

Dear Member,

The year 2020 has hit every industry hard. We have seen several small businesses shutter their doors, and more can be expected. Our industry has been no different. Some have been shut down, forced to layoff longtime employees, and have continuously navigated countless delays. It seems like adapting has become the new norm. Like you, we are adapting too, on a daily, sometimes hourly basis. We are proud to say the CHBA, OHBA, and the GBHBTA have been working around the clock to find ways to support and advocate for our industry.

Back in early 2020, we began a media campaign to help lay the groundwork for the promotion of our local organization and its members through print, internet, and radio. Over the course of this year, we have slowly assembled a very impressive executive team. At the moment, despite having no Home Show this year, the wise planning of previous executives has enabled us to offer an employee assistance program to our members that were hit especially hard by the pandemic. On top of that, our annual bursary program continues, and we are working out the details of honoring longtime members that have passed away this year including Ted Horton (Horton & Horton) and Gord Lawson (Gord Lawson Contracting) in the upcoming year.

As far as the New Year goes, we have a few challenges ahead. Home visits and dinner meetings are still on hold. Also, it is starting to look like we may not be holding our prime event (The Home & Cottage Expo), or the format will be dramatically different. But we still have plans. Continuing to promote our local group and members through all forms of media, revisiting and refining our employee assistance program if necessary, initiating honorariums for our longtime members and friends, hosting the home show if viable, a Spring event depending on restrictions, and hopefully starting our next community build project later in the year. Right now everyone seems to be looking forward to the start of a new year, and so are we.

As we mentioned in September, our local association fees are optional for the upcoming year, we support whatever option you choose. Attached is the updated Membership form for 2020/2021. Please submit the returned form to us so we can update our records. Thank you and Happy Holidays!

Sincerely,

The Grey Bruce Home Builders & Trades Association Executive

