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LMCABC

THE INFORMER

April 2020



LEADERSHIP

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Mechanical Contractors Association
of British Columbia

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Driving Excellence Together: Introducing MCABC's Updated Brand

In recent weeks, we've all faced uncertainty as a result of the COVID-19 pandemic. Professionally, as much as it has separated us (physically), it has brought us together and reinforced the six pillars that validate MCABC's purpose, set our strategic direction, define member value and, ultimately, our brand.


A strong brand identity that acknowledges our 115-year history while communicating our focus on leading the change for a strengthened industry that attracts the next generation will launch with the new website this summer. Our updated brand includes both a "refreshed" visual identity that illustrates progress and messaging that communicates our collective strength.

We just can't wait until the summer to share our excitement so over the next month we will begin the gradual transition to our updated brand. We are still in the early stages but we expect to begin with our social media channels (Linkedin, Facebook and Twitter) and continue with printed collateral. The logo, colours and graphical elements will be shared with you – we want you to feel proud of including your association within your business marketing.

We do hope that you are impressed with our updated identity. Your input into the direction of the association was the impetus for this next step – together with brand specialists, staff and the board of directors, we are pushing the boundaries for the mechanical contracting industry in B.C.



Creative use of logo on collateral: graphical example only

 Employee Benefit Trust	Come Together Please act responsibly during this time when community matters most. Together we can flatten the curve.	1-800-665-1077 hr@bccabenefits.ca bccabenefits.ca
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	COLLABORATION
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	ADVOCACY
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A Collective Approach to Economic Recovery

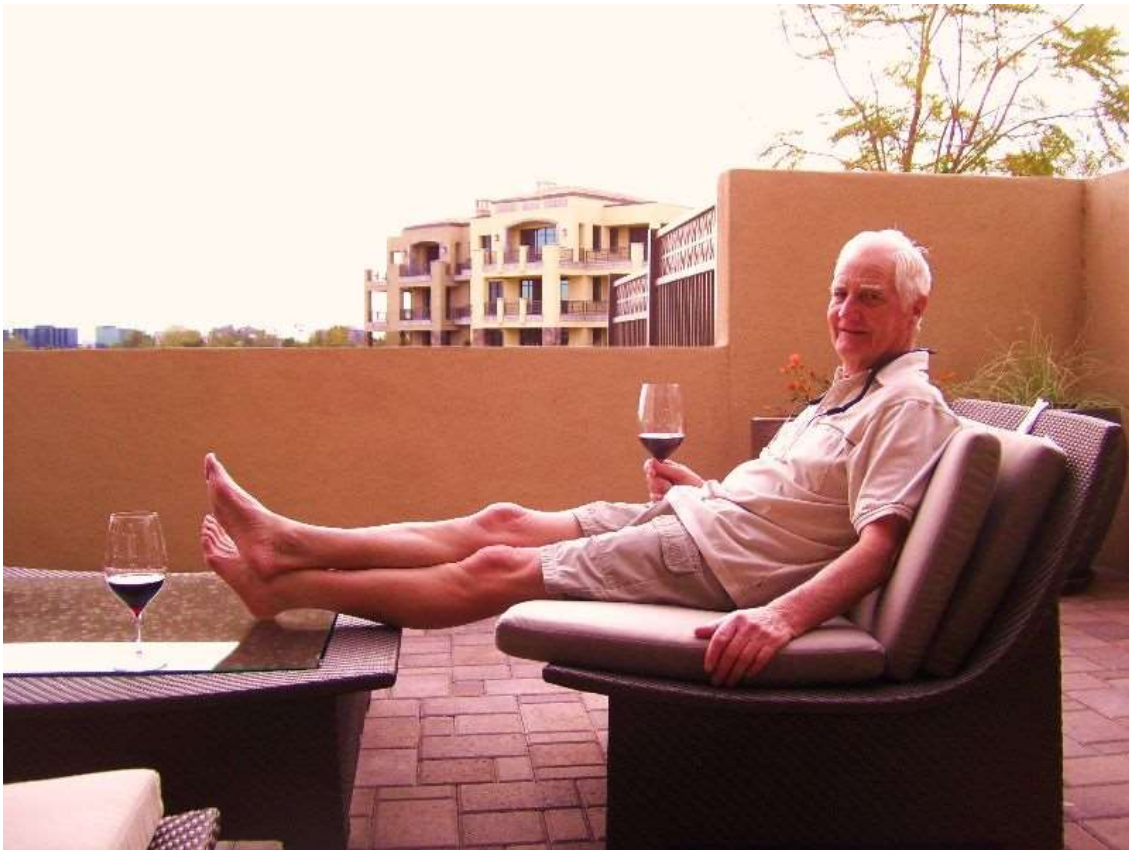
In collaboration with other members of the construction industry, MCABC encourages infrastructure stimulus spending in a [letter](#) to the Prime Minister of Canada and Premier of BC.



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In memory of Ed Taillefer

We extend our thoughts and condolences to the family of Ed Taillefer who passed away on March 19, 2020. Ed had a full career in the mechanical and electrical contracting industries and was an active member of MCABC, serving on several committees, was a Vancouver Chapter Chair and a Trustee of the Supervisory Employees Training Trust Fund. Ed finished his long career in the construction industry with his last venture, Taillefer Engineering. Ed enjoyed his retirement travelling with his wife Judy, golfing and surrounding himself with his grandchildren and family. He is survived by Judy, daughter Yvette, Sons Greg (Sheana) and Dan (Taya) and grandchildren Zoe, Ashley, Liam and Rory. A Celebration of Life will be held at a future date



Where to Turn for Guidance: COVID-19 Resources & Industry News

We know that there is so much information out there that it's hard to know where to turn for answers. MCABC is involved in daily industry updates and doing its best to capture the resources available to you. Please bookmark

[MCABC COVID Resources](#). We've extracted a few important highlights for this week:

1. [COVID-19 Support Service for BC Businesses](#)
2. [Canadian Business Resilience Network](#)
3. [MCAC Supports the Creation of Construction Cost Relief Program](#)
4. [Guidelines for the Mechanical Contracting Sector](#)
5. [What To Do When Physical Distancing Is Not Possible?](#)
6. [Clean hands protect against infection](#)





Upcoming Webinars

MCAC is continuing with a series of valuable webinars next week including:

April 20: [Technology Selection 101: Secrets from a Consultant](#)

April 21: Canada Emergency Wage Subsidy

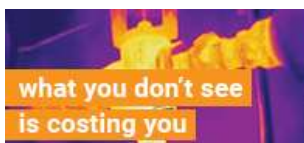
April 22: Telework Webinar – Maestro Technologies

April 23: Chris Cummins

April 27: Construction Contracts During COVID-Part 2, Dan Leduc

May 6: [The Business Value of BIM](#)

Be sure to keep checking mcac.ca for upcoming and previously recorded webinars.



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