

NEWS AND KNOWLEDGE FROM



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BUILDING UP

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44TH ANNUAL
STAFF PARTY

ANNUAL HALLOWEEN
DRESS-UP & CARVING

TEAM BUILDING

WESTLAND'S 23RD ANNUAL
GOLF TOURNAMENT

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WESTLAND UNDERSTANDS THAT WHILE YOU NEED TO OFFER COMPETITIVE WAGES TO ATTRACT EMPLOYEES, IT'S CULTURE THAT DRIVES RETENTION AND DISCRETIONARY EFFORT.

—DEREK ROLSTONE

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STAFF PROFESSIONAL
DEVELOPMENT DAY

COMPANY CULTURE:

WESTLAND'S NOT-SO-SECRET ADVANTAGE



DEREK ROLSTONE

When you step inside Westland Construction, something feels different. It's not just the smell of sawdust or the steady hum of hard work – it's the energy of a team that is entirely engaged, fully invested, and completely committed to building not only projects, but also people.

That culture didn't happen by accident. Since its inception in 1979, Westland has prioritized people – a value that President and CEO Peter Grose continues to champion. "We've kept things simple – the old adage of treating people like you want to be treated," he says

"We've really held on to those basic family values."

And while those values remain, Westland has evolved to create the best possible employee experience.

"You see and feel it as soon as you walk in the door," says Derek Rolstone, founder and President of Stone HR Strategies, a Winnipeg-based HR consulting firm that helps organizations maximize their people potential. For the past eight years or so,

Westland has partnered with Stone HR to deepen its A/R/E philosophy: Attraction, Retention, Engagement. According to Rolstone, Westland is leading the way in creating a workplace where employees feel connected, valued, and motivated to give their best every day.

"Westland understands that while you need to offer competitive wages to attract employees, it's culture that drives retention and discretionary effort," says Rolstone.

Rolstone supports Westland with every stage of the employee lifecycle. "From the beginning to the end – whether that's helping with a search, onboarding, performance conversations, or, if needed, helping them say goodbye to someone – we're there for them," he says. "We also support everything in between: compensation studies, looking at the marketplace, employee surveys, employee policy work, issue management – all that good stuff."

Westland initially brought Rolstone on to help with hiring, a time-consuming and often cumbersome process. But his role has expanded into other areas. "Annual reviews are tough," Grose shares. "Having an objective party sit down with our staff gives them an opportunity to be more candid."



Both Grose and Rolstone have witnessed how dramatically workplace culture has shifted, especially over the last 10-15 years. Today's workforce is looking for more than job security – they want purpose and belonging. "It's everything," Rolstone says "Westland has figured that out."

He points to small but meaningful details – like Westland's company yearbook, a yearly keepsake celebrating team members and milestones – as a powerful example of culture in action. "It really shows the pride that Pete and the leadership team have in the work that they do," Rolstone says. "And employees and candidates see it too. It shows that they care."

That same spirit of care shows up in the way leadership connects with the team day to day. "At the end of the day, no process or policy beats personal connection," Grose adds. "I make a point to get out and talk to our staff – not just about work, but about life – their kids, their hobbies, their dreams. Those small conversations break down the 'boss/employee' wall and remind us we're all just people trying to build something good together."

Beyond the feel-good factor, Westland's commitment to culture is a strategic advantage. It helps the company attract top talent, retain valuable team members, and foster an environment where people are motivated to go above and beyond. And the return is clear: a loyal team, happy clients, and an inspiring workplace.

As Grose sums it up, "We're not done – we never will be. We're not perfect, and we never will be. But we're committed – to our people, to our purpose, and to building something that lasts." 

THE GROSE REPORT THOUGHTS FROM WESTLAND'S CEO



At Westland, we've always believed that culture isn't something you can buy – it's something you build.

It's built in conversations between coworkers, whether that's on the jobsite or around the lunch table. It's built in trust – knowing someone's got your back. And it's built in the

way a company shows it values its people – not just with compensation, but with words and actions.

That's the kind of place we've worked hard to create, and I think it shows. It's why people stick around – often for their entire careers. Why new faces feel like family faster than they expect. Why the work we deliver stands out – because it's done by people who care, and who are cared for.

At Westland, that care and culture shows up in a lot of ways. It's a steady paycheck, but it's also overtime that actually gets paid. It's company trucks and tool allowances. It's summer hours and flexibility when family needs come first. It's "Westland Bucks" handed out on birthdays.

It's also in the fun stuff – picnics, bowling nights, and hockey drafts. Family dogs in the office and friendly rivalries over golf tournaments. It means a few pranks now and then. It's pausing to recognize a team member's years of service – or celebrating a personal milestone right alongside them.

It also shows up when we give back, whether that's rolling up our sleeves to clean up the neighbourhood, supporting local sports teams, or contributing to philanthropy efforts. It's investing in people's education and growth, participating in important industry associations and initiatives, and building community beyond the walls we construct.

It's the little things that make a big difference: monthly staff shoutouts, a company yearbook that showcases our people, projects, and parties, or the chance to ring the Westland gong when a new staff member starts or a project is awarded to Westland.

Because at the end of the day, no process or policy beats personal connection.

When people feel valued, they build things that last – not just buildings, but relationships, reputations, and a (work) place to call "home."

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**BECAUSE AT THE END OF THE DAY,
NO PROCESS OR POLICY BEATS
PERSONAL CONNECTION.**

—PETER GROSE



SHEENA BRAUN



Sheena Braun has been a strong and stable presence at Westland Construction since 2004.

As Controller, she's worn many hats over the past two decades, but today she's at the helm of some of the company's most critical behind-the-scenes operations: accounting, payroll, HR, benefits, project management assessments, and more. She's also the Chair of the Fahrm Committee (Westland's senior management team), where her consistent input and quiet authority help shape strategy.

"I appreciate the dynamic nature of my role, where no two days are alike," Braun explains.

"The variety of responsibilities I manage ensures that each day presents new challenges and opportunities. Additionally, I greatly value the opportunity to collaborate with a talented and dedicated team, which adds to the fulfillment of my work."

It's that mindset that has helped shape a company culture built on unity, trust, teamwork, and continuous improvement – with a healthy side of potlucks, playoff drafts, and elaborate Halloween costumes.

Braun is proud to have been part of Westland's evolution – one that continues to prioritize personal and collective empowerment. "Over the past 20 years, Westland has experienced remarkable growth, and with that expansion, our company culture has evolved to accommodate an increasing workforce," Braun explains. "Despite this growth, we continue to emphasize our sense of unity, fostering a culture where every individual is seen as a vital part of the team."

Outside of work, you'll find Braun enjoying quiet mornings (with coffee in hand), reading in her backyard, spending time with her husband of over 25 years, reconnecting with longtime friends, and long walks with her dog. She's also a proud mom of two kids in post-secondary – and is committed to modeling what it means to put in the work, stay humble, and show up for your team.

"I want them to see firsthand that dedication, perseverance, and hard work are the keys to success."

Her colleagues know her as a dependable, competitive teammate, a loyal and helpful coworker ("It is important to me that our team knows they can rely on me, both professionally and personally"), and someone who is always up for a good prank.

If she hadn't found her calling at Westland? "I have always thought that a mail carrier was such a great job," she jokes. "All you do is walk and deliver mail. How hard could it be?"

She might joke about delivering mail, but when it comes to working for Westland, Braun delivers far more than that – she delivers heart, hustle, and the kind of wisdom you want on your team. 📧

CELEBRATING OVER 40 YEARS; CELEBRATING THE FUTURE YESTERDAY, TODAY & TOMORROW

YESTERDAY

45 years ago, Westland held their first annual Christmas party. A tradition that the founders Norm and Aurlie Young started that we have carried on to present day. This first party was held at the then called, Viscount Gort Flag Inn and we are looking forward to holding our 50th Annual Staff Party back at the Viscount in 2030!



TODAY

After 18 years our very own Sue Young has decided to retire in the fall of 2025. As a Project Administrator, Sue was an integral part of our project delivery and handled various aspects of the project from inception to completion. We will miss you Sue! We are actively seeking Sue's replacement, so if you know of someone looking to join our team, please send them our way!



TOMORROW

Westland is proud to contribute to our community and many various organizations. Westland has been a strong supporter of Ronald McDonald House

Charities of Manitoba and Westland staff will be volunteering for RMHC's "Home for Dinner" where Westland staff will help prepare a meal for RMHC's families staying at the House. A great team building event and a way to give to our community. 📧



**Ronald McDonald
House Charities®**
Manitoba

ABOUT US

Westland Construction Ltd. is a full-service General Contractor serving the institutional, commercial, and industrial sectors through new construction, civil support, and renovations.

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