



This Week's Top Story | January 16, 2026



For more than three decades, Electro-Federation Canada's Scholarship Foundation has helped shape the future workforce of the electrical and automation industries by connecting over 800 students with meaningful career pathways through more than \$2.5 million in member-supported scholarships.

Representing more than 230 companies, EFC enables its members to invest in talent where it matters most. The scholarship program is a proven way for companies to strengthen their talent pipelines, increase brand visibility among thousands of post-secondary students, and demonstrate leadership within a rapidly evolving industry.

As demand accelerates for electrification, automation, and energy-efficient solutions, attracting skilled and diverse talent has become a critical business priority. Today's students are actively seeking industries that offer long-term growth and positive social impact. By supporting the EFC Scholarship Program, companies position themselves at the forefront of sustainability, innovation, and workforce development. Scholarships can be customized to align with your organization's priorities by geography, discipline, or candidate background. Members support students pursuing careers in Electrical Engineering, Electrical Technologist/Technician programs, Mechatronics, Industrial Distribution, Sales, Marketing, Finance, Human Resources, Supply Chain and Logistics, Data Analytics, Information Technology, and more. Many scholarships have been made available to support diversity and inclusion, encouraging indigenous, underrepresented ethnicities, and women applicants.

“Attracting new talent to the electrical and automation industries is more critical than ever, and the scholarship program gives us a direct and meaningful way to connect with future leaders,” says Tom Mason, VP, Membership and Channel Development at Electro-Federation Canada.

Customized scholarships are valued at \$3,500, with an additional \$1,000 Doug Baldwin Memorial Scholarship for University and College Studies option.

If your company is interested in participating in the 2026 EFC Scholarship Program, please contact Karen Ewing by February 10, 2026.

The 2026 application period is open from February 23 to June 5, 2026.

[Learn more about EFC's Scholarship Program](#)

Industry News

EFC Organizational Announcement – EFC is pleased to announce two leadership updates that strengthen our government relations and regulatory leadership during this critical period of industry transition. **Cherith Sinasac** has been appointed **Director of Government Affairs**. EFC will be hiring a new Director of Codes and Standards as part of this transition. In addition, **Lavindi Richards-Harvey** has been promoted to **Business Section Manager** to support EFC's business sections and regulatory work.

[Read the full announcement](#) for details on these updates and how they align with EFC's strategic priorities and support member success.

CALL FOR NOMINATIONS: Quebec Personality of the Year 2025 – Each year, Quebec members present the Personality of the Year Award to honour an individual who has been a significant contributor to our industry in the Quebec region, demonstrating strong leadership through personal and professional contributions. To nominate a member, [click here](#)

LAST CALL: Call for MEET 2026 Seminar Speakers – Are you interested in presenting on a relevant industry topic at next year's Mechanical Electrical Electronic and Technology (MEET) Show on May 6-7, 2026? If so, here is your opportunity! We are looking for members who are interested in hosting a seminar for show attendees on a relevant topic in the electrical and automation industry. To express your interest, or for more information, please contact [Dennis Potharst](#) no later than January 23, 2026.

5th Annual Atlantic Curling Funspiel | February 18 – Foursome and individual spots are still available for our annual Curling Funspiel event at the Truro Curling Club in Truro, NS. New this year is a 'Learn to Curl' session prior to the tournament, hosted by Ronald McDonald House Maritimes, our new charity partner. Capacity is capped at 20 teams so register now to reserve your spot! Registration includes all tournament fees and equipment, a catered lunch, and two beverage tickets. [Register now](#)

EFC Ontario's Charity Ski and Snowshoe Day | February 20 – Spend a day outside of the office with your team while enjoying some fresh air, exercise, and networking with industry colleagues. Join us at the Alpine Ski Club at Blue Mountain for a day on the slopes or snowshoe trails, all while supporting to a worthy cause, CAMH, Canadian Association for Mental Health. The event includes: breakfast, lunch, apres ski reception (with beverage ticket), along with a choice of a ski lift ticket or snowshoe trail pass. The Alpine Ski Club will also be offering complimentary ski lessons at 10:30 a.m. and 1 p.m. Equipment rentals are also available. Plus, there will also be a Sip & Social reception on Feb 19 at Georgian Bay Hotel. Accommodations are also available at a special Alpine Ski Club rate. Several sponsorship levels are still available; contact Nathalie Lajoie at nlajoie@electrofed.com for details. [Register now](#)

16th Annual Ontario Gala 'Bowties and Bubbly' | March 6 – Is your company registered yet? This popular annual event has already attracted close to 200 registrations so don't miss your chance to join the fun! This year's gala features a champagne networking reception, dinner, and entertainment. The gala will also feature several executive leadership exchanges on the Ontario Region Committee, Women's Network, and Young Professional Network. Register your table or purchase your ticket for this must attend event of the year. A variety of sponsorship levels are available; please contact Nathalie Lajoie. [Register now](#)

ECS Appoints G.W. Kirk Readings as Chief Revenue Officer – [Read more](#)

Eaton Announces Appointment of Rahul Duggal as Business Unit Manager for Commercial Products and Assemblies (CPA) and Power Distribution and Control Assemblies (PDCA) – Electrical Sector (Electrical Americas - Canada) – [Read more](#)

Canucks Sports and Entertainment Announce New Partnership with Schneider Electric – [Read more](#)

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