



# New projects



Cloria, Lévis - 1 400 MT



## And without forgetting...

- ✓ Candiac sector 5 PH1 and PH2, Candiac, 1 700 MT
- ✓ Canton MacNider Wind Farm, St-Damase and St-Noël, 1 400 MT
- ✓ Idola Germain-des-Près, Quebec City, 1 300 MT
- ✓ Émergence PH2B, Lévis, 1 000 MT
- ✓ Le Kirouac, Quebec City, 800 MT
- ✓ Fortissimo A, Drummondville, 800 MT
- ✓ Damco 79 housing units, Laval, 500 MT
- ✓ Le Fjord, Lévis, 400 MT



# ABF events



**A huge thank you to ABF management for this wonderful gesture!**

Every member of our team received a coat and a hat in the colors of our company's 50<sup>th</sup> anniversary, which we are proudly celebrating this year.



Last December 19<sup>th</sup> was Christmas Sweater Day at the office!



# Honorable Mentions for the Quarter

March 4 marked Luc Renaud's retirement after 18 years of dedicated service in the office.  
Thank you, Luc, for your contributions and dedication to ABF over the years!



## Did you know that two talented musicians are part of the ABF office team?

On Sunday, May 3, **Édith Sévigny**, a member of the Victoriaville Wind Ensemble, will perform at the Ensemble's end-of-season concert, which will take place in Victoriaville.

Meanwhile, **Serge Gonthier** will perform with the Harmonie des Bois-Francs in May.

Note that both ensembles will also perform as part of the **Festival des Harmonies et Orchestres symphoniques du Québec**, taking place on May 16 and 17 in Sherbrooke.



# Your IT news

## It's not about intelligence!

March is Fraud Prevention Month, and we want to remind you of one essential thing: falling victim to fraud has nothing to do with being smart.

Every year, educated professionals, tech-savvy millennials, and security-conscious individuals fall victim to scams. Not because they're careless or naive, but because scammers have become experts at exploiting how our brains work.

Today, we're lifting the veil on the psychological tactics that make fraud effective—so you can recognize when someone is trying to manipulate your usual thought patterns.

### The cognitive shortcuts scammers exploit

Your brain is designed to take shortcuts. It has to be. We make thousands of decisions every day, and if we carefully analyzed each one, we'd never get anything done. These mental shortcuts—called heuristics—help us navigate life efficiently.

Fraudsters know this. And they've built their playbook by hijacking these shortcuts.

#### The Authority Heuristic

Your brain is programmed to trust authority figures. It's a survival mechanism that has helped humans cooperate in complex societies. When someone presents themselves as a police officer, a bank representative, or a government official, your brain's default response is respect.

#### **How scammers exploit this:**

- ◇ Using titles and jargon that sound official.
- ◇ Displaying fake badges, ID numbers, or identification.
- ◇ Speaking with confidence and technical language, mimicking the communication style of real institutions.

**The warning sign:** legitimate authorities never demand immediate action or payment. If someone claims to be from a legitimate organization and insists that you act IMMEDIATELY, that urgency itself is a red flag.

#### The Scarcity Shortcut

When something is scarce or time-limited, your brain switches to acquisition mode. This response helped our ancestors secure resources before they disappeared. Modern scammers use artificial scarcity to trigger this ancient reaction.

#### **How scammers exploit it:**

- ◇ « This offer expires in 30 minutes. »
- ◇ « Only 3 spots left. »
- ◇ « Your account will be closed if you don't respond today. »
- ◇ « This investment opportunity won't be available tomorrow. »

**The slowdown signal:** legitimate companies don't vanish if you take time to think. If an opportunity is real today, it will be real tomorrow. Artificial urgency is designed to prevent you from doing research, asking questions, or consulting others.

#### The Reciprocity Shortcut

When someone does something for you, your brain creates an unconscious obligation to return the favor. This social glue has helped humans build cooperative relationships. Scammers turn it into a weapon.

*(continued on next page)*

# Your IT news (continued)

## It's not about intelligence! (continued)

### How scammers exploit this:

- ◇ Romance scammers who offer emotional support before asking for money.
- ◇ Tech support scammers who “help” with a fake problem before asking for payment.
- ◇ Phishing emails that offer “free security scans” before harvesting your information.
- ◇ Investment scammers who share “expert advice” before presenting their scheme.

**The red flag:** Notice when someone repeatedly shows a tendency to give before seeking to receive. Real relationships develop naturally over time. Artificial intimacy or helpfulness that accelerates unusually quickly is often a trap.

### The Social Proof Shortcut

Your brain looks to others to determine appropriate behavior, especially in unfamiliar situations. If everyone is doing something, it must be safe. Scammers fabricate fake social proof.

### How scammers exploit this:

- ◇ Fake testimonials and reviews.
- ◇ « Everyone in your neighborhood is signing up. »
- ◇ Fabricated lists of other victims who have already paid.
- ◇ AI-generated photos and profiles that look real.

**The red flag:** Social proof should be independently verifiable. Genuine testimonials can be confirmed. Genuine reviews exist on multiple platforms. If the only proof exists within the scammer's controlled environment, it's likely fabricated.

### How to slow down (even when your brain wants to speed up)

Understanding these mental shortcuts is the first step. But awareness alone isn't enough—you need practical strategies to interrupt the automatic response.

**Create a decision buffer.** For any request involving money, information, or account access, establish a mandatory waiting period. Tell yourself: “I'm going to sleep on any decision involving my finances or personal information.” This simple rule neutralizes urgency tactics and gives your rational mind time to engage.

**Use the third-person test.** When you feel pressure to act, imagine explaining the situation to someone you respect. If you'd feel embarrassed to describe it out loud, that's your instinct telling you something is wrong. Better yet, actually talk to someone about it. Scammers rely on isolation. Conversation breaks the spell.

**Verify through independent sources.** Never use the contact information provided by the person making the request. If your bank “calls,” hang up and call the number on your card. If you receive an email, don't click on the links—go directly to the website yourself. This disrupts the scammer's controlled environment and often immediately exposes the scam.

**Notice the emotion.** Fraudsters deliberately trigger strong emotions: fear (your account is compromised), greed (an exclusive investment opportunity), urgency (act now or lose out), or love (romance scams). When you feel a strong emotional response to a request for money or information, that's your cue to pause. High emotion clouds judgment—that's exactly what scammers count on.

### This Fraud Prevention Month, be kinder to yourself

You're not fighting fraud alone, relying solely on your vigilance and determination. You're setting up a system that takes human psychology into account, includes verification steps, and offers professional support when you need it.

Intelligence isn't a shield against fraud—understanding how your brain works is.

Remember to stay vigilant, informed, and cautious. ◆◆◆◆◆

# Your HR news

## IMPROVING COLLABORATION BETWEEN TEAMS, ONE STEP AT A TIME

In a company like ours, everyone has their own expertise, their own pace, their own priorities, and... their own reality. That's normal: a production team doesn't experience the same day-to-day as an administrative team, and a coordinator doesn't have the same daily routine as an operator or a foreman. Yet, despite our differences, we're all working toward the same goal. And that's where cross-team collaboration becomes essential.

The challenge is that silos are never built intentionally. They emerge little by little: a lack of information here, a misunderstanding there, schedules that don't overlap, or simply the fast pace of daily life. The result: we sometimes move side by side... without really moving forward together.

### WHY SILOS FORM (WITHOUT US REALIZING IT)

- ✓ Because everyone works in their own world, with their own priorities.
- ✓ Because communication often relies on "those who were there at the time."
- ✓ Because procedures and boundaries of responsibility can make communication unclear.
- ✓ Because, sometimes, we don't dare ask questions that seem "obvious."

In short, it's not a lack of willingness—it's simply real-life in a company.

### WHAT HAPPENS WHEN WE TRULY COLLABORATE

When teams talk to each other more, something powerful happens:

- ✓ Problems get resolved faster (often before they even become problems).
- ✓ Projects move forward more smoothly, because everyone understands the "why."
- ✓ Mistakes decrease thanks to better information flow.
- ✓ The atmosphere improves: we feel more like part of the same team, regardless of our role or department.

And let's be honest: it feels good to feel supported rather than everyone on their own.

### SMALL HABITS THAT MAKE A BIG DIFFERENCE

Here are some simple, realistic steps that can be applied in any setting:

- ✓ **Ask questions, even small ones** - It's better to ask than to assume — and it prevents a lot of friction.
- ✓ **Explain your "why"** - A request becomes much easier to understand... and to carry out.
- ✓ **Share information that can help others** - Even information that seems trivial can be essential for another department.
- ✓ **Learn about the realities of other teams** - A construction site, a production line, or an office each have their own constraints: understanding them makes collaboration easier.
- ✓ **Use a positive tone, even when it's urgent** - A good attitude opens more doors than any all-case email.

### EVERYONE'S ROLE

Collaboration doesn't depend solely on managers or formal meetings. It starts with small, everyday interactions: a question asked respectfully, a quick call instead of a long email, a spontaneous helping hand, or sharing information at the right moment.

Every gesture helps build an environment where teams understand each other better, support one another more, and move in the same direction.

### IN SUMMARY

Breaking down silos isn't a one-time project—it's a way of being at work. And the beauty of it? Sometimes all it takes is one step toward another for the whole team to move forward.

The Human Resources Team

# Occupational Health and Safety

## Signage... because a picture is worth a thousand words!

Signage—whether road, industrial, or otherwise—is the language through which our environment communicates with us. This is especially true at work, where signage plays a vital role in safety.

### It speaks volumes...

At work, signage is generally used to:

- ✓ Warn of a risk or danger.
- ✓ Convey guidelines or instructions.
- ✓ Identify equipment, facilities, etc.
- ✓ Prohibit or restrict access to certain areas.
- ✓ Provide information.

Signage can take various forms, ranging from signs and labels to traffic lights and markings painted on the ground.

### A sophisticated language



To communicate with us, signage usually uses a “code” consisting of various elements, including:

- ✓ **Color:** Color defines the level of importance of the message (e.g., red for prohibitions and dangers, green or black for permissions and requirements, etc.).
- ✓ **Shapes:** various shapes are used to convey the nature of the message (e.g., triangles for warnings, circles for instructions, squares for information, etc.).
- ✓ **Pictograms:** pictograms are simple representations of actions and objects designed to be easily recognizable (e.g., safety helmet, fire extinguisher, etc.).
- ✓ **Text:** Used alone or in combination with other elements, written text clarifies or supplements the message.

### When the environment speaks, we listen

Those to whom the signage is addressed also have a responsibility toward it. Thus, each of us must:

- ✓ Upon arriving in a new environment, take the time to familiarize ourselves with the existing signage.
- ✓ Obey the signage (follow the instructions, heed the warnings, etc.).
- ✓ Never remove, move, alter, or obscure signage without authorization.
- ✓ Immediately report any inadequate, incomplete, or missing signage.
- ✓ Install temporary signage (cones, tape, labels, etc.) to mark a work zone, defective equipment, or a hazardous situation, and remember to remove it when it is no longer needed.

### The bottom line... or the final word?

Regardless of its form, signage must always be clearly visible, clear, and concise. But above all, **it must be obeyed!**

**Questions? Contactez votre équipe SST!**

# New ABF's employees

Name	Department
Antoine Gélinas	Factories
Benoit Caron	Construction sites
Benoit Lavictoire	Construction sites
Daven Brochu	Construction sites
Fabian Orlando Izquierdo Pinzon	Offices
Fayçal Benabdelhafid	Offices
Francis Boucher	Construction sites
Gabriel Raymond-Dufour	Construction sites
Hector Aldair Reyes Murillo	Construction sites
James Jr Manassis	Construction sites

Name	Department
Joseph Gilles	Construction sites
Karl Decione Joseph	Construction sites
Keven Labrecque	Construction sites
Liam Oneill	Construction sites
Mathieu Jeannotte-Saulnier	Construction sites
Michelle Eliceth Barrera Rodriguez	Factories
Pascal Bicari	Construction sites
Paulo Caron	Construction sites
Phillip Hertendy	Construction sites
Sodiq Adeolu Adeosun	Construction sites

**Welcome to all new employees to the ABF family! 😊**

Contact me to obtain or submit additional information:

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