

CWB ASSOCIATION IMPACT REPORT 22/23

Joining communities through welding since 1921



| **cwb**association



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CWBA Chapters



In strategic alignment with our mission, CWB Association Chapters have been positioned to serve as invaluable assets within our communities. Their placement ensures accessibility for a diverse range of stakeholders, including industry leaders, educators, students, and welding professionals. The impact of these chapters resonates through countless hours of volunteer work, aimed at hosting a wide array of events. These events include technical presentations, fundraisers, seminars, workshops, career fairs, exhibitions, and various other engaging activities.

The global network of CWBA chapters has made a substantial contribution, collectively hosting over 60 events a year. These events play a pivotal role in supporting Welding Industry Training (WIT) programs, high schools, post-secondary educational institutions, scholarships, and networking mixers. This strategic positioning and the tireless efforts of our chapter members underscore the profound impact of CWB Association Chapters on our mission to advance welding, joining, and fabrication practices.

- British Columbia
- Calgary
- Conestoga College Student Chapter
- Edmonton
- Halifax
- Hamilton
- Kitchener
- Montréal
- New Brunswick
- Nova Scotia
- Ottawa Gatineau
- Regina
- Saskatoon
- Toronto
- University of Alberta Student Chapter
- University of Waterloo Student Chapter
- Winnipeg
- Chile

18 Chapters



For more information visit www.cwbgroup.org/association/chapters

Message from Leadership



Max Ceron
Director, CWB Association

Over the past year, the CWB Association has experienced significant growth and expansion in terms of both its reach and the services it offers to its valued members. We have initiated a range of programs aimed at enhancing upskilling and training opportunities, facilitating the introduction of welding consumables into high schools, and providing scholarships and bursaries. In this journey, we have forged valuable partnerships and established new connections that have enriched our network.

Our mandate remains unwavering, **Advocate-Facilitate-Educate**, and we hold this as the fundamental pillar in our continuous growth. Furthermore, we have embraced the overarching theme of "Joining Communities through Welding." This visionary approach has inspired the CWBA to explore more effective means of supporting segments of our society that require enhanced representation and assistance. We are committed to deepening our collaboration with indigenous communities, neurodivergent individuals, 2SLGBTQ+ communities, people of color, and new Canadians, with a focus on facilitating their entry into the steel trades, welding, and joining fields.

Every day, our dedicated team is tirelessly working towards our goal of making the CWB Association the leading professional association in the world. Your continued support and involvement are instrumental in our shared journey towards excellence.

75th Anniversary

In 2022, CWB Group celebrated its 75th Anniversary Celebration. This milestone anniversary marks the many achievements of the CWB Group and the numerous contributions our employees have made in the industry.



Meet the Team



Daniela Torelli – Welding Technical Advisor & Product Specialist

Daniela, with eight years in the welding industry, has progressed from the shop floor to roles as a program instructor and welding advisor. Her passion for welding was immediate, and she is now committed to promoting the industry to the next generation and underrepresented communities. Currently, Daniela plays a key role in managing membership offerings and Chapter communications, oversees our Welding Podcast, and represents us at industry events across North America to promote our services and support.



Dan Tadic – Welding Ambassador

Dan Tadic, the previous Director of the CWB Association, has significantly contributed to the promotion of welding careers across Canada. His leadership has spurred growth in memberships and initiated key industry events like CanWeld and the Educators Conference. Passionate about international collaboration, Dan chaired the WG-RA from 2017 to 2020 and played a pivotal role in the 2014 joint Association/IIW Congress with a focus on “Welding in the Arctic”. With a career spanning nearly five decades, Dan remains dedicated to enhancing welding education and fostering partnerships between industry, academia, and government and is currently an Ambassador for the CWB Association.



Tynisha Lainey – Program Administrator

Tynisha is a committed professional with over six years of experience at CWB, where she has significantly contributed to administering various welding programs. Her diverse skills encompass customer service, project management, and editing, along with valuable marketing experience. Tynisha’s dedication and expertise have been instrumental in the success of CWB’s welding programs.

New Programs and Initiatives

The CWB Association has made it our mission to enhance the skills and knowledge of welding industry professionals. Our communities continue to evolve, and we are committed to providing our members with the experiences of welding professionals, learning resources, and free content. By connecting industry, communities, educators, and professionals, we can forge the strong connections necessary for ongoing growth.



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First International Chapter



The inception of the CWBA Chile Chapter began in 2021 during

Vicente Núñez Sánchez's internship at the University of Alberta, where he had his initial encounter with a Chapter. Collaborating closely with his supervisor, Patricio Mendez, the idea began to take shape, and Vicente became determined to establish his own Chapter.

The initial step, after establishing a connection with the CWB Association, was to initiate discussions with prominent leaders in the welding industry in Chile and seek guidance from professors in the same field. These efforts culminated in the formation of their Executive Board, which comprises two academics, two industry leaders, and four enthusiastic students.

The primary objective of the Chile Chapter is to create a platform for professionals, academics, and students to collaborate and bridge the existing gaps within their society. They are dedicated to elevating welding as a recognized professional career and a field of engineering. Looking ahead, Vicente has ambitious plans for the chapter, particularly since their communities are home to the mining industry and the burgeoning hydrogen and lithium industries. These two sectors present unique challenges in the realm of welding and manufacturing, and the Chapter is eager to evolve alongside them.

Over the past year, the Chile Chapter has been actively organizing various seminars addressing local challenges in Chile, focusing on topics such

as additive manufacturing, welding robotics, and featuring different researchers from the country. They are eagerly anticipating their participation in the upcoming CONAMET-SAM (Congreso Internacional de Metalurgia y Materiales) and are set to host their first young professionals meeting as part of the event.



Vicente would like to express his heartfelt gratitude to all those who have supported this remarkable journey. He extends his

appreciation to the board members, industry leaders, and professors for their unwavering support, and he is deeply grateful to the entire welding community in Chile for their boundless enthusiasm!

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NEWS FROM OUR CHILE CHAPTER

Sharing the story behind the creation of this chapter is important to me. It all began in 2021 during my internship at the University of Alberta, where I had my first encounter with a chapter. Working closely with my supervisor, Patricio Mendez, the idea started to grow, and we soon connected with Max Ceron.

Once I began my Master's program at CCWJ, alongside Stefano and Sofia, we became determined to work on establishing our own chapter. We initiated conversations with prominent leaders in the welding industry in Chile and sought guidance from professors in the same field. These efforts led to the formation of our board, consisting of two academics, two industry leaders, and four enthusiastic students.

Our chapter aims to create a platform where professionals, academics, and students can collaborate, and create bridges to close the gaps that exist in our society: welding still needs to be taken as a professional career, as a field of engineering. Looking ahead into the future, we have exciting plans for the chapter, as we already have the mining industry and two big ones growing: hydrogen and

lithium industry. These two industries present different challenges in the field of welding and manufacturing, and is our challenge to grow alongside.

We have been organizing different seminars for the past half a year about the welding industry in Chile, local challenges for additive manufacturing, welding robotics in our industry, and the different researchers in the country. This year we aim for two more seminars and to be part of the CONAMET-SAM (Congreso Internacional de Metalurgia y Materiales) with our first young professionals meeting. Our next steps are to educate welders and engineers, where we aim to play a more significant role.

I want to express my gratitude to all those who have supported us on this journey, our board members for being part of this challenge, industry leaders and professors for their support, and the entire welding community in Chile for their enthusiasm. 🇨🇱

Vicente Núñez Sánchez
Chile@CWBassociation.org

CHAPTER NEWS... FALL 2023 | 051



Read the article featured in
WELD Fall 2023.
weldmagazine.com



Congratulations Vicente Núñez Sánchez for receiving the CWB Welding Foundation
Leadership in Welding Award



Training Supplement and Upskill Program (TSUP)

CWB Association: Empowering Members Through the Training Supplement and Upskill Program (TSUP)

The CWB Association (CWBA) takes pride in its unwavering dedication to member development. Our mission to facilitate continuous professional growth is embodied in the Training Supplement and Upskill Program (TSUP). This initiative is meticulously crafted to bolster the industry acumen of CWBA members through comprehensive training in pivotal skills.

TSUP stands at the forefront of nurturing future industry leaders and innovators. By curating a diverse array of courses, we strive to instill heightened confidence and pave the way for success among our members. Generously funded by the CWB Association alongside esteemed industry partners, the program represents our collective commitment to fostering an environment of perpetual learning and advancement.

In an era that values accessibility, we are thrilled to announce that these courses in partnership with Learnit, are available online at preferential rates exclusively for our members.



**Explore the TSUP Offerings
and embark on your journey
of professional enrichment**

Training Supplement
and Upskill Program
(TSUP) | CWB Group



learnit
learnit.com

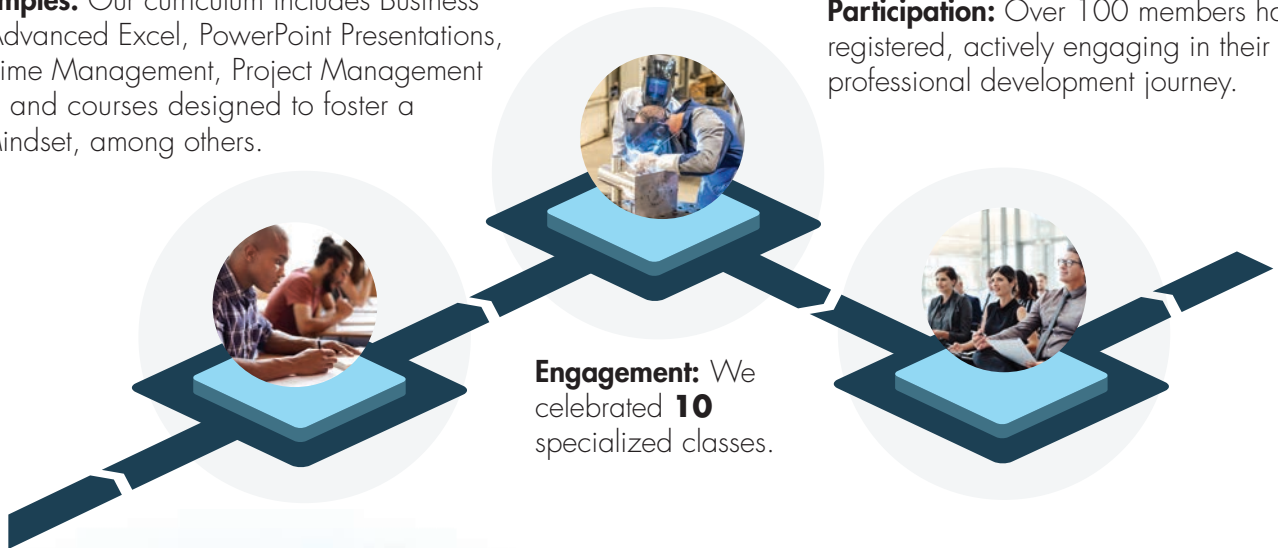
Training Supplement and Upskill Program (TSUP)

A Year in Review: *Celebrating* Our Milestones

Our progress over the past year is a testament to our members' dedication:

Class Examples: Our curriculum includes Business Writing, Advanced Excel, PowerPoint Presentations, Allyship, Time Management, Project Management Essentials, and courses designed to foster a Growth Mindset, among others.

Participation: Over 100 members have registered, actively engaging in their professional development journey.



Feedback: The success stories are numerous, with testimonials highlighting the transformative impact of our programs:

“

"The sessions were enlightening, emphasizing the importance of positivity and the power of crafting one's mindset."

"The interactive approach, including the use of breakout rooms, ensured active participation, complemented by the eloquence of our instructors."

"The insights gained have been invaluable, and I have already begun integrating the learned strategies into my daily routine."

”

As we look back on a year of achievement, we remain committed to enhancing the skills and opportunities for our members. Join us as we continue to shape the future of welding, joining, and fabrication.

Diversity, Equity, and Inclusion (DEI)

One of the CWB Group's core values is respect, and we passionately support diversity in all its forms. Internally, we demonstrate that support through Diversity, Equity, and Inclusion (DEI Employee Resource Group). The Employee Resource Group works to identify ways to make a difference and, along with the CWB Association, has worked to champion many significant initiatives in the BIPOC and 2SLGBTQ+ communities. Through these initiatives, we educate our internal and external stakeholders on critical issues impacting the communities around us. We also host several podcasts where we interview members of under-represented communities to learn more about their experiences in the skilled trades industry.

In the last year, we shared numerous podcasts and informational resources through our many channels including:

- Podcast with **Sattina Dabb**, **Juno Kiezer**, and **Ruqaiyah Abdu-Allah**; Welding Apprentices from Halifax, Nova Scotia celebrating Black History Month.
- Interview with **Agata Derda**, a Polish Canadian Visual Artist, Printmaker, and Welder; an inspiration to the immigrant and queer community.
- Interviews with women from across Canada and North America to promote women in the skilled trades and share stories of their careers and the obstacles they faced.
 - ✓ **53%** of guests for the CWB Association podcast have been women in the trades.
- Indigenous leaders, instructors, and tradespersons from the steel industry.
- Knowledge pieces in WELD supporting our guests and initiatives.
- Creating free DEI training opportunities to create awareness and promote personal growth through our member-exclusive TSUP program.



Just a few articles we featured in WELD, to read them visit
www.cwbgroup.org/association/publications



Check it out
www.cwbgroup.org/association/podcast

Industry Collaborations



Association of Women in the Metal Industries (AWMI)



The CWB Association is a proud member and corporate sponsor to promote and support women in the metal industries.

AWMI Toronto Chapter hosted their 25th Annual Golf Tournament, and it was a fantastic event for industry and members to come together.



Check out our podcast episodes of AWMI Members to learn more:

- **Beth Kitson**
CWBA Welding Podcast - Episode 73 Beth Kitson | CWB Group
- **Lauren Polk**
CWBA Welding Podcast - Episode 117 Lauren Polk | CWB Group

Collaborative Podcast Series with Skills/Compétences Canada Highlights National Alumni Committee Journeys

In a collaborative endeavor, we are honored to have partnered with Skills/Compétences Canada on a notable podcast series. This initiative features interviews with esteemed members of the National Alumni Committee (NAC) from each province and territory, delving into their unique Skills Canada journey. Annually, the Skills Canada National Competition engages hundreds of young Canadians, many of whom continue as alumni, contributing to the legacy and outreach of the program. The formation of the NAC is a strategic move to forge, bolster, and steer the provincial and territorial Alumni Associations of Skills Canada, reinforcing a national network of skill and trade professionals.

For a deep dive into these enriching stories, we encourage you to listen to the series through the following link:

[CWB Group Podcasts]
(<https://www.youtube.com/@cwbgroup/podcasts>).





Apprenticeships

- We are working with the Canadian Council of Directors of Apprenticeship (CCDA), Canadian Apprenticeship Forum (CAF), and other welding industry partners to help develop a micro-site that will promote all essential career pathways for the proper development of a successful welding career.
- Connect local chapters to participate in and support local events such as apprenticeship galas, awards ceremonies, Skills Canada events, and more.

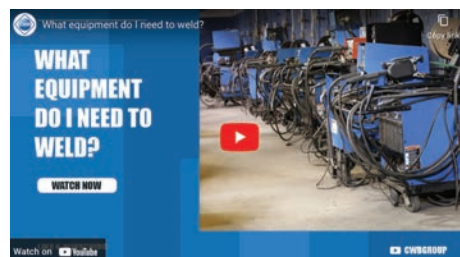


Ironworkers Local 736

We graciously appreciate the support and use of Local 736 welding facilities to film educational videos for our CWBA Members and YouTube channel.



Ken Joudrey, President, Ironworkers Local 736 & Max Ceron.



American Welding Society (AWS) Collaboration at FABTECH 2023

We teamed up with the American Welding Society (AWS) to host a podcast area at Fabtech 2023 in Chicago. This collaboration brought together Jason Becker from Arc Junkies Podcast, and Kevin Johnson from Welding Business Owner Podcast in a specially designed recording space for interviews and live Q&A sessions.

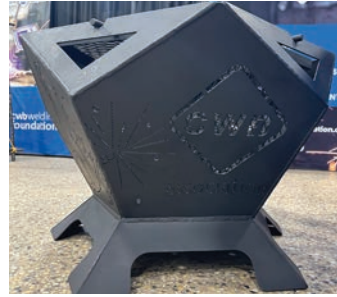
These podcasts provide valuable insights for both attendees and the wider community.



Fabtech Podcaster's Forum with Max Ceron, Jason Becker, and Kevin Johnson.



Have a listen!



CWB Welding Foundation

■ Equipment Capital Matching Programs

The CWBA chapters help fund and provide consumables and equipment to their local high schools and training centers through a special program developed in conjunction with the CWB Welding Foundation.

■ Skills/Competences Canada Competitions

CWB Association chapters from across Canada were honoured to help support provincial and regional skills competitions as sponsors, volunteers, mentors, and judges.

The CWB Welding Foundation also is a national sponsor of the Skills Canada Competition and the CWB Association was thrilled to work alongside to support national functions and events.

■ Simulator Program

Chapters across Canada have supported trade shows and “try-a-trade” exhibitions by providing and operating welding simulators supplied by the CWBWF. Through the use of both VR (Virtual Reality) and AR (Augmented Reality) systems, we are fostering continued interest and engagement in the trades among youth by integrating cutting-edge technologies.



LEARN MORE ABOUT

Susan Crowley

Executive Director, CWB Welding Foundation



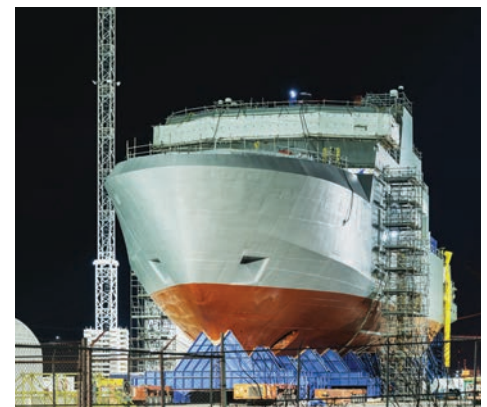
CWB Welding Podcast - Episode 132
Susan Crowley | CWB Group

Marine Industry supports

We're actively involved in key marine sector groups across Canada to support the steel trades. This includes working with the Canadian Marine Industries and Shipbuilding Association, contributing to the Marine Industry Association Committee (MIAC), and engaging with The Association of British Columbia Marine Industries (ABCMI).



Our goal is to make a real difference in the growing marine industry by sharing our expertise and learning from others in these collaborative spaces.



Engagement

CWB Association Podcast

The CWB Association brings you a weekly podcast that covers what's happening in the world of Welding across the world. Our host, Max Ceron, speaks to passionate individuals from all aspects of the steel and welding industries, who share their insights and experiences with listeners.

The podcast is a great resource for students and young professionals who are looking to enhance their welding skills and knowledge.

Get the right tips and industry information to stay on top of what's happening in the Welding industry.



**Over 100 podcasts available,
check them out today!**



of Podcast downloads

34,000

downloads as of
August 2023
(113% increase from previous year)

250

downloads a week
on average
(5% increase from previous year)

43%

of our listenership is
in the USA
(10% increase from previous year)

87%

of our listenership is in
North America as a whole



Percentage growth in 1 Fiscal Year

60%



increase in CWB Association
Podcast listenership YoY

4%



increase in CWBA-related
website activity YoY

239,069 views



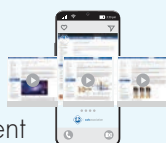
from CWBA specific video content
(150% increase from last year)

3,378



new members joined the
CWBA in FY24

45%



increase in content
for the **How It works**
section

27%



of our audience is engaged
in email content
(CWBA Channel, The Weekly Round-Up,
Chapter Communications)
(Industry average is 22%)

Engage Educate Inspire



Conferences

The CWB Association conferences aim to engage, educate, and inspire. With both virtual and in-person events and options, we focus on the convenience of our participants by allowing access anytime, anywhere. Our conferences offer exhibits, educational sessions, networking opportunities with industry professionals, and many takeaways for participants across North America.

Continuing with our commitment to the welding industry, we provided welding and fabrication professionals with a platform to enjoy knowledgeable speakers within informative sessions designed to update the industry on new and exciting innovations.



Virtual Conferences/Events

380
participants

- Welding Industry Day – February 15th, 2023
- National Trivia Night – March 21st, 2023



Attended Conferences

- CANWELD
- Educator's Conference
- Mari-Tech Conference
- Fabtech USA/Canada
- Canadian Apprenticeship Forum Conference
- Skills/Compétences Canada National Competition



Chapter Events

62
events held this year

↑ 14
more than the previous year



Learn more about our conferences
and upcoming events.

CANWELD24 ■ WELDING INDUSTRY DAY ■ EDUCATORS CONFERENCE

CWB Association Benefits



MEDIA KIT 2024

Media Kit

Offers a variety of opportunities for sponsorship and advertising.

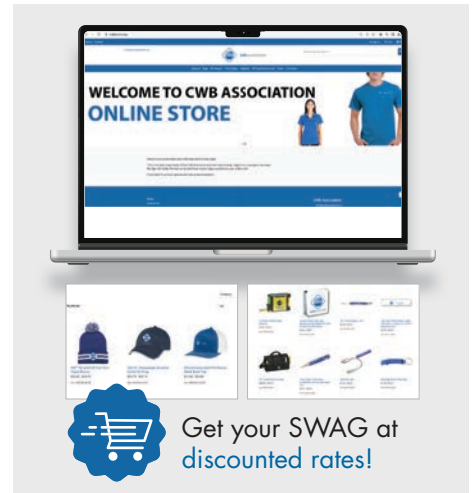
Together, let's join communities through welding!



WELD Digital Publication

24

(issues available)



Online Store

Exclusive products and swag at a discounted cost with direct shipping available through your local Chapter only.

30+

(items to choose from)

■ CWBA Media Kit

The CWB Association appreciates the support and participation from new and long-standing partners and industries that support our mandate and programs. Together, we are growing our industries and creating a better landscape for the steel trades.

■ WELD Publication

A Canadian Welding and Lifestyle Magazine offering relevant and informative content that highlights welding practices, professionals, education, news, research and lifestyle. Visit our library of WELD magazines at weldmagazine.com

■ Affinity Programs:

Providing top-tier discounts, products, and services exclusively to our CWBA Membership accessible at cwbassociation.org.

- **Canada Welding Supply**
 - ✓ Quarterly flyer with incredible savings on welding/fabrication products
- **Co-Operators Insurance**
 - ✓ Up to 40% discount on home and auto insurance

■ Choice Hotels

- ✓ Special rates and room upgrades for all members

■ Marks Work Warehouse

- ✓ 10% discount via barcode scan

■ Enterprise/National

- ✓ Special discounts and rates on Car Rental

■ CWB Association Store

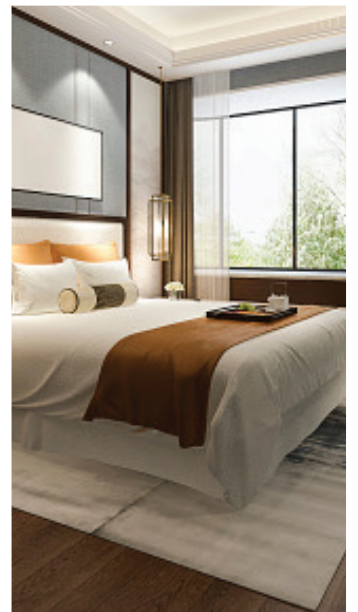
Our exclusive online CWB Association shopping portal is available to all Chapters in Canada. The portal will support chapters and their members in purchasing officially branded materials. The store will offer exclusive products and swag at a discounted cost with direct shipping. Plus, members will have access to updated logos and graphics for holistic branding.



Shop at:
www.cwbastore.org



Perks Partnerships Support





| **cwbassociation**

CWB Group Head Office

8260 Parkhill Drive, Milton, ON L9T 6V4

T 1.800.844.6790 **F** 905.542.1318

info@cwbassociation.org

www.cwbassociation.org

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