

NEWS AND KNOWLEDGE FROM



Simplify. Solve. Construct.

BUILDING UP

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THE WESTLAND BRAND

**Westland
construction ltd.**

1979 TO 1998

**Westland
construction ltd.**

1998 TO 2004



**WESTLAND
CONSTRUCTION LTD**

Simplify. Solve. Construct.

2004 TO PRESENT



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BUILDING THE BRAND:

THE EVOLUTION OF WESTLAND'S IDENTITY

Mike Bettens, Unite Interactive



Long before websites, taglines, or social media, Westland's reputation was built on a single defining principle – doing right by people.

"In the early years, Westland was known as a company that stood behind its work," says Westland's President & CEO Peter Grose. "We maintained a fair and honest position with clients, consultants, and subcontractors."

That foundation continues to guide the company more than four decades later. But behind the trusted name is a brand that tells a broader story – not just about projects, but about people, values, and community.

This year, Westland unveiled a refreshed website that reflects that evolution. Working once again with Unite Interactive, the goal was to create a digital presence that feels as strong, modern, and approachable as the company itself.

"A big part of what we're always trying to do is convey the company behind the brand – who they are, what they represent, and the depth of their service delivery," says Mike Bettens, Chief Executive Officer

at Unite Interactive. "Westland is really well positioned with strong company values and culture, and we wanted that to come through."

The update builds on a visual identity first introduced in 2004 – a structured box, a forward-leaning W, and a professional blue-and-silver palette that have become symbols of Westland's consistency and trust.

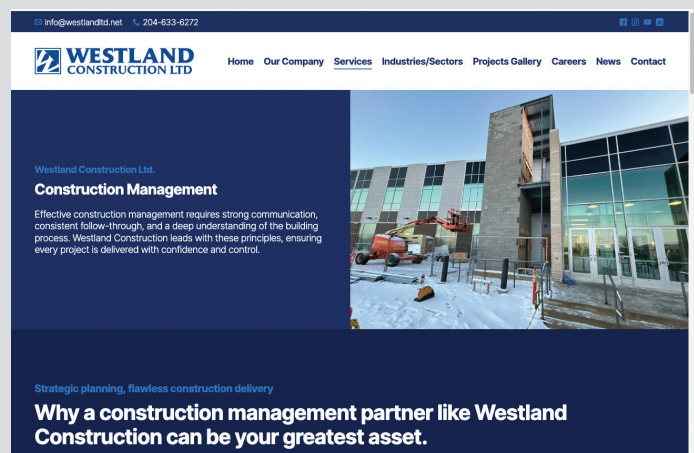
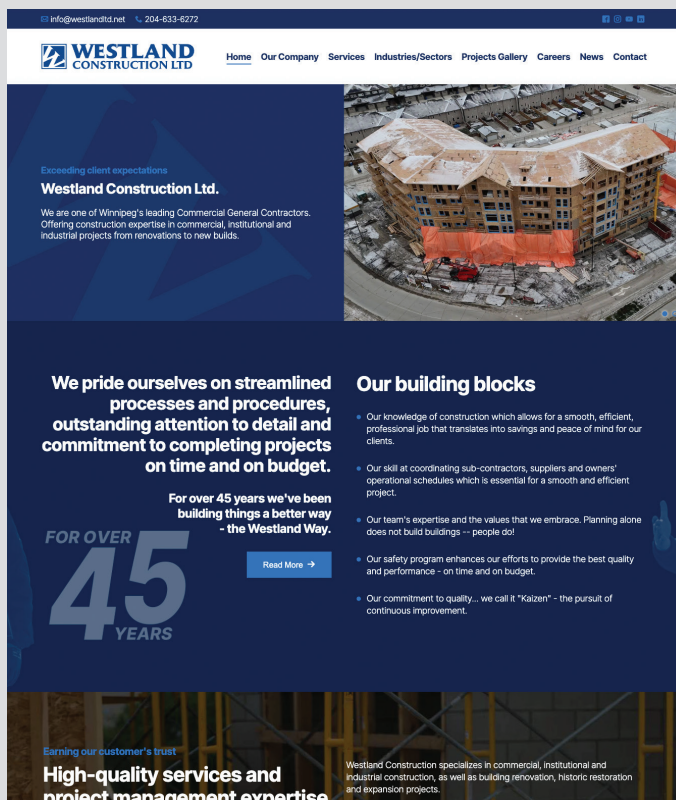
"It's about staying current," says Grose. "It's the same reason why McDonald's and Safeway and other stores and restaurants, go through renewal every 10 years. We wanted to keep things fresh and modern while maintaining our foundation and history."

Alongside the website comes a new tagline: *Simplify. Solve. Construct.*

"Our newest tagline reflects what we do best – simplifying the complex construction process for clients, solving problems together then executing it efficiently and effectively," Grose explains.

For Bettens, that clarity of message is what connects Westland's identity online to the experience people have with the company every day. He calls it "market alignment" – ensuring that what's presented digitally mirrors what happens on-site and in-office.

"We talk about the company, the leadership, the team, and the services," Bettens says. "But we also make sure to show the culture, the community work, and the projects. If you're taking care of your



“THE NEW WEBSITE ALSO PUTS MORE EMPHASIS ON PEOPLE – SHOWING PROSPECTIVE STAFF WHAT IT FEELS LIKE TO BE PART OF WESTLAND'S CULTURE. THERE'S MORE TO IT THAN JUST THE JOB, IT'S A WORKPLACE LIFESTYLE, AND WE WANTED THAT TO COME THROUGH ONLINE.”

– MIKE BETTENS



own people and the community, clients feel that they'll be taken care of too."

The new website also puts more emphasis on people – showing prospective staff what it feels like to be part of Westland's culture. "There's more to it than just the job," says Bettens. "It's a workplace lifestyle, and we wanted that to come through online."

Detailed project galleries highlight craftsmanship and variety, underscoring the artistry behind the work. "We always feel like they're as much artists as they are a construction company," Bettens adds.

Behind the scenes, the site is designed to work just as hard as the team that manages it. Staff can easily update content, add projects, and share news, ensuring the site remains fresh and relevant. "It's a very integrated strategy," Bettens says. "Design and content are done with intent, backed by a strong SEO strategy."

For Grose, the refresh is one more step in an ongoing journey. "Marketing is always a moving target," he says. "Finding the right balance is a challenge. But that pursuit of improvement – that drive to do things better – is what keeps us relevant and recognized."

From its earliest roots in integrity to its forward-looking digital presence today, Westland's brand continues to reflect who they've always been: fair, consistent, and committed to building a better way. [W](#)



THE GROSE REPORT THOUGHTS FROM WESTLAND'S CEO



If you're driving around Winnipeg, I hope you've seen the Westland W – on the side of a truck, a job site fence, or a community sponsorship sign. That structured letter – in my favourite colour, royal blue – is more than just an initial. It's an icon that builds recognition, credibility, and trust with our clients, subcontractors, and the broader community.

We didn't get there overnight. What started as a brown-and-yellow logo, evolved into black and yellow, and then, in the early 2000s, was refreshed into the prominent blue W that we're known for today. Since then, we've been intentional about putting that W everywhere – on site signs, vehicles, jackets, pens, mugs, and sponsorship banners – not because we're trying to be flashy, but because we understand how a brand is built. When people see the W again and again in the marketplace, Westland becomes a recognized, reliable, and stable presence.

Our brand has also expanded online. Through social media (Instagram, Facebook, and LinkedIn) and our newly updated website, we're not only increasing company visibility but also showing a more human side of our operations. Scroll through our project gallery or feed and you'll see bricks, beams, and blue-W signage – but also people, systems, and community stories.

Keeping our brand consistent across every medium helps remind people what we stand for – the same values that have guided us for 40+ years. Every branded touchpoint becomes a small but powerful reinforcement of who we are and what we do – building important healthcare and community-based facilities, donating to organizations like the HSC Foundation, Ronald McDonald House Manitoba, Samantha Mason Foundation, Riverwood House and United Way to name a few of the many organizations we support. And participating in advocacy efforts that impact the greater construction industry, that's the story we want the W to tell.

And finally, our people are an integral part of this. When a team member pulls up in a Westland truck or wears branded gear, it fosters a sense of pride and belonging. They carry our identity into the community every day. A team that proudly wears the Westland W is a testament to our culture and morale.

At the end of the day, the Westland W isn't just a mark on a truck or a job site; it represents decades of experience, a commitment to doing things right, and the people who make that possible.

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WHEN PEOPLE SEE THE W AGAIN AND AGAIN IN THE MARKETPLACE, WESTLAND BECOMES A RECOGNIZED, RELIABLE, AND STABLE PRESENCE.

-PETER GROSE



NADINE BALKARAN



When you walk into Westland's office, Nadine Balkaran is often the first friendly face you'll meet – and one of the busiest people behind the scenes. She manages reception, office administration, supports marketing efforts, merchandising, plans company events, and showcases Westland's projects, people and community activities on social media.

"I actually found my way to Westland through my husband," she says with a laugh. "Cal used to be a site superintendent here. When Westland was hiring, he got an email asking if he knew anyone who might be interested. I happened to be between jobs, so I applied – and here I am."

Cal's experience with the company made the opportunity even more meaningful. "He always talked about Westland with nothing but praise," Balkaran says. "It felt a little surreal to hear about the company for years and then end up working here myself."

Now five years in, Balkaran says that sense of pride is what sets Westland apart. "People are conscientious and want to give their best," she says. "It shows in how we work together and in the feedback we get."

One of Balkaran's regular tasks is sending out project evaluations to clients and consultants after projects wrap up. "Clients rate us on twelve different areas, and most of the scores come back as tens across the board."

Another reason Balkaran enjoys her role at Westland is because no two days are the same. Along with her administrative role, she's a key support for Westland's marketing efforts – sourcing promotional items, distributing *Building Up*, and managing Westland's social media.

"I try to post at least a couple of times a week on LinkedIn, Instagram, and Facebook," she says. "I like showing Westland's community involvement and charity work. It really communicates who we are as a company."

Of all the hats she wears, event planning is her favourite. "I enjoy organizing our golf tournament and Christmas party," she says. "I like being on top of every detail and seeing it all come together and go off without a hitch."

Outside of work, Balkaran's happy place is at the lake. "We have a seasonal campsite in Ontario, and we're there almost every weekend," she says, adding that they fish, relax, and just soak up the outdoors. "It's one big happy family out there."

She also loves to cook, often combining her culinary skills with the catch or hunt of the day. "My go-to meal is steak with buttery garlic shrimp," she says. "And lately I'm learning to cook wild game. I made wild chicken burgers that are scrumptious."

Whether she's organizing events, fine-tuning social posts, or welcoming visitors with a smile, Balkaran's enthusiasm and pride reflect the culture she describes so well. "Everyone wants to do 100% for this company and it shows." 📸

YESTERDAY, TODAY & TOMORROW

YESTERDAY

Nearly 10 years ago, the partnership between McDonald's and Westland began with the King Edward location – a project that immediately set the tone for things to come. "Right from day one, we built a rock-solid foundation of trust and good value," says McDonald's Owner Ryan



McCullough, explaining that Westland's honest communication, fair pricing, and on-time delivery quickly stood out. Watching the crew work felt "like a ballet or a symphony – just with more steel-toed boots," he adds. "Everything moves fast, clean, coordinated, and professional." That consistency built a relationship rooted in reliability and shared values.

TODAY

After nearly a decade, the partnership has only strengthened. McDonald's continues to work with Westland because their "honesty, troubleshooting, teamwork, and overall 'get it done right' attitude are top tier," McCullough shares. The teams collaborate closely, determining what can be handled in-house and where costs can be streamlined – an approach that matters even more in today's economic climate. Westland's Project Manager Ryan Ammeter commented on the most recently completed McDonald's, "We started the St. Boniface McDonald's location on July 7, 2025 and completed on schedule by August 15, 2025. Using the Construction Management delivery model the project was delivered on time and under budget despite encountering some unforeseen site conditions." McCullough also comments, "On top of that, Westland support of our favourite charity is unmatched, the Ronald McDonald House. This seriously means a lot!"

TOMORROW

Spring 2026 will see the Notre Dame location launching their remodel after the May long weekend. Everyone is preparing for another efficient, well-executed renovation. "Nothing says 'summer kick-off' like construction dust, coffee, and the smell of fresh drywall and paint," McCullough notes.

With McDonald's operating on a 10-year renovation cycle, McCullough is already anticipating the next chapter – including a full-capacity interior renovation of the King Edward location. McCullough jokes, "I'll be calling Ryan Ammeter again... might as well get a head start on pricing." Looking ahead, both teams remain committed to tightening efficiencies and keeping projects affordable. And, of course, everything comes together for opening-day celebrations – complete with \$2.19 cones. 📸

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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SOCIAL MEDIA

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