many ways. From hiring local talent and being able to help the team personally and professionally to being engaged in non-profit and charitable initiatives, the business gives us lots of satisfaction over and above financial gain.”

In addition to being heavily involved with the Make-A-Wish Foundation, Youcan Youth Services, Motionball and more, World Floorcoverings hosts an annual bonspiel in support of Kids Kottage.

Kids Kottage serves as a lifeline for families in crisis, offering a haven for children and critical support for caregivers. Dedicated to crisis prevention and early intervention, Kids Kottage provides shelter for children aged up to 10 who are at risk of harm. While children are cared for in a nurturing and secure environment, parents and caregivers receive the resources they need to overcome challenges, strengthen their skills and stabilize their families. This vital service ensures that every child is protected, and every family is given the tools to build a resilient future.

World Floorcovering’s annual bonspiel ([worldfloorcoverings.com/2025-bonspiel](http://worldfloorcoverings.com/2025-bonspiel)) has become a standout fundraising initiative over the past two years by raising an impressive \$60,000 to help provide over 440 nights of safety to children in crisis. With high hopes and generous community support, this year’s event aims to surpass \$100,000, proving yet again that teamwork on and off the ice can create life-changing outcomes for those in need.

McCormick says with gratitude, “As we get into our third year of running the bonspiel, it is great to see all the support from our clients, friends and suppliers. We are so grateful to have this platform to give back. Giving back truly is in the DNA of World Floorcoverings.”

Another non-profit World Floorcoverings is happy to support is the Ben Stetler Foundation, which helps children diagnosed with cancer.

“A lot of our clients have their own charitable events and support community giving,” Gerbrandt adds. “We are excited to help them out too, when we can.”

When McCormick and Gerbrandt took the helm at World Floorcoverings in 2021, they didn’t just acquire a business; they took on a legacy. The Cook family, who had grown the business since 2001 with integrity and care, entrusted these two motivated and visionary young men to continue what they had built. It’s a responsibility that isn’t lost on McCormick and Gerbrandt, who reflect on that handshake that put everything in motion with profound gratitude.

“The Cooks had other options, but they trusted us. They

believed in us and that trust means everything.”

Over nearly 25 years, World Floorcoverings has grown into a trusted name, and the past four years have been a time of transformation. The co-owners brought fresh energy and ideas, rebranding and modernizing the business while staying rooted in the foundation of excellence laid by the Cook family.

“We put our own spin on it, but we never forget how we got here,” smiles Gerbrandt.

The gratitude doesn’t stop with the Cooks. McCormick and Gerbrandt humbly thank their employees and loyal clients who have stood by them through this exciting chapter – and beyond.

“Our clients’ and team’s support means the world to us. We wouldn’t be where we are today without their trust and belief in what we’re doing. We want to carry this legacy forward for the next 50 years and more, always honouring where we came from while pushing forward with the same passion and progress.”

The conclude with a message to their past, present and future clients and team members, “Thank you for believing in us and for trusting us. We love what we do, and we love doing it with and for all of you.”



Lauren Skolski (World Floorcoverings), Mike, Amanda Adkins (Kids Kottage) and Markus at the last year’s (second annual) Charity Bonspiel in support of Kids Kottage.

**McCormick says with gratitude, “As we get into our third year of running the bonspiel, it is great to see all the support from our clients, friends and suppliers. We are so grateful to have this platform to give back. Giving back truly is in the DNA of World Floorcoverings.”**

The world's smallest chef

*Le Petit Chef*

JW MARRIOTT  
FRANCONIA, NH, RESTAURANT

*Le Petit Chef*

Book Today

Animated Fun Dining

@LE.PETITCHEF  
#LEPETITCHEF

Location:  
Hosted on  
the 2nd floor  
of the JW



# Transforming transportation and logistics.

Technology and automation make a difference.

By John Hardy

Change is never easy. Particularly in business, legitimate new ways of doing things, and sometimes the curse of change for change's sake, have usually been resisted as a disruptive threat. After all, it was "change" which initially threatened rotary dial phones, typewriters and adding machines. In fact, change is why there aren't many blacksmith shops anymore.

Now, 25 years into the new millennium, in life as in business, technology is a crucial agent of change. The trends and facts show that, in many exciting ways, technology and automation are game changers in Edmonton's transportation, distribution and logistics business.

Industry analysts admit that while the transportation and logistics sectors may have been slow and initially reluctant about embracing the changes, they are now fully on-board and continue supercharged about adopting innovative technology.

There is one lingering, familiar and legitimate concern. A familiar reason why some people resist change: the contentious concern about technology eliminating jobs and

displacing workers. However, some Edmonton transportation and logistics experts suggest that those worries are misplaced and misunderstood.

For the logistics sector, the changes continue to be mostly triggered by e-commerce accelerating the flow of goods across supply chains. It's such a hot trend that it is making digital transformation in business a matter of survival, not just an optional, good-to-have feature.

In Edmonton, despite some controversial and often unsubstantiated disinformation and stereotyping about technology displacing workers and killing jobs, it is not only a consensus but an understatement that, in many ways, technology is a game changer, redefining how work is done and how business happens.

The use of AI, cloud computing and other logistics-relevant technology such as block chain and robots are becoming wide spread in transportation and logistics. Industry stats show that technology helps with efficiency, which translates into lower costs and prices, increased customer services and better risk management.

According to Edy Wong, associate dean international at the Alberta School of Business, and one of Edmonton's most savvy and respected experts on all-things logistics, "The integration of different functions, from warehouse management, picking and packing and transportation planning, to tracking goods movements, centralizing data and many functions across the supply chain, are made possible and more efficient by using technology."

Ross Ballendine, vice president of IT at Trimac Transportation, one of the largest providers of bulk trucking services in North America, emphasizes that technology continues to tremendously transform the transportation and logistics sector.

"Technology and automation impact transportation from many aspects like order entry, load planning, dispatch and driver communication, to in-cab telemetry data, hours of service management and more."

One key aspect of the transportation and logistics industry's new technology is Transportation Management Systems (TMS), which are software platforms that help businesses plan, execute and optimize the movement of goods with end-to-end visibility and control over their supply chain.

"Automation has allowed transportation companies to capture more data than was possible in the past, by pushing technology out to the cab of the truck and processing that data faster and for deeper insights," he explains.

Edmonton's Complete Shipping Solutions is a global 3PL solutions provider, with industry-leading SMARTT Shipping technology.

"The use of AI to improve efficiency is a big focus," says IT manager, Kris Runge. "It reduces costs such as fuel or maintenance and speeds up deliveries through better planning of routes and loading freight into trailers. We have been working on automating the data entry portion of invoicing. The goal is to get the invoice to the customer faster with improved accuracy.

"A project in development is adding an AI chatbot to our system to answer many of the customers' questions more quickly and help educate them, creating effective ways for us to improve customer satisfaction to help us retain those customers."

He adds that important safety features utilizing AI help drivers be aware of hazards and potential equipment failures, and mentions that new methods of delivery, such as self-driving trucks and drones, are also being explored to create improvements in accuracy for tracking and estimated delivery dates.

The experts agree. Technology is solidly a logistics business win-win. It helps with efficiencies, which translate into lower costs and prices, increased customer services and more effective risk management.

Logistics professionals point out that cost reduction is also a key benefit of technology. Companies are optimizing routes, improving inventory management and significantly cutting down on operational costs. Automated systems



Ross Ballendine, Vice President of IT at Trimac Transportation.

**“Automation has allowed transportation companies to capture more data than was possible in the past, by pushing technology out to the cab of the truck and processing that data faster and for deeper insights,” Ballendine explains.**

also reduce labour costs and minimize the risk of human error. Although it is harder to quantify, technology also boosts customer satisfaction with faster and more reliable deliveries.

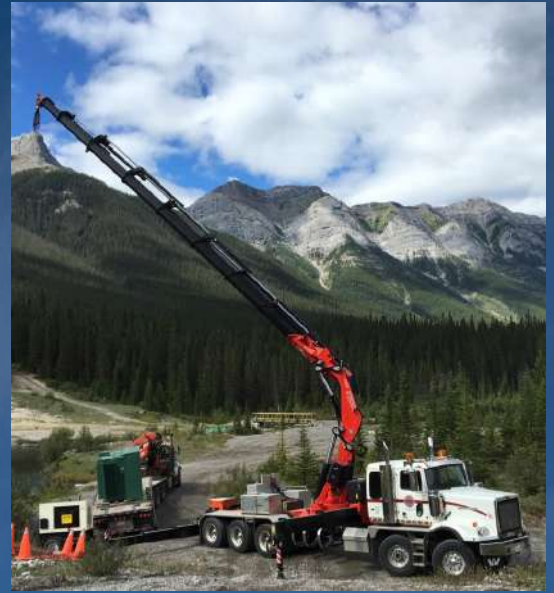
One lingering downside of technology is the contentious worry about killing jobs and displacing workers. On the contrary! Logistics experts beg to differ and highlight the positives.

Wong emphasizes the need for new-focus skills and the importance of the training it takes to succeed with emerging technologies. "Of course, the new skills necessitated by the use of technology require upgrading of labour skills. They also create new positions in the logistics industry, specifically related to the implementation of technology. Changes in labour demand do vary. Some functions, such as driving and handling of goods, business communication and planning would not be automated to the same extent as other functions related to the manufacturing and distribution of goods."



780-463-5057

12003 - 32 Street NE Edmonton



# Big, Tall, Small WE DO IT ALL!



“Yes, there are going to be some areas where demand may be reduced, but that is likely offset with increased demand for staff with different skills on the technology side,” says Runge.



Kris Runge, IT Manager at Edmonton's Complete Shipping Solutions at Trimac.

He cautions that the controversy about technology causing layoffs and killing jobs may be a misunderstood false equivalency.

“In fact, the overall level of required workers may actually not fall because there are now higher levels of overall activities.”

Runge acknowledges that automation replacing workers is a natural concern, and cautions that it may be a transition, not job-ending.

“Yes, there are going to be some areas where demand may be reduced, but that is likely offset with increased demand for staff with different skills on the technology side. Technology is a tool to help people be better at their job and allow more time to focus on more important tasks, not replace them.”

Wong adds that automation and technology are also a response to the shortage of labour.

“In many situations, like transportation and logistics, technology is labour replacing, not labour displacing.”

He cautions that without technology, the transportation and logistics industry would also have a harder time dealing with the significant demographic changes caused by the aging population.

Ballendine is positive and reassuring about the people-impact of technology.

“Some things will never change. People are, and will forever be, the key resource in any organization! To assume that the desired outcome of technology is to replace people is to be missing the richest and most enduring element of technology's value proposition: the allocation of people to complex analytics and decision making that leverages judgment, discernment and experience. These are things that technology – even AI – can never replace.”



**Trestle Creek Golf Resort is the best golf and RV resort in Alberta.**  
Great for a summer home, beautiful golf course, hosting tournaments, weddings or retreats

**RV LOTS ARE FOR SALE**

- We do also have some rental lots available

**WEDDINGS & CORPORATE RETREATS**

- Clubhouse can house up to 72 people & event tent that can host up to 200

**GOLF ACTIVITIES**

- 18 holes of golf • PGA of Canada Golf Professionals
- Beverage cart services • Golf Tournament Packages available
- Public Men's Night - Thursday \$59 includes golf, cart, meal and prizes. 6 p.m. Shotgun.
- Golf-a-palooza Promotion...36 holes of golf for \$119.95 Weekdays and \$139.95 Weekends

**We offer seasons passes for individuals and couples as well as corporate pass packs of 10,25,50 that are fully transferable.**

**Trestle Creek GOLF RESORT**

45 minutes West of Edmonton off Highway 16, 30 minutes North of Drayton Valley, 40 minutes South of Whitecourt, 2.5 hours East of Jasper

P (780) 727- 4575 • F (780) 727- 4573 • E info@trestlecreek.ca  
[www.trestlecreek.ca](http://www.trestlecreek.ca)

# Business tech makes a big difference.

Productivity, efficiency, accuracy, safety, sustainability and profitability.

By John Hardy



Matt Gramblicka, Vice President of IT & Enterprise Applications with Graham Construction.

**“The construction industry has seen an increase in focus from technology vendors in the past several years,” says Gramblicka.**

Technology is transforming Edmonton’s construction sector and spiking demand for skills training.

On many construction sites, technology and digital tools have become invaluable, particularly for vital construction aspects like scheduling, planning, estimating and design. In the business of construction, various types of technology innovations are empowering construction professionals by boosting collaboration, improving efficiency and meeting the intricate demands of complex construction projects.

Technology and automation are revolutionizing the job site. It means new materials and new methods. It impacts efficiency and productivity, allowing job sites to be more interconnected than ever before. Most importantly, construction technology makes the jobsite safer.

“The construction industry has seen an increase in focus from technology vendors in the past several years,” says Matt Gramblicka, vice president of IT & enterprise applications with Graham Construction, the leading construction firm which has been building landmark developments, transportation and civil infrastructure like roads and bridges as well as complex institutional, health care, education and recreation facilities in the Edmonton region for decades.

“Technology is also being used by the construction sector for aspects like improving quality control, predicting and planning when processes should be completed, taking the guesswork out of construction and reducing wait times while increasing productivity. Automation and AI are also increasingly commonplace and essential on today’s work sites.”

On Edmonton job sites, in business offices and site trailers, technology has triggered a tsunami of positive changes in the construction industry and the ways work is done on Graham’s projects, like the Sherwood Care Redevelopment, the Terwillegar Drive Expansion Stage 2 and Dow’s Fort Saskatchewan Path2Zero.

Modern project management software has become a cornerstone of efficient operations for construction companies. The work now relies on advanced features like AI-driven analytics for resource planning, real-time data integration from IoT devices and collaboration tools to keep construction professionals informed.

Integration with other construction technologies, such as Building Information Modeling (BIM) systems ensure seamless scheduling, tracking and communication, reducing delays in construction projects.

New construction technologies, like AI-equipped drones and machine learning, are reshaping construction technology by providing advanced tools for site management, safety and data collection. They deliver real-time aerial imagery, giving Edmonton construction managers the ability to monitor progress, perform detailed inspections and spot potential issues with exceptional precision.

The adoption of robotics and automation in construction is redefining how construction companies execute complex construction projects. Autonomous machinery, like bricklaying robots and 3D printing systems, accelerate construction and maintain precision. Automated systems for tasks like excavation, welding and demolition reduce human error and improve safety in hazardous environments.

“We’ve been able to invest in a few products that have immediate payback,” Gramblicka explains, “such as visual site capture. Using 360-degree cameras mapped to a blueprint or the model, we’re able to document a site in a fraction of the time, allowing project teams to focus on construction versus administration.”

AI powered drones and cameras have become common and valuable tools for real-time monitoring of construction sites. They can observe materials, people and work processes, and also keep tabs on how projects are progressing. AI systems also compare daily progress against project plans, identifying discrepancies or potential issues and can help guarantee that projects are being built to spec and with proper compliance for environmental, regulatory and code requirements.

Construction sites are still hectically busy places, with many challenges and potential dangers. It’s why site monitoring continues critical to minimize risks, reduce loss or damage and keep overall projects moving on time and on budget.

“I think it will be possible in the near future for site personnel to speak instructions into a device and agentic AI will take over,” Gramblicka says with enthusiasm.

For construction managers, these tools are essential for staying ahead in a competitive construction industry.

Some things never change. In construction, safety is key! An important technology feature is conducting safety assessments in hazardous locations, improving both efficiency and safety across construction projects. AI systems can enhance safety and identify potential site hazards. Analyzing images and videos can flag potentially unsafe behaviours or unsafe environments and address misuse and other risks that happen in real time.

He underscores that, as safety and productivity have been and will continue to be indispensable drivers for success on a project, a lot of technology solutions target safety.

“We are experimenting with some exciting safety AI capabilities where pictures of a worksite can be analyzed in real-time and workers can be alerted to safety concerns before they start. By no means is this a replacement for the people managing the risks but maybe a second set of eyes will reduce SIFs (severe incident frequency) on sites.”

For most people outside the construction sector, the intricate and high-tech specifics can get complicated, tricky and a bit baffling.

Construction professionals acknowledge that while construction technology is a positive, impacting construction productivity, efficiency, accuracy, safety, sustainability and profitability, there is a caveat.

Having the technology and the professional skills of knowing when and how to apply the technology is essential.

“Technology on its own can’t improve construction aspects like efficiency or accuracy,” Gramblicka points out. “Focusing on desired outcomes, designing efficient processes and only then applying the best technology to support those processes is where the construction sector realizes the gains. However, we are at an exciting time, where construction technology drives value, whether that’s automating repetitive tasks, summarizing mass amounts of data or acting as a copilot for our project staff.”

While the construction sector is already dealing with labour shortages and a skilled labour crunch, embracing technology for site and project functions makes skills training and upgrading timelier and more important than ever, and NAIT is on the cutting edge of this movement.

“Technology skills training is driving change throughout the life cycle of a build,” explains Matthew Lindberg, dean of the School of Construction and Building Sciences at NAIT. “From training and design to supply chain management and construction, in the design stage, technology and software are used to predict energy costs and identify

sustainability practices. In the supply chain sector, sensors are increasingly used to better plan for builds with enhanced efficiency, accuracy and enhanced safety.”

He continues, “As we further integrate technology into traditional trades, new roles and career paths in the construction industry are emerging that combine technical skills with construction expertise. For example, there is an increased demand for skilled construction professionals who can build, design and maintain energy-efficient and smart buildings, through reduced energy consumption, reduced operating and maintenance costs and increased security.”

An excellent and timely example is NAIT’s Building Automation System Technology Program Industry Immersive Education diploma, an emerging discipline and new program launching this September.

More and more, technology skills are basic requirements in construction.

“Due to NAIT’s connection to our industry partners, we are able to adjust and predict trends in the sector and modify programs to best serve industry,” Lindberg says. “As technology becomes more heavily integrated in our work, it is more important than ever to not only understand sector-specific technology, but also consider how other sectors are using technology as well.”



Matthew Lindberg, Dean of NAIT’s School of Construction and Building Sciences.

**“Technology skills training is driving change throughout the life cycle of a build,” explains Lindberg.**

 **Valard**  
A QUANTA SERVICES COMPANY

**Power Projects need  
People Power.**

With Canada’s largest workforce of power linemen, over 40 years of experience and extensive bonding capacity, Valard has the power to build any electrical project.

We offer complete engineering, procurement and construction services, plus competitive project financing.

EPC <sup>+</sup>		
ENGINEERING	PROCUREMENT	CONSTRUCTION

[valard.com](http://valard.com)

## Edmonton Chamber Board of Directors

### Doug Griffiths

President & CEO, Edmonton  
Chamber of Commerce

### Chair: Annemarie Petrov

President and CEO,  
Francis Winspear Centre for Music

### Secretary-Treasurer: Jason Pincock

CEO, DynaLIFE Medical Labs

### Past Chair: Aziz Bootwala

Managing Principal, Vice President,  
Business Development, Kasian  
Architecture Interior Design and  
Planning Ltd.

## BOARD DIRECTORS

### Nicole Bird

Owner, Rsvp Design Inc

### Nathan Carter

Vice President, Projects and  
Construction,  
ATCO Energy Solutions

### Jonathan Gallo

Managing Partner,  
Gallo LLP Chartered Professional  
Accountants

### Kim King

Founder and Principal  
King Strategies

### Sam Kemble

Chief Operating Officer,  
Workforce Delivery Inc.

### Amir Shami

President and CEO,  
Rotaflow

### Randy Allaire

Chief Risk Officer, Servus  
Credit Union

### Roshan Kalra

Co-Managing Partner,  
Corporate/Commercial Lawyer  
SB LLP

## CHAMBER EXECUTIVES

### Heather Thomson

VP, Economy & Engagement

### Laura Kinghorn

VP, Partnerships & Community  
Relations

### Amin Samji

Director, Member Services

### Akanksha Bhatnagar

Director, Communications  
& Public Relations

### Christopher Martin

Director, Policy &  
Government Relations

### Barb Bredemann

Director, Finance

### Thomas L'Abbé

Director, Strategic  
Programming

## MENTAL HEALTH MONTH

# Slow Down to Speed Up

*A message from Doug Griffiths,*

*President & CEO of the Edmonton Chamber of Commerce*

I say this to my team often: “slow down to speed up.” It might sound counterintuitive in a world obsessed with hustle, deadlines, and acceleration — but I believe it’s one of the most powerful lessons in leadership.

Especially now, as May marks Mental Health Month, it’s worth reflecting on the pace we set for ourselves, our teams, and our organizations. I’ve come to realize that real momentum doesn’t come from moving faster. It comes from moving smarter. And sometimes, that means pausing.

When you’re a leader — especially of people, not just projects — your job isn’t to keep everyone sprinting. It’s to help them focus. It’s to clear the path so they can move with purpose, not panic. Slowing down means checking in with your team. Understanding what they need to succeed. Asking what’s working — and what isn’t. It means creating the kind of culture where people feel seen and supported, not just efficient.

This doesn’t mean we’re not ambitious. If anything, slowing down lets us go further. At the Chamber, we’ve rebuilt a team that’s more aligned than ever. We’re clearer on our purpose. We’ve taken time to reflect, reset, and restructure — and because of that, we’re delivering more value, stronger advocacy, and better outcomes for Edmonton’s business community.

Leadership is people work. And people need space to think, breathe, and belong. So if you’re leading a business, a project, or a team — consider this your permission slip: slow down. Ask questions. Listen closely. Rest when needed. Then, when you’re ready — you’ll move forward faster, stronger, and with far greater impact.

Because the best leaders don’t just move fast. They move wisely.



Save The Date

EDMONTON CHAMBER GOLF TOURNAMENT

20

25

The Quarry  
September 16, 2025



Meet Where  
Business  
Happens

WTC  
WORLD TRADE  
CENTRE  
EDMONTON

The World Trade Centre Edmonton offers premium downtown conference spaces for 5-50 people. Make your next business meeting impressive and effective.

**Book today:**  
[edmontonchamber.com/wtc](http://edmontonchamber.com/wtc)



## The World Trade Centre: The Heartbeat of the Business

The Edmonton Chamber of Commerce is proud to have partnered with local artist Stephanie Simpson to create a piece that captures the essence of Edmonton's vibrant business community. Businesses are the heartbeat of our city, and when they thrive, so does our community. The Chamber is proud to play our part in building a city where we love to play, work, and do business.

This colourful illustration reimagines Edmonton beyond the typical skyline views, showcasing the interconnected nature of our city's neighbourhoods, landmarks, and economic drivers. From the North Saskatchewan River that winds through our community to the distinctive architecture, transportation

networks, and green spaces that define us, every element represents the unique character of Edmonton.

At the heart of it all stands the World Trade Centre Edmonton, symbolizing our role as the hub for connection and business growth. Just as this illustration brings together different elements of our city, the Chamber brings together entrepreneurs, leaders, and organizations to drive innovation and prosperity. Edmonton is more than just a place—it's a thriving ecosystem of opportunity, and this artwork reflects its energy, resilience, and spirit.

Take a closer look and see how many iconic landmarks and buildings you can spot!

### You're Building Success. We're Here to Support It.

Building a successful business requires a solid foundation. The Edmonton Chamber of Commerce is here to help you strengthen that foundation with the resources, expertise, and support that will propel your business forward. Let us help you navigate the challenges of growth, so you can focus on long-term success.



**Let's Build Your Success Together.**

Become a member at [edmontonchamber.com](https://edmontonchamber.com)



EDMONTON'S BUSINESS LEADERS.  
THEIR STORIES. OUR IMPACT.

# Member Feature

## Filistix

**Ariel del Rosario** is the visionary behind Filistix, a hospitality company bringing innovative food concepts to Edmonton. With projects like Filistix SUB, Takam Market, and The Flavour Agency, Filistix is redefining the local dining scene through quick-service, food halls, and catering.



**Collaboration is at the heart of Filistix's mission.** By working with local entrepreneurs, chefs, and food innovators, the company helps showcase Edmonton's diverse culinary talents. Through special events and partnerships, Filistix continues to elevate the city's food culture.

As an Edmonton Chamber member, Filistix has gained **valuable connections, industry insights, and inspiration to grow.** The Chamber's networking and educational opportunities have been instrumental in its journey. As a Chambers Plan member, Filistix also provides meaningful benefits for its staff, reinforcing its commitment to a strong and supportive team.

[flavour-agency.com](https://flavour-agency.com)

At the Edmonton Chamber, we know that every successful business has a story worth sharing. Each month, we highlight Chamber members who are making an impact in our community, showcasing their contributions, innovations, and the goods and services they provide to Edmontonians.

Read their stories and support the local businesses that help our city thrive.



**Ma Lin** is the driving force behind Sinocan Supply Inc., a company dedicated to distributing high-quality liquors across Canada and China. With a mission to enrich Canada's multicultural landscape, Sinocan Supply Inc. provides overseas Chinese communities with premium hometown liquors while introducing diverse flavors to the local market.

Beyond business, Sinocan Supply Inc. is **passionate about cultural connection.** By organizing events that blend tradition with modernity, the company helps Edmontonians experience Asian culture in new and exciting ways.

As a member of the Edmonton Chamber of Commerce, Sinocan Supply Inc. has **expanded its network, gained insights from diverse**



**industries, and built valuable relationships.** The Chamber's support has helped open doors to new opportunities, fostering collaboration and cultural exchange in the business community.

[sinocansupply.com](https://sinocansupply.com)



# Artistic Stairs & Railings.

## A step up from extraordinary.

Written by Rennay Craats with photos by Riverwood Photography



When Bill Langen moved from Ontario in 1979, freshly married with a 10-day-old baby boy in tow, he didn't know what to expect from this new life in the West. The economy was booming, the construction industry was robust and Langen set out to take full advantage of the opportunities in Calgary by establishing his company, Artistic Stairs & Railings.

"I said to my wife, Judy, if we can have eight or 10 people working with us, we can scratch out a living," says President and Founder Bill Langen. "I never dreamed we'd build the company to what we have today."

Artistic Stairs started with a small space in Calgary and expanded to include a branch in Edmonton. With the help of his mentor, friend, esteemed entrepreneur and partner, Cecil Hoffman, the company grew or-



ganically away from importing products from Eastern Canada and the United States and into manufacturing its own custom wood-spindled railings. By 1989, Langen was able to purchase a 31,000-square-foot facility in southeast Calgary that allowed for more manufacturing, and then an addition in 2004 expanding it to 77,500 square feet of office, manufacturing and showroom space that better accommodated the needs of Artistic Stairs' rapidly growing client base.

The key to this rapid, sustainable growth has been the people who saw Langen's vision and jumped on board to help him realize it. Langen has built a strong group of 115 dedicated professionals between both of the branches in Calgary and Edmonton, all of whom are invested in the success and growth of the company. They work as a team to innovate new designs and novel ways of doing things to ensure they are building incredible, efficient products that stand out in the market. Langen is fiercely proud of his team whose high-quality craftsmanship and vast industry knowledge have elevated Artistic Stairs from being a construction trade to becoming a valued partner to their impressive list of long-time clients throughout the Alberta market.

"I can steer the company in the right direction but it's our people who we have working with us that really have made the company what it is today. I'm very thankful for that. Without them, there is no company," he says.

With 35 per cent of the staff boasting more than 15 years with the company, and some dedicating 40 years and counting to Artistic Stairs, there are few stair or railing challenges that the team hasn't seen or done before. Craig Rempel is one of those valued 'lifers' who joined the company in 1985 as a teenager, learning at the elbow of his father who was one of Artistic Stairs' best installers. Over the years, Rempel acquired knowledge of nearly every aspect of the business, moving from installations to running the shipping department, becoming the lead estimator and then working in sales before throwing his hat in the ring to fill the GM position. Now he oversees both the Calgary and Edmonton operations and uses his decades of experience to streamline the business to make it even more successful.

“Technology is the way to increase our capacity and how we can be more effective, more efficient and stay in front of the curve,” says Craig Rempel, VP Operations. “But at the end of the day, the future is all about growth.”

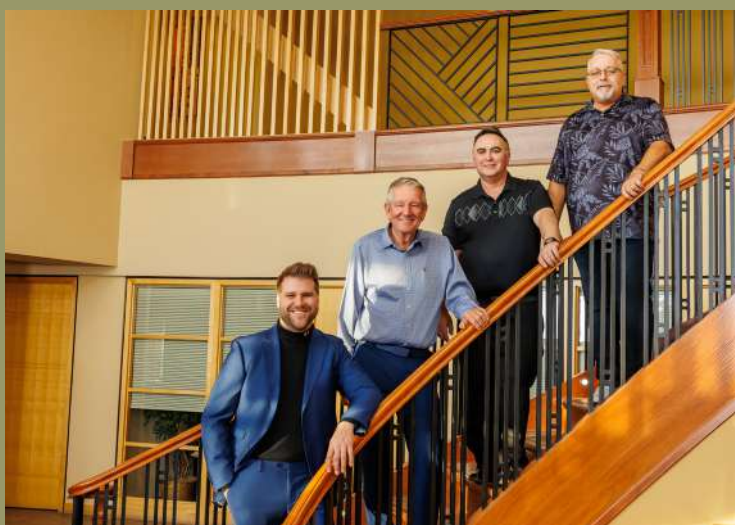
The company has grown alongside the Alberta market, staying at the forefront of emerging technology that is largely lacking in construction companies. Marc Picton, VP of Business Development, has spent most of his career in sales and while he oversees the sales team at both locations, he is also integrating new equipment and technology as well as new products into Artistic Stairs’ day-to-day. Picton is a young professional who relishes pushing the boundaries, incorporating any combination of wood, metal, stainless steel and glass into their designs to ensure they are meeting the evolving needs of their wide range of clients.

“We’re trying to point at the entire market now, so anywhere from your townhome that has plywood stairs that get covered up by hardwood or carpet, all the way to your \$10-million homes that have custom-made steel stringers with wood treads and glass. We cover each individual part of the market: renovations, new homes, designers, architects, builders,” says Picton.

The full-service company is proud to offer custom products manufactured inhouse from materials that are sourced locally, installed by Alberta professionals and managed by a team of long-time Albertans. Langen also supported local businesses and for years bought mouldings from a nearby Calgary company while also developing a strong relationship with its plant manager, Bill Crawford. The ex-army diesel mechanic and wood machinist from Glasgow, Scotland, emigrated to Calgary in 1998, where his skillset found him quick work at the mouldings shop. When he mentioned over lunch in 2016 that he was looking for a professional change, Langen saw an opportunity that would benefit them both. He created an inhouse mouldings division and turned Crawford loose to build it using his 30 years of experience in the field. Artistic Specialty Mouldings (ASMouldings) filled a hole in Artistic Stairs’ business model and quickly became a significant growth area for the company.

“In the start, it was baseboards and crown moulding, and now we’re doing a lot of compound curved moulding. There’s almost no one left in the market that can do that kind of work so we’re becoming the main company for curves,” says Bill Crawford, VP of Manufacturing.

This division supplies Artistic Stairs & Railings with all of its wood stair and railing products while filling





the void created by the exodus of local shops offering specialty mouldings; custom home builders, kitchen suppliers, millwork shops and commercial clients all look to ASMouldings to bridge that gap in the market, and the talented team is happy to oblige.

With the extensive experience of the team at Artistic Stairs & Railings and the growing capabilities of ASMouldings, the company made a strategic investment in both the technology and training to launch a dedicated construction grade stair division. This addition rounds out a comprehensive offering that now includes every type of stair, from plywood stairs for the multifamily and high-volume builder to finished grade solid wood for high-end homes, or even custom metal and glass designs. With a full-service metal fabrication and powder coating facility, inhouse specialty mouldings and well-established locations in both Edmonton and Calgary, Artistic Stairs & Railings has positioned itself as Alberta's go-to choice for high quality stair and railing solutions.

Artistic Stairs has earned this stellar reputation for quality construction and service, and it continues to lead the way forward in the field. Langen is thankful for the loyalty and trust clients place with the company and he has installed a talented, experienced leadership team to ensure Artistic Stairs continues to earn that trust for another 45 years. Marc Picton,

Craig Rempel and Bill Crawford are all now shareholders in the company with a plan to acquire additional shares over time.

"They are the future of the company," says Langen, who will gradually step back to allow his leadership team to carry the company into the next chapter. "There is a plan in place to move forward and to continue to grow into the future."

With a long history of excellence in the Alberta market and a leadership team forging a path in new areas of the business as well as building on its original expertise, that future is sure to be a bright one at Artistic Stairs & Railings.

**Calgary**  
3504 80 Ave SE  
(403) 279-5898

**Edmonton**  
17320 108 Ave NW  
(780) 489-5591

[artisticstairs.com](http://artisticstairs.com)



# Protecting what matters most.



From incredible odds to incredible success, Shield Foundation Repair soldiers on.

Written by Nerissa McNaughton



For any property owner, residential or commercial, nothing is more unsettling than hearing there is a crack, leak or problem with the foundation. When this happens, it is Shield Foundation Repair to the rescue, a company passionate about service and with one main goal – putting your mind at ease while taking care of the problem. One call to Shield means you can simply get on with your life, and that’s just the way they want it.

Shield Foundation Repair started as a collaboration among Todd Ivanochko, president and owner, Tammy Ivanochko, senior operations manager and Tim Willcox, senior field operations manager.

“Todd had been working in the industry for over a decade and that’s where he first crossed paths with Tim,” says Tammy. “Todd had already been thinking about going out on his own. He was frustrated by the limitations that other foundation repair companies placed on the kinds of projects they would take on. He had different ideas – new products, services and approaches he wanted to try. More than anything, he believed customers deserved better repairs, better service and better treatment. His vision was to raise the bar in an industry not known for its professionalism.”

The two men joined forces, and Tammy left her job with Edmonton Police Services to help the company get off the ground. She quickly became an integral part of the company and what was supposed to be a temporary career stop turned into a lasting senior operations position.

“Once we decided to bite the bullet, we hit the ground running,” says Tammy. “We officially incorporated at the end of February

Photo by Kesara Kimo

2020 and opened our doors at the beginning of April... the very same week the city—and the world—shut down for COVID! It was a bit nerve wracking at first. The streets were empty, the phones were quiet and no one knew what to expect; and then—it rained and rained and rained.”

The rain, plus the sudden availability of homeowners to have time and money for renovations and repairs, caused the business to boom. What started with three people is now over 60 employees strong working full-time, year-round.

Shield Foundation’s success stems not just from timing or circumstance but from its unwavering mission, values, and passion for delivering exceptional services, which include all manner of foundation repair and waterproofing on existing residential and commercial structures.

“A lot of people assume our biggest market is residential crack repairs, but foundation repair is so much more,” says Todd. “We named our company as we did so people would have a reference point, but we do a lot of underpinning, jack and role, basement removal and replacement, interior support walls, retaining walls, sump pump, weeping tile installation, parkade repair and restoration and so much more! We are hired to do these types of projects because of our environmentally friendly waterproofing products and techniques that use flame retardant materials, so they won’t burn down buildings. We use quick-drying waterproofing products that have low VOCs and we use dust suppression for a better client/tenant experience.”

He continues, “At its core, Shield is a company that genuinely cares about the people who work for us, the customers and the broader community that we serve. Our mission is simple: to deliver a world-class customer experience by protecting what matters most. That means different things to different people – your family, your home, your belongings or your financial investment. Whatever it is, we take that responsibility seriously.”

Tim adds about how the team works together to deliver on the mission, “We’ve navigated through challenges from employee turnover, juggling personalities, etc. After all these years, Shield has grown to become a family. Our people are recommending Shield to other people as a place to come and work. It’s not a job, it’s Shield. That’s right from the heart.”

Todd notes, “What really helps us stand out is that our answer is always ‘yes.’ We take on projects that scare others. Shield goes in when it’s ugly and gross. We roll up our sleeves and dig in without complaints. When the going gets tough, call Shield! We don’t sacrifice our quality for profit.”

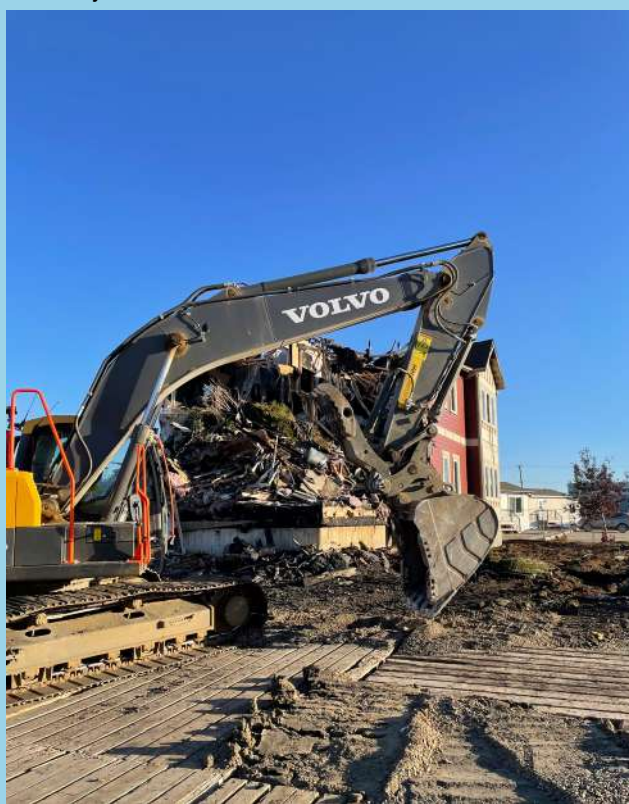
One of those tough jobs included moving a heritage home. (See the footage on Shield’s YouTube channel.)

Tim says, “We moved the University of Alberta heritage house and set it on a new foundation. The job was featured on the evening news. We had spectators and supporters walking with Shield through the four blocks of the move. There were a lot of moving parts with utility companies, tree cutters, City of Edmonton, the Edmonton Police Service, safety resources, labour, filming crews and more.”

Shield may make the news from time to time, and you’ll see even more of them in an upcoming reality television show (really!) however, a lot of their visibility



Photo by Kesara Kimo



outside of working hours is seen in the team's commitment to community service.

“Shield provides heartfelt support to Zoey's Animal Rescue Society, Santa's Anonymous and Little Warriors. We're proud to have a strong team of Ukrainian immigrants as part of Shield. From the beginning, we've made it a priority to not just provide jobs, but to truly welcome our people to Canada and support them in building a life here. We've partnered with a local immigration consultant to help them navigate the path to permanent residency. We've brought in English teachers to offer language lessons and even invited a local realtor to speak about first-time home buying.”

The growth, community service and innovation of the company have been recognized numerous times over from the prestigious BOMA Certification of Customer Service Award and a 2025 Consumer Choice Award for Waterproofing and Foundation Repair in Northern Alberta, to a Business in Edmonton Leaders award in 2024 and many more.

Collectively, the ownership team thanks BDC (Business Development Bank of Canada) for financing the venture when other banks were unwilling. They thank Anita, Colleen and Melanie, vital employees that have been with Shield since the early days. Tammy and Todd are grateful to their dog, Cooper, for helping them wind down at the end of busy days. Tim is also thankful for his furry family members Luna and Champ, along with his wife Janae and their children. All three are incredibly grateful for the consistent support of the Shield team and the ever-growing client list.

From an idea to provide outstanding service to help property owners during crisis to now, Shield has undergone incredible transformation.

Tammy says, “We all know anyone can start a business but to overcome the constant challenges and setbacks, persevere, then thrive...that takes courage, a solid team and a well thought out plan. We ensure relevancy in an industry that few know about or want to know about until they have a problem and need us. We had a rough start – launching during COVID, being told we would not succeed, lack of access to financing, etc. We used our own credit cards and worked incredibly long hours to get there. Where we are at in such a short period of time is extraordinary.”

Tim adds, “The sheer number of satisfied customers, the relief and happiness they feel after we've completed the work for them, especially after they came to us in tears because foundation issues are their worst nightmare – when you have people telling you how grateful they are and you look back and know we did that, Shield did that for them, it's pretty cool!”





Photo by Kesara Kimo

Todd concludes, “What comes next? Expansion and growth, if that means merging, acquiring; we don’t know what the future looks like, but we are focused on growth across Alberta – and beyond.”



8625 63 Avenue, Edmonton, AB, T6E 0E8  
780-760-4900 • info@shieldfoundationrepair.ca

[shieldfoundationrepair.ca](http://shieldfoundationrepair.ca)

**Congratulations  
to  
Shield Foundation Repair  
on 5 years  
of Business Excellence!**



780-438-2485 • 5415 99 St NW  
**[movewater.ca](http://movewater.ca)**

## Mohr's Landscaping Services



**CONGRATULATIONS SHIELD ON 5 YEARS!**

[mohrlandscaping.com](http://mohrlandscaping.com)

## wastelogic

waste made simple.

Canada's leading commercial waste and sustainability advisor.

Sending our best wishes to **Shield Foundation Repair** as they celebrate 5 great years. Congratulations!



[wastelogic.com](http://wastelogic.com)

### Congratulations Shield Foundation Repair Inc. on 5 years in business.

We wish you continued success.



Edmonton's local, independent brokerage

[acera.ca](http://acera.ca) | 780.452.5561

Congrats to Shield on your 5th anniversary!



## MOUNTAIN VIEW BENEFITS

Employee Benefits • Group Savings  
Spending Accounts • Executive Benefits

[www.mvb.ca](http://www.mvb.ca)

Western Canada's Trusted Benefits Brokers



# Powering up Alberta – and beyond.

EWEL celebrates 50 years.

Written by Nerissa McNaughton with photos by Kesara Kimmo

**EWEL 50** YEARS

Locally operated for 50 years, EWEL is Edmonton's premier electrical wholesaler. Serving the residential, institutional, commercial and industrial markets, EWEL is the solution whether the need is an LED bulb or a complete package to light up a complex new multi-storey build.

How has EWEL kept the spark going after 50 years? They simply never embrace complacency. Business in Edmonton has touched base with EWEL several times over the years as the company grew and expanded in scope and services. What has changed since the last time they shared their successes in 2020?

"In 2021 we relocated our Sherwood Park branch to better serve the local market. This move involved an upgraded space and improved logistics," says Iryna Mazepa, marketing and e-commerce director. "Another move in 2023 saw our main branch relocate to a modern facility on 186 Street, which enhances our service capabilities and our inventory management. In 2024 we launched our new e-commerce platform, which makes our vast inventory selection much more accessible across the province, while still allowing us to provide the personalised service for which we are well known."

The half century milestone is a big one for the brand and for all who have come to rely on EWEL. David Carson, vice president and general manager, says, "50 years young and EWEL is still rockin'! We've upped our game in many ways. These moves and the addition of our e-commerce platform have levelled up our service across the board and allowed us to work on some of Edmonton's highest-profile projects. We're extremely proud to be the primary electrical supplier for one of Edmonton's largest infrastructure projects. As a humble Edmonton-born company, that is a very big deal for us."

The changes continued internally as EWEL proceeded to focus on corporate culture as much as on client service. Carson explains, "The pandemic hit us hard but thanks to our core staff, we pulled through. We've added a few new team members in key areas to improve efficiency, and we're always taking care of our talented existing staff by moving and promoting from within."

In fact, it is this focus on the team that helps drive the continued growth and success.

"We've got a solid combination of ultra-experienced veterans and young, energetic team players and together, they deliver the goods every day," smiles Carson. "We've tackled some big internal projects in the last few years and none of it would have happened without the amazing EWEL team. Seeing our team members grow their careers with us and become industry leaders makes every evolution worthwhile."

The next piece of the puzzle, says Mike Gravel, e-commerce business manager, is keeping up with the latest innovations in products, embracing technology in the product lines and in the office, while continuing to shine the spotlight on Canadian-made goods.

"We're proud to sell a vast selection of Canadian-made electrical products, and we'll always deliver top-notch gear and equipment from the industry's best brands," says Gravel. "In terms of our capacity, our new main branch is bigger and better than before and we're able to service large, complex projects in a way that few others can."





While EWEL provides many Canadian products, some lines do come from the United States. With the current economic and political tensions, EWEL's long-term tenancy in the market, outstanding reputation and carefully curated warehousing ability ensures business (more or less) as usual.

Carson assures, "Current American trade policy and the resulting chaos do affect our supply chain and much else, however supply chain issues and economic uncertainty and instability are challenging for everyone in the electrical and construction industry. We are well prepared to hold on and ride out the economic storm!"

With a cohesive team in place and solid procedures backing up the extensive product list and service offerings, EWEL continues to dominate the field with increasingly complex projects.

"We recently supplied a detailed backup power system for a large Edmonton infrastructure project, for which we had to up our game. It was a challenge on many fronts – from quoting and negotiation to logistics and storage to maintenance and documentation; a huge challenge, but the client is happy with the product," shares Carson. "Additionally, we recently supplied a large low voltage distribution system for Phase 1 of the Blackrod Oil Sands Project in Lac La

Biche County. We delivered many products, and I know supplying equipment like this is where we shine. We love the products and their technical nature, and we're proud to deliver electrical protection to Alberta-critical projects."

The project scope has increased thanks to the addition of the e-commerce platform, which allows those beyond the city to see – sometimes for the first time – what EWEL has to offer.

Gravel says, Thanks to the successful e-commerce rollout, which was three years in the making, we have exposed customers large and small to EWEL. This has been very well embraced even by some of the more mature members of our customer base who can be skeptical of the increasing prevalence of industry technology. It is incredibly satisfying to see our digital sales platform up and running."

For EWEL, supporting the team and supporting clients by remaining innovative and agile in products and services is important – and so is supporting the community. One of the ways EWEL lights up the community is by addressing a basic yet fundamental need – food.

"We recently supported Edmonton's Campus Food Bank by donating 600 bags of soup in collaboration with Tablee de Chef. Our staff had a great time together assembling the bags of ingredients," smiles Mazepa.

The staff are frequently offered fun and interesting ways to be involved with EWEL's corporate giving. Another example is seen in the annual golf tournament, where the proceeds are given to the Canadian Cancer Society.

Outside of it being an important community value, Carson says, on behalf of the team, that giving back comes naturally as the community is equally supportive of local businesses.

"Edmonton's business community rocks! The electrical and construction industries are connected and networked on a world-class level. Sometimes it feels like one big family – with the occasional drama that brings! I feel like we have that 'medium-sized city' vibe and everyone gets it. It is a truly fun and rewarding community."

He adds with appreciation, speaking to the community, clients and city at large, "We've got your back, because you've had ours. Your continued support through major obstacles, from COVID to two major building moves, means everything to us. We'll continue to work incredibly hard for you to deliver the best possible service in this wild and crazy economic climate."

To ensure continued outstanding service, EWEL is a proud member of the Alberta Electrical Alliance (AEA).

"That affiliation has been important for EWEL," Carson says. "It connects EWEL to the community and emphasizes our commitment to the industry. We're stoked that Joe Leonard, manager of our main branch, is vice president of the organization. Past team members have gone on to be leaders at the AEA and we couldn't be prouder of this fact!"

Carson concludes, musing about the future that comes after a past that spans 50 years, "We'll always be Edmonton proud – and our next big goal is to expand with additional locations to support our e-commerce growth across western Canada. Despite recent economic challenges, we're optimistic about the future. Onwards, as we continue to brighten up your days!"



#### North West Store

11604 186 Street NW,  
Edmonton, AB, Canada  
780.451.2311

#### South Store

4248 99 Street NW,  
Edmonton, AB, Canada  
780.432.2400

#### Sherwood Park Store

#130, 3001 Buckingham Dr.,  
Sherwood Park, AB, Canada  
780.417.9770

[www.ewel.ca](http://www.ewel.ca)

# CONGRATULATIONS

## EWEL ON 50 YEARS!



### MCKENNA

AGENCIES LTD

[mckennaagencies.com](http://mckennaagencies.com)

# EWEL

## CONGRATULATIONS

EWEL on your 50th Anniversary!



#1, 11830 152 St. Edmonton, AB T5V-1E3  
(780) 893-3902

[strataelectrical.com](http://strataelectrical.com)

**STRICT SAFETY STANDARDS,  
HIGHLY QUALIFIED,  
PASSIONATELY DRIVEN.**

**CONGRATULATIONS EWEL  
ON 50 YEARS!**



**Rahall**  
**ELECTRIC LTD.**  
Residential • Commercial • Maintenance

[www.rahallelectric.com](http://www.rahallelectric.com)

## D.A.D. SALES

**Congratulations EWEL  
On 50 Years of Business Excellence!**

1 (877) 230-9201 | [www.dadsales.com](http://www.dadsales.com)

**Congratulations to EWEL on reaching an incredible milestone of 50 years** in the electrical business in Edmonton! This remarkable achievement is a testament to your dedication, hard work, and commitment to excellence. Over the past five decades, EWEL has consistently demonstrated its ability to adapt, innovate, and lead in the industry.

Your contributions have not only powered countless homes and businesses but have also played a significant role in the growth and development of the Edmonton community. It is truly inspiring to see how EWEL has grown and evolved over the years, always staying true to its core values and mission.

As you celebrate this golden anniversary, Eaton would like to extend our heartfelt gratitude and admiration for all that you have accomplished. Here's to many more years of success, innovation, and positive impact in the electrical industry.

**Congratulations once again and best wishes for the future!**

**EATON**

**Wiring devices**

**EATON**

**Bussmann series**

**EATON**

**B-Line series**

**EATON**

**Crouse-Hinds series**

[www.eatoncanada.ca](http://www.eatoncanada.ca)

**Congrats,  
EWEL,**  
on achieving  
50 years  
of excellence,  
innovation, and  
success!



Trace Heating Redefined



CONGRATULATIONS

EWEL ON 50 YEARS!  
We wish you many more years of  
continued success.



ABB Installation Products (T&B) and Emergency Lighting have a long history of developing and manufacturing products in Canada.

In fact, more than 80% of our products are either made or assembled in Canada, reflecting Canadian craftsmanship and quality.

[new.abb.com/ca](http://new.abb.com/ca)



## Empowering Smart Homes

Enable your customers to track and optimize  
electricity use with the Schneider Energy Monitor.



Scan to  
learn more!



*Congratulations  
fifty*



**Congratulations on Your 50th Anniversary!**

Your dedication, expertise, and hard work  
have set a remarkable standard in the industry.  
We're honoured to partner with you and  
celebrate this incredible milestone.





*Congratulations,*  
**EWEL ON YOUR 50 YEARS!**

**Westlake**  
Pipe & Fittings

[westlakepipe.com](http://westlakepipe.com)  
©2025 Westlake Pipe & Fittings. All rights reserved.

# ACE

## MANUFACTURING

Quality Canadian Made CSA  
& ISO 9001 Certified Enclosures,  
Pedestals, and Splitters since 1977

Ace Manufacturing is proud to be a  
supplier for EWEL and would like  
to congratulate them on 50 years  
in business and wish them  
continued success for many more.

[www.acemfg.com](http://www.acemfg.com)



1-866-352-7145

**EWEL 50** YEARS

**EWEL**

Thank you to all who supported us in this  
edition of Business in Edmonton and for  
helping our customers achieve their goals.

[www.ewel.ca](http://www.ewel.ca)



# Forged in time.

## Norwood Foundry's 120-year fight for survival.

For 120 years, Norwood Foundry has been the heartbeat of Nisku, Alberta, crafting metal castings that quietly hold our communities together—think man-hole covers, tree grates and valve boxes. As it marks this milestone, Norwood stands as a rare survivor in an industry under siege. Foundries across Canada are closing, drowned out by cheap imports from China and India. Without urgent support from local businesses and municipalities, Norwood's next century is at risk.

From its 40,000 square foot facility, Norwood pours everything from one-pound parts to 7,000-pound giants, churning out up to 8,000 tonnes of iron a year. With no-bake sand molding, EPS mold casting and modern induction furnaces, it's a hub of precision, backed by engineers and rigorous testing like 3D scanning.

"We're not just making stuff," says Brant Dornan, operations manager. "We're keeping cities running—water flowing, streets safe."

Norwood's story is Canada's story. Born casting farm equipment, it grew with the nation, forging stove parts, furnace components and now municipal staples. It scooped up local foundries like Garvie Bolton and Edmonton Foundry, saving jobs and know-how.

"We're 100 per cent Canadian," Dornan says proudly. "Our work fuels Alberta and beyond."

However, the ground is shifting. Foundries are vanishing across Canada—industry reports estimate dozens



have closed since 2000, with Ontario's foundry heartland hit hardest. The Canadian Foundry Association warns that global competition and rising costs are gutting the sector. Since the early 2000s, Canada has lost over 400,000 manufacturing jobs, many tied to foundries and related trades. Norwood feels the heat.

"We're fighting to stay open," Dornan says. "Every closure chips away at our industrial roots."

Imports are a big part of the problem. In 2023, Canada imported \$5.6 billion in ferrous metals and aluminum from China alone, nearly 70 per cent more than the 2010-2020 average. India's share is growing too, with both countries flooding markets with low-cost castings. Meanwhile, Canada's foundries, including Norwood, produced just a fraction of that—about 1.5 million tonnes of steel and iron castings domestically in 2024, compared to over 7 million tonnes of steel imports.

"It's tough to compete when companies chase cheap over quality," Dornan sighs, "but those imports don't create jobs here or keep our towns strong."

Norwood's impact goes beyond metal. It's employed thousands of Albertans, training engineers through NAIT and the University of Alberta. It leads in sustainability, recycling scrap and cutting energy use, earning ISO 9001:2015 certification.

"Our team knows every casting matters," Dornan says. "You step on a manhole cover? That's us, connecting you to the community we've built."

Without change, Norwood could join the graveyard of closed foundries.

"If businesses and cities don't buy local, we're done," Dornan warns. "Imports from China and India are overwhelming us—it's not just about price, it's about losing what makes Canada work."

Local support means jobs, stronger supply chains and a future for places like Nisku.

As Norwood celebrates 120 years, it's pushing forward—upgrading tech, eyeing new markets and doubling down on quality. However, Dornan's plea is clear, "Choose Canadian. It's not just business—it's building our country, piece by piece."

Will we answer the call to support local manufacturers like Norwood before it's too late?



605 - 18 Avenue, Nisku, AB  
1-800-232-7205

[norwoodfoundry.com](http://norwoodfoundry.com)



# MORE CHOICE MORE ADVENTURE

GIVING CUSTOMERS MORE CHOICE THAN EVER TO FIND THE PERFECT VEHICLE FOR THEIR NEW ADVENTURE.

**WOLFE GMC BUICK: SERVING EDMONTON & SURROUNDING AREA SINCE 1962 – OVER 60 YEARS**

Written by Donna Zazulak with photos by Production World

Over the past 100 years, the Wolfe Automotive Group has seen a full transformation, from a humble service station in the heart of Edmonton to operating six award-winning GM dealerships and accompanying businesses across Alberta.

## **Wolfe GMC Buick – Alberta's Largest GMC & Buick Dealership**

Doug Airey, general manager of Wolfe GMC Buick, oversees the operations of this award-winning dealership. His outstanding team of 85 team members proudly serves customers in the areas of new and used vehicle sales and service.

"Airey exudes passion in everything he does, be it leading his team, teaching and coaching youth to ski, his involvement in Alpine Ski Racing and the Special Olympics, golfing at his favourite course or working on his model trains," says Ashley Wolfe, president & CEO. "Airey has been in the automotive industry for over 40 years, and it shows."

Every year the GM Canada President's Club recognizes the top 50 dealers across the country based on their holistic success as a dealership. Airey's presence, guidance and influence have been a huge part in that success achievement. He and his team have earned their place in this prestigious club.



Doug Airey, General Manager.



#### **Wolfe GMC Buick Delivers an Elite Sales Experience**

Wolfe GMC Buick has been delivering an elite experience in Alberta for over 60 years. Delivering an elite experience means investing the time to understand your vehicle's needs to find a custom fit and a best-in-class result. Wolfe GMC Buick is proud to be recognized and certified by GM of Canada as one of the few Business Elite dealers in Canada.

#### **GM's Buick and GMC Brand are Driving the Future of Transportation as We Move to an All-Electric World**

GM's Buick and GMC brands offer a broad portfolio of innovative gasoline powered vehicles and the industry's widest range of EVs, as we move to an all-electric future.

Who would have thought that one day the Hummer and Sierra would be fully electric? GM is making a statement regarding their future EV plans with these two models. They want their customers to know that moving to an all-electric future can be full of adventure.

#### **Wolfe GMC Buick: a Leading Choice for Fleet**

Wolfe GM Fleet vehicles and services keep your company on the road and in control of your bottom line. GM Fleet vehicles consistently rank amongst the leaders in resale value and safety. This, in combination with GM's extensive vehicle support programs and initiatives, makes GM Fleet vehicles the leading choice for companies across North America.



2025 Sierra EV



2025 Hummer EV



2025 Buick  
Envision Avenir





CROSS CANCER INSTITUTE  
Edmonton, AB

# CLINICAL CONSTRUCTION

PCL performed the renovation of existing space located within a tertiary cancer treatment center to develop and expand a new clinical trials clinic where cancer patients will have access to the latest drugs and therapies being developed to treat and cure cancer. Donor support enabled this full development of 10 exam/treatment spaces for clinical trials and 14 new treatment spaces for patients undergoing cancer therapies, including chemotherapy.

► **BUILDING A BETTER FUTURE, TOGETHER**

[PCL.COM](https://www.pcl.com)

