



*Report to Members as presented at the  
Seventy-Ninth Annual General Meeting of  
the Canadian Institute of Plumbing & Heating  
L'Institut canadien de plomberie et de chauffage*

**Fairmont Empress Hotel, Victoria, BC  
Tuesday, June 28<sup>th</sup>, 2011, 9:15 a.m.**

**Chairman: R. Morgan  
President: R. Suppa**

Twelve months ago, I stood at the podium in St. John's Newfoundland and told you of the exciting changes ahead because of new priorities scheduled by your Board and by our nine Regions. And it did turn out as expected, and probably better than forecasted. It has indeed been an incredible year of Building Sustainability from Sea to Sea to Sea for this great Institute and industry.

One of the key priorities under the leadership of my predecessor, Martin Deschênes, was a new three-year Long Range Plan for CIPH. Since last June, and with your input, our focus has been on building our strategic initiatives to help CIPH continue on its path to excellence to meet your needs and address your priorities in the years to come.

We have listened carefully to what you have told us and the CIPH Board has already begun the process to implement strategies to move the enhanced four initiatives forward. We will keep you updated on our progress as we work to evolve CIPH from an association that I believe is already great into one that is truly outstanding.

Another copy of the Executive Summary of the 2010 Long Range Plan, along with an updated CIPH vision, mission and core values document can be found in your AGM Kit.

We would now like to report to you how we performed this past year against the four enhanced initiatives.

**Initiative Number One is Government and Industry Relations.** CIPH will influence the development of policy, codes and standards with legislators.

Through its Plumbing Industry Advisory Council chaired by Paul McDonald of Bradford White Canada, CIPH continues to work cooperatively with legislators and regulators in an effort to influence the development of policy, codes and standards, and promoting uniformity municipally, provincially and federally.

Driven by the environment, non-conforming product to applicable standards, politics, and regional agendas for water and energy efficiency requirements, our industry is becoming more and more regulated while codes and regulations have become and continue to be fragmented.

CIPH continues to be very proactive in this area and we have now become the "go-to" in providing the voice, and representing the interests of industry stakeholders and more importantly, CIPH members. The CIPH name and brand carries much weight in this area.

Politically, CIPH has been leading the charge of the Consumer Product Safety Coalition. This coalition consists of 12 national trade associations whose combined total industry sales exceed 600 billion dollars. We have been working with Health Canada with respect to Bill C-36 "The Consumer Product Safety Act". Companies will need to comply with a new safety product regime to report products to Health Canada that may pose a danger to consumers. The act came into force on June 20, 2011.

CIPH is now working with the Provinces and Territories to ensure a uniform and harmonized implementation approach for non-leaded plumbing products to coincide with the January 5<sup>th</sup> 2014 date stated in the American Legislation.

After a long and drawn-out process, the CSA B214 Installation Code for Hydronic Heating Systems is now an enforceable document and referenced in the 2010 National Building Code. The goal is to have the document enforced uniformly across Canada.

The Canadian Hydronics Council is an integral Council within CIPH and has also been extremely active under the leadership of Bill Hooper of ITT Residential and Commercial Water.

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The Councils' main focus over the past several years has been education and training; certification; publication sales; and working with governments to promote energy efficiency and proper installation practices. Recently, the Council has created a "game changing" program in an effort to advance the growth of hydronics. Their "Beautiful Heat" Marketing campaign is a new and important step for advancing consumer awareness of hydronics and will potentially lead to a huge growth opportunity for CIPH members involved in this exciting sector of our industry.

Almost 1 million dollars have been raised to-date by the industry, for the industry. The goal is to grow this sector by 40 million dollars over the next 5 years. If you are involved in hydronics, be sure to attend the Hydronics Luncheon and Meeting this afternoon for more information on "Beautiful Heat."

The Industrial Pipe, Valve, and Fittings Council, also an integral part of CIPH, was established in 2001. Chaired by Dan Milroy of Bradford White Canada, the Council provides networking and learning forums and has also been working alongside governments on your behalf to support the requirement of automatic fire sprinkler installations in all new one and two family dwellings. The intent is to have this requirement enforceable across Canada.

Today, I have the pleasure of recognizing Dan Milroy for his leadership over the past several years as he steps down from this role. I would like to call him forward to receive a special plaque from CIPH.

**Initiative Number Two is Industry Awareness.** CIPH will raise awareness of itself as a trusted information source in the eyes of the public, future employees, regulators and legislators.

One item that I am excited to lead as part of our strategic plan, is a new Public Relations Task Force consisting of: John Hammill of Moen; Martin Deschênes of Groupe Deschênes; and Kevin Fullan of Flocor Inc.

The vision of the task force is to raise the positive awareness of our CIPH Brand to governments and consumers, along with the quality of life benefits that the plumbing and heating industry provides to the Canadian public.

This will ultimately position CIPH as a trusted information source in the eyes of the public, future employees, regulators and legislators along with the anticipated outcome of attracting "new recruits" to our industry because of the opportunities that we can collectively provide to them to make positive environmental influences. We have hired the PR firm of Cohn & Wolfe to help us with this initiative for which you, the members, have told us is important to you.

World Plumbing Day was March 11, 2011. It was a joint initiative of CIPH and MCA Canada. For our first efforts, we believe that we have made significant gains in raising the profile not only for World Plumbing Day, but for both CIPH and MCA Canada on a Regional and National level and within the various governments across Canada as responsible and important organizations.

CIPH has solid relations with over 20 North American trade associations. There is strength in numbers, especially when we coordinate trade shows and lobby efforts together in an effort to strengthen and benefit our industry.

Over the next several months, CIPH will be signing a Memorandum of Understanding to provide a mechanism for the exchange of information and regulatory expertise with the Air-Conditioning, Heating and Refrigeration Institute (AHRI) out of the USA.

For me, one of the highlights this past year was the seventh CIPH Habitat Home Build in St. John's, Newfoundland. I had the pleasure of attending the ground breaking and the key presentation ceremonies to the Alvarez family. Special thanks go to Carl Burt of Par Four Plumbing Products and his committee of volunteers.

The 8<sup>th</sup> CIPH Home Build will take place right here in Victoria, with the ground breaking ceremony taking place tomorrow afternoon. Since 1994, over \$6.3 million in product and cash has been raised.

We welcome our newest supporter, HRAI, and we are dialoguing with the Electro-Federation Canada to help provide electrical products as part of our campaign. To-date, under the leadership of John Hammill of Moen his Charity Committee in Support of Habitat for Humanity Canada is nearing \$2 million dollars in product and cash. The goal is \$1.75 million dollars during the current fundraising campaign.

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John will be stepping down as Chair of the Charity Committee and I would personally like to thank him for stepping in to help us when we needed him.

Please help me recognize John with a gavel plaque from CIPH. John, would you please come forward.

A special thank you also to Sean Giberson of Taco, Simon Blake of Plumbing and HVAC magazine and Jeff House of Jess Donn Agencies for their creativeness in establishing the Ride for Habitat. Sean and Simon are here with us today and I would like to call them forward and ask you to please help me in recognizing them with a special award.

Trade shows are a key component for CIPH and a key marketing forum for members and the industry at large. These events provide 40% of CIPH revenue and our continued goal is trade show consolidation. We would like to thank Matt Robinson of BA Robinson and his trade show committee, for chairing the successful 2010 edition of CIPHEX West in Calgary.

The CIPH Board, with the support of CIPH BC Region, have voted in favour of holding the 2012 edition at the new Vancouver Convention Centre November 7<sup>th</sup> and 8<sup>th</sup>, co-chaired by Tim Main (ITT); Malcolm Bradbury (A.O. Smith WPC Canada); and Tim Weaver (Ailled Engineering).

April 20<sup>th</sup> and 21<sup>st</sup> marked the second time that MCEE opened as Eastern Canada's largest trade show, along with our partners CMMTQ, CETAF and CMEQ. Thank you Frédéric Perrin of Usines Giant and to your committee for also chairing a successful event.

CIPH and HRAI will come together again in 2012 to jointly produce CMX-CIPHEX scheduled for March 22<sup>nd</sup>-25<sup>th</sup>, 2012 in Toronto.

MEET 2012 is set for May 2<sup>nd</sup> and 3<sup>rd</sup> in Moncton, chaired by Mike Patterson of EMCO.

One of the most exciting and active committees within CIPH is the Membership Committee, chaired by Joe Senese of Groupe Deschênes. The committee, along with the Regions, actively recruit for eligible new members.

CIPH staff personally phoned all member companies earlier this year, and the general feedback from them was very positive and they have informed us that CIPH continues to be a wise investment.

As of April 2011, our year-end membership totaled 258 companies. A list of members voted in 2010/2011 can be found on page 31.

In your written report, you will find a list of new services, information, newsletters and surveys completed monthly, biannually, and annually this year.

Take advantage of the Two Grey Suits Program, which is an excellent and cost-effective online Human Resources Centre. For an annual subscription of \$99, it is especially useful for small and medium-sized companies that do not have access to an HR Specialist.

**Initiative Number Three is Education.** CIPH will offer relevant education and certification programs for members and partners to succeed in the increasingly competitive global marketplace of plumbing and heating.

Led by Keith VanderVennet, CIPH provides an array of webinars and workshops to benefit members. These are cost effective and meaningful programs available to all members.

One key subset of our new Long Range Plan is the Supply Chain Technology Committee, led by Martin Deschênes of Groupe Deschênes. It was established to assist where possible, the industry to standardize and implement common usage for employing technology to enhance B2B communications and increase efficiencies via e-commerce, as one example.

The Committee is currently investigating a relationship with a service provider known as IDEA Solutions. They provide an e-business process solution for distributors and manufacturers along with data optimization services and products.

They have had some success in the electrical industry and the intent is to transfer this capability to CIPH. This will be a key benefit of CIPH membership in 2011/2012.

**Initiative Number Four is Recruitment and Renewal.** CIPH will attract youth and qualified workers to the industry.

Overseen by Kevin Fullan of Flocor, the CIPH Board is committed to attracting youth to our industry. Since 2006, CIPH has provided \$100,000 in scholarships to various technical institutes across Canada or \$25,000 annually to 10 technical institutes.

In order for students to qualify for the scholarship, they must maintain a minimum grade average of 70% and they must be involved in programs such as Engineering, Business Administration, or phase 2 or 3 of an Apprenticeship Program.

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Our intent is to help create an awareness of the array of job opportunities available within our industry. With a growing demand and an aging workforce, we anticipate that positions in our industry will soon need to be filled, and the Board believes that this program is worthwhile in supporting.

Your Board believes that the CIPH Regions are one of the real strengths of our Association: The nine Regions completed another outstanding year providing local service to our members.

I was personally delighted to visit with CIPH Newfoundland, Atlantic Quebec, Ontario, Calgary, and Edmonton Regions during my term. Our thanks go out to the nine Region Presidents and their Boards:

- Randy Kolstad of B.A. Robinson Co. Ltd. in CIPH B.C. Randy is with us today;
- Mike Stringer of Stringer Sales in CIPH Calgary;
- Stephen Lee of B.A. Robinson Co. Ltd. in CIPH Edmonton;
- Wes Sapielha of Wolseley Canada in CIPH Saskatchewan;
- Dan Jones of Jones Goodridge Inc. in CIPH Manitoba;
- Jon Leeson of Desco Plumbing and Heating Supply in CIPH Ontario. Jon is with us today;
- Raymond Beauchemin of Groupe Miburco in ICPC Quebec. Raymond is with us today;
- Rob Barrett of Barrett Sales (1998) Ltd. in CIPH Atlantic; and
- Ron Neary of IPEX Inc. in CIPH Newfoundland. Ron is also with us today.

Being your chairman for this past year has been a wonderful experience and indeed, one of the key highlights of my career.

I have learned a great deal from my experiences, and it's truer today: If you choose to take part in the action, you will gain significantly more appreciation for CIPH. I certainly did. More importantly, I have met a lot of good people across this vast country.

I extend a special thank you to the talented group of directors who made my role as your chairman seem effortless. It was indeed a privilege serving in this capacity.

Thank you Region Presidents, Committee and Council Chairs, CIPH staff, and all the volunteers for helping us provide quality services to our industry.

This is our report.

**Russ Morgan, Chairman of the Board  
Ralph Suppa, President & General Manager**

