



**This Week's Top Story | July 17, 2026**

# EFC Shares Industry Priorities as CUSMA Discussions Continue

As discussions on the future of CUSMA/USMCA continue, EFC met with federal officials from Innovation, Science and Economic Development Canada (ISED) and the Office of the Honourable Dominic LeBlanc to share the priorities of Canada's electrical and automation industry.

Discussions focused on supporting integrated North American supply chains, stable and predictable trade, and policies that strengthen Canada's manufacturing competitiveness and investment environment. EFC also shared insights from its recent Manufacturing Competitiveness Survey and reinforced the industry's support for a strong trilateral CUSMA agreement alongside our U.S. and Mexican counterparts.

[Read the full update](#)

## Industry News

**Call for New Committee Members: YPN Atlantic Committee** – Are you looking to take the next step in your professional career? Interested in networking with other like-minded individuals while helping guide the direction of EFC campaigns and events for young professionals in the Atlantic region? If so, this might be the opportunity for you! We are currently looking for new committee members to join our YPN Atlantic Committee. If you are interested or would like to learn more, contact Dennis Potharst at [dpotharst@electrofed.com](mailto:dpotharst@electrofed.com)

**Giving Back Together: Support the Ontario YPN GIVE Food Drive Campaign** – Help make a difference by supporting the Ontario YPN GIVE Food Drive Campaign in support of Haven on the Queensway. Every donation helps provide essential food to individuals and families experiencing food insecurity in our communities. Join your industry colleagues in giving back. [Read more](#) | [Donate now](#)

**Hubbell Announces Two Key Leadership Appointments – [Read more](#)**

**Randy Maharaj Named New Director of Business Development for the Center of Excellence (CoE) with Wesco – [Read more](#)**

**ECS Welcomes Long Tran as New Director of Supply Chain – [View the LinkedIn post](#)**

**Thomas Chiari Named Gescan's New Branch Manager in Kelowna – [View the LinkedIn post](#)**

**Noramco Announces Key Appointments – [Elisa Noseworthy](#) | [Gina Saurer](#) | [Ken Foster](#) | [Ray Brown](#) | [Jared Naar](#)**

**Lacey Savage Joins Next Sales & Marketing Inc. as Marketing & Administrative Support Coordinator**  
– [View the LinkedIn post](#)

**Hammond Power Solutions Once Again Recognized as a Great Place to Work® in 2026 – [View the LinkedIn post](#)**

**Canada Greener Homes Affordability Program – [The Canada Greener Homes Affordability Program \(CGHAP\)](#)** is a federal initiative that aims to help Canadians cut energy bills, reduce greenhouse gas emissions and improve comfort. It is the first national energy efficiency program specifically targeting low-income households. [Read more](#)

*Habitat for Humanity*

**World Youth Day Spotlight: Supporting Habitat for Humanity Canada's Youth Skills Building Program**  
– This World Youth Day, we are proud to recognize the positive impact EFC members continue to make through their support of Habitat Canada's Youth Skills Building Program. [Read more](#)

**Women Build GTA Returns this September!** Habitat GTA is thrilled to be hosting their Women Build GTA event again after four years. From September 23-25, they will welcome build teams from across the region to help build essential pieces of future homes for women and families. Women Build participants will not only gain hands-on experience in a construction setting, but also become champions of more affordable homeownership opportunities in the GTA. Interested in signing up your workplace or supporting Women Build as a sponsor? [Learn more and sign up today.](#)

*Parspec is an EFC Corporate Sponsor*

**WEBINAR: Fragmented to Connected: Live Post-Award AMA | July 22 at 11 AM PT** – [Parspec](#) is hosting a 45-minute interactive session on where post-award execution workflows break down — across order management, fulfillment, change management, customer visibility, and billing — after a job is won, and what a connected AI-native workflow with Parspec Project Management looks like instead. Bring your toughest scenarios, and it'll be worked through live. [Register now](#)

*e2r is an EFC Corporate Sponsor*

**PEI's NEW Employment Standards Act** – On June 30, 2026, Prince Edward Island's new Employment Standards Act ("Act") came into force, replacing the previous legislative framework and introducing significant changes to minimum employment standards in the province. [Read more](#)