



Wood Preservation Canada Préservation du bois Canada

PROMOTION AND EDUCATION COMMITTEE MINUTES

October 27th, 2014
Vancouver, BC

Dave Alexander Kevin Archer Cliff Baker Ana-Maria Banu Jake Blackmore Corey Boilard Dallin Brooks Brad Burmeister Linus Clark Sylvain Couture Mary-Anne Dalkowski Paul Dandy Brian Delbrueck John Douglas Craig Frohlich	Danny Goodine Michael Hoffman Marc Landry Pat Lauriente Tom Lewis Ian Macdonald Elizabeth Marion Peter Mason Larry McTaggart Jeff Morrell Paul Morris Tom Moryto Brad Nichol Russ Permann Shea Pletzer	Lawrence Prendiville Maureen Prendiville Howard Pruden John Ruddick Todd Schoffstoll Rod Stirling Craig Wilson Ron Zeegers
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Staff:

Martin Tauvette

Committee Members:

Mrs. Mary-Anne Dalkowski (Chairperson)
Mr. Tom Moryto
Mr. Brad Burmeister
Mr. Larry McTaggart
Mr. Brian Delbrueck
Mr. Paul Dandy
Mr. Craig Frohlich

1. Call to Order

Chairwoman M.A. Dalkowski welcomed all the members and called the meeting to order.

2. Approval of Agenda

M.A. Dalkowski informed members of changes to the agenda as follows:

- 4 - Future of the Early PWF Structures
- 5 - PWF Promotion and Education Task Force
- 7 - 2014 Trade Shows
- 8 - WPC Website Statistics

Motion by L. McTaggart to adopt the agenda with the proposed changes.
Seconded by C. Frohlich

CARRIED

3. Adoption of Minutes

Motion by C. Frohlich to adopt the minutes of the previous meeting held April 28, 2014. Seconded by P. Dandy.

CARRIED

4. Future of Early PWF Structures

Dr. J. Ruddick presented a case study of an older PWF housing in Burnaby, BC on which he had been asked to advise. In the absence of any inspection guidelines, Dr. Ruddick developed his own protocol based on the documentation available and found no evidence of bio-deterioration in the project. He concluded his presentation by stating the need for a protocol for the inspection of PWFs both pre- and post-CSA standards as guidance to homeowners, resellers and realtors. Some members questioned the potential negative perception of PWF if a 30-year inspection was required. T. Moryto stated that in his experience with CWC dating back to 1980 issues with PWFs were not related to the treated wood as to the effectiveness of the gravel drainage system and appropriate backfill.

5. PWF Promotion and Education Task Force

M.A. Dalkowski informed members that a task force of member PWF producers had been formed following the publication of the new CSA S406 standard last year. The general purpose of the group was to use the new standard as an opportunity to promote PWFs and to educate builders, inspectors and potential owners about the system. M.A. Dalkowski mentioned that the task force had decided as an initial project to update the “A Better Way to Build Permanent Wood Foundations” brochure, published in 1997. This is the only piece of literature WPC has to distribute at trade shows. M.A. Dalkowski indicated that the task force is working with the Canadian Wood Council to update the technical section of the brochure. Members of the task force are collecting photographs and testimonials for the promotional content. The brochure will also show the identification stamps of WPC members producing PWF.

6. WWPI Treated Wood App.

Dallin Brooks from WWPI demonstrated to WPC members their new treated wood app for smart phones. The app includes: detailed information on wood preservatives used today, sample tags and retentions for products based on AWP standards, information about treated wood and what products are suited for specific uses and label information. D. Brooks indicated that the application is free and available on all tablet and smartphone operating systems, through the iTunes Store for iPhones and iPads and the Google Play Store for Android phones and tablets. Also available is an HTML5 version for Microsoft and Blackberry users.

D. Brooks told WPC members that the application cost approximately \$3,000 to build and around \$10,000 in total to implement. He offered to assist WPC in the development of a similar app, sharing their development in order to keep our costs low.

7. 2014 Trade Shows

M. Tauvette presented to members the trade shows WPC participated in this year and the ones scheduled for the balance of 2014.

WPC participated in the following trade shows:

- Wood Solutions Fair, September 10, 2014 in Calgary
 - Total attendance = 325 registered but only 236 attended due to extreme weather conditions
- Canadian Utilities Equipment & Engineering Show, September 9-10, 2014 in Toronto
 - Total attendance = 840

- 40+ exhibitors

WPC will also participate in two remaining 2014 Wood Solution Fairs:

- October 30, 2014 in Vancouver
- November 25, 2014 in Toronto

8. WPC Website Statistics

M. Tauvette presented to members the WPC website statistics for the period from January 1, 2014 to October 21, 2014. Here's the statistics as presented:

Total Sessions = 12,901

Total Users = 11,485

Total Page Views = 23,134

Pages / Sessions = 1.79

Av. Session Duration = 1:19

Bounce rate (%) = 72.74

M. Tauvette also indicated that September was the busiest month for the website in 2014. Most people visiting the WPC website are new users (88.8%), and the website is accessed mostly in Ontario (41%), Alberta (17%) and BC (14%).

9. Toolbox

M.A. Dalkowski informed WPC members that the toolbox is now two years old and some of the content needs to be updated. WPC proposes that the committees be more involved in the revision, with P&E to look into how to share the task among the committees. It was suggested that the Toolbox should be available in the form of an app like the WWPI app. D. Brooks offered to help if WPC takes this direction.

10. Comments from Members

No comments from members.

11. Motion to Adjourn

Motion by D. Goodine to adjourn the meeting.
Seconded by L. McTaggart.

CARRIED