

Saskatoon,  
Saskatchewan  
June 5 - 7, 2025



BUILD NETWORKS. BUILD KNOWLEDGE.

2025 NATIONAL CONVENTION

BUILD  
NETWORKS.  
BUILD  
KNOWLEDGE.

2025  
Convention Program

The AWMAC National Convention is more than a gathering.  
It is a catalyst for growth and opportunity.  
From thought-provoking speaker sessions to high-impact networking and an Industry Trade Show,  
every moment of this three-day experience is designed to embody the tenacity and integrity that  
define our industry.  
It's where ambition meets action and innovation meets adaptability.  
This is where change-makers come together to do what they do best — build a better world.

[www.awmac.com/convention](http://www.awmac.com/convention)

# Agenda



The AWMAC National Conference provides architectural woodwork industry professionals with practical learning and development opportunities relevant to contemporary business operation and management.

The program has inspirational keynotes, practical business solutions, and strategies to help your business thrive.

Don't miss your chance at exclusive connections with leaders and companies from the architectural woodwork industry — an unmatched value for your business.

## Thursday, June 5

- **9 am - 4 pm** - AWMAC Golf Tournament, Moon Lake Golf Course
- **11 am - 3 pm** - Tour & Tasting - The Berry Barn and Black Fox Farm & Distillery  
*Lunch and Transportation Included*
- **4 pm - 5 pm** - Presidents Meeting
- **6:30 pm - 10 pm** - Welcome Reception & Trade Show
- **10 pm - Late** - AWMAC Night Lounge

Sponsored by: **HARDWOODS®**  
Materials That Inspire

## Friday, June 6

- **7:30 am - 8:30 am** - Delegate Breakfast
- **8:30 am - 9:30 am** - Keynote Session - Kevin Vallely | The Courage to Succeed: A Thrilling Multimedia Adventure
- **9:45 am - 10:30 am** - Keynote Session - Lyndon Linklater | Positive Race Relations, Diversity and Multi-Cultural Inclusivity
- **10:45 am - 11:30 am** - Breakout Session - Marc Sanderson | The General Contractor Problem and Solution
- **10:45 am - 11:30 am** - Breakout Session - Heather Morrison | Deliver Your Best
- **11:30 am - 12:15 pm** - Breakout Session - Christie Trann - Building a Solid Foundation: Demystifying Commercial Insurance for Architectural Woodworkers
- **11:30 am - 12:15 pm** - Breakout Session - Robertson Stromberg LLP - Liens and Litigation
- **11:30 am - 12:15 pm** - Breakout Session - Tracy Wright & Kasia Robinson | Let's Talk! Women in the World of Woodworking and Business
- **12:15 pm - 1:30 pm** - Delegate Lunch
- **1:45 pm - 2:45 pm** - Breakout Session - Leon Ferguson | Psychological Health and Safety: Building Harmonious High-Performing Teams and Workplace Cultures
- **1:45 pm - 2:45 pm** - Breakout Session - Quinn Magnuson | Effort Over Result
- **3:00 pm - 4:00 pm** - Keynote Session - Kaleb Dahlgren | Creating Community and Building Strong Teams

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MILLWORK**

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**adservco group®**

[For a detailed recap of our Keynotes and Breakout Sessions, click here.](#)



## Friday, June 6

- 6:00 pm - 10:00 pm - President's Gala and Awards Banquet
- 10:00 pm - Late - AWMAC Night Lounge

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## Saturday, June 7

- 7:30 am - 8:30 am - AGM Delegate Breakfast
- 9:00 am - 10:30 am - AWMAC Annual General Meeting
- 11:00 am - 2:00 pm - Hy-Grade Millwork Shop Tour and BBQ

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**REGISTER NOW**



### Interested in Partnership?

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By sponsoring this year's Convention, you're not just promoting your brand—you're aligning with the core values of AWMAC and gaining unparalleled access to industry leaders who share your vision for a stronger, more dynamic future for Canada's woodwork manufacturing sector.

#### QUESTIONS?

Contact Carolynne Yeomans  
AWMAC National Executive Director  
carolynne.yeomans@awmac.com

#### INTERESTED IN SPONSORSHIP?



OR

**CLICK HERE**



### Why Sponsor?

#### Direct Access to Decision-Makers

Engage with industry influencers and potential clients through exclusive networking opportunities and tailored events.

#### Build Lasting Relationships

Forge meaningful connections and partnerships with key stakeholders in Canada's architectural woodwork industry.

#### Premier Brand Exposure

Gain prominent branding across event materials, establishing your organization as a leader in the industry at AWMAC's flagship event.

#### Showcase Latest Products and Services

If you choose to exhibit, present your products and services to a highly engaged and targeted audience, maximizing your exposure.