

## Make the Switch

## Unlocking Canada's Grid

**Make the Switch Builds Momentum as Industry Voice Grows**

EFC continues to expand its advocacy efforts to ensure the electrical and automation industry's voice is represented in conversations shaping Canada's energy future.

Through Make the Switch, EFC is advancing research, thought leadership, stakeholder engagement, and policy discussions focused on Canada's energy transition and electrified future.

The campaign continues to focus on three areas where Canada must make the switch to electric:

- A Next-Generation Grid
- Deep Building Retrofits and Fuel Switching
- Expansion of Zero-Emission Vehicle Infrastructure

This year, EFC is taking a deeper look at the first priority through Unlocking Canada's Grid, a new initiative supported by research, policy recommendations, national outreach, and targeted advocacy campaigns during Parliament's sitting periods.

The initiative also includes a national opinion piece in The Hill Times, partnerships with The Line and On The Line podcasts, and a new Member Advocacy Toolkit available exclusively to EFC members.

[Read the full update](#) | Explore Unlocking Canada's Grid [here](#)

**Industry News**

**NEW: Annual Federation Cup Golf Tournament | August 19** – Join industry colleagues on August 19, 2026, at Deer Creek Golf Course in Ajax, ON for the 24<sup>th</sup> Annual Federation Cup Golf Tournament. Enjoy a day of networking, friendly competition, and celebration on the course. New this year, is a redesigned networking reception and dinner format. With only 288 spots available, registration is expected to fill quickly, so reserve your spot today. [Register now](#)

**Federation Cup Sponsorship Opportunities Available** – Showcase your company at one of the electrical industry's premier golf events and connect with key industry leaders throughout the day. Contact Nathalie Lajoie at [nlajoie@electrofed.com](mailto:nlajoie@electrofed.com) to explore a variety of sponsorship options.

**EFC Testifies Before House of Commons Committee on Canada's Electricity Future** – The technologies needed to support Canada's electrification ambitions already exist, the challenge is deployment. That was a central message delivered by Electro-Federation Canada (EFC) during its June 16 appearance before the House of Commons Standing Committee on Natural Resources as part of its study on Canada's electrification, energy self-sufficiency, and domestic energy security.

Representing EFC, Cherith Sinasac, Director of Government Affairs, presented findings from EFC's latest research report, Building Canada's Future Electricity Grid: A Supply Chain and Policy Roadmap, developed in partnership with Dunsky Energy. [Read more](#) | [View the LinkedIn post](#)

**Giving Back Together: Support the Ontario YPN GIVE Food Drive Campaign** – YPN Ontario, in collaboration with the Ontario Region and the Women's Network Ontario Region, is proud to continue its annual GIVE Food Drive in support of Haven on the Queensway through the end of the year. Every donation helps provide essential food to individuals and families facing food insecurity in our communities. Join us in making a meaningful impact for those who need it most. [Read more](#) | [Donate now](#)

**Canada Tables Sweeping New Federal Privacy Law Bill C-36, The Protecting Privacy And Consumer Data Act: What It Means for Your Business** – [Read the Sussex briefing](#)

**Atlantic Golf Committee Presents Donation at 42<sup>nd</sup> Annual IWK Telethon for Children** – May 31 marked the IWK Foundation's biggest fundraising event of the year—the IWK Telethon for Children. In addition to highlighting the specialized care the IWK provides families across the Maritimes, the annual broadcast also shines a light on donors and community supporters that make life-changing outcomes possible. EFC members continue to support the IWK through its annual charitable golf tournament, last year taking place at the Moncton Golf Club. On behalf of EFC's Atlantic Golf Committee, EFC team lead Dennis Potharst was proud to present a cheque to the IWK of \$2,633, which was the value of donations EFC members made at last year's tournament. Thank you to members for their continued generosity and support of the IWK. [View the LinkedIn post](#)

**LAST CALL: EFC's Atlantic LobsterFest | June 23** – Join us at the iconic Shore Club in Hubbards, NS for another unforgettable edition of EFC's Atlantic LobsterFest. Enjoy a traditional East Coast lobster supper at a venue celebrated for its authentic maritime charm and hospitality. This annual event supports Atlantic YPN programming and brings together industry peers for an evening of great food, networking, and connection. We hope you can join us for a memorable East Coast experience. [Register now](#)

**LAST CALL: National YPN Day Saskatchewan | June 24** – Don't miss the opportunity to join our first event in the YPN Prairies! The National YPN group is hosting a networking and information session at Birmingham's Vodka and Ale House in Saskatoon, SK on June 24 from 5:30 PM to 7:30 PM (CST). The event is open to all EFC members in the region, and will be an opportunity for us to share more information about YPN and discuss the benefits of being part of the network. Complimentary registration. Attendees receive one complimentary drink and appetizers. [Reserve your spot now](#). For questions, contact Dennis Potharst at [dpotharst@electrofed.com](mailto:dpotharst@electrofed.com)

**LAST CALL: National YPN Day Ontario at Woodbine Racetrack | June 25** – Don't miss your chance to celebrate National YPN Day with fellow young professionals from across Ontario at Woodbine Racetrack on June 25. Connect with industry peers, grow your network, and enjoy an evening of great food and entertainment. Space is limited, so secure your spot today. [Learn more](#)

**SAVE THE DATE: Women's Network Atlantic Health & Wellness Workshop | October 1** – Following the success of the region's last Women's Network workshop with life coach Melissa Pike in March, the Atlantic Women's Committee is pleased to announce Melissa's return at a new workshop event on October 1. The in-person event will take place at Graybar's Dartmouth offices. Details and registration information will be announced soon!

**SAVE THE DATE: Women's Network Ontario Panel Presentation (Ask Me Anything): The Power of Selling | October 29** – This session will be hosted by EFC Sales Leaders, to be announced. Stay tuned for registration details coming soon.

**Salma Siddiqui Joins Panduit as Director of Sales, Canada** – [Read more](#)

**ECS Welcomes Jonathan Louis as New Branch Manager in Montreal** – [View the LinkedIn post](#)

**New 2026 Industry Research Update Available** – Prepared by Kerrwil Media, this latest Electrical & Automation Market Mini Report builds on the research presented at the 2025 EFC Conference and provides fresh insights into purchasing behaviours, sales channel trends, digital transformation, and how technical specialists prefer to learn about new products and solutions. [Download the report](#) to benchmark your organization against the latest Canadian market trends.

**Member Exclusive Savings: Navigator 2026** – Access valuable Canadian industrial automation market intelligence, including hiring trends, purchasing behavior, sales forecasts, AI adoption, tariff impacts, and growth opportunities across the automation ecosystem. EFC members can purchase Navigator 2026 for \$895 CAD—a \$500 savings off the regular \$1,395 CAD price. [View the Executive Summary](#). Take advantage of this exclusive member rate and secure your copy today by contacting [Owen Hurst](#).

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**Not So Small Potatoes: Minor Workplace Theft Confirmed as Valid Basis for Cause** – A recent decision from an Ontario arbitrator (SEIU, Local 1 and COGIR Canadian RH Management) has provided an important, albeit circumstantially unique, reminder that employee theft remains amongst the most serious forms of misconduct in the workplace. [Read more](#)