

**MINUTES**  
**PROMOTION AND EDUCATION COMMITTEE**  
October 18<sup>th</sup>, 2010  
Vancouver, BC

|                     |                   |                      |
|---------------------|-------------------|----------------------|
| Dave Alexander      | Craig Frohlich    | Jim Mogan            |
| Daryl Anderson      | Stephane Gauvin   | Tom Moryto           |
| Kevin Archer        | Dave Haley        | Brad Nicol           |
| Cliff Baker         | Peter Hattin      | Lawrence Prendiville |
| Nigel Banks         | Andrew Hobbs      | Maureen Prendiville  |
| Linus Clark         | Rick Knechtel     | Jason Quantz         |
| Mary-Anne Dalkowski | James Laundry     | Grant Sali           |
| Paul Dandy          | Peter Mason       | Craig Wilson         |
| Herb Estreicher     | Andy Vogt         | Bruce McLane         |
| Elizabeth Everitt   | Paul Morris       | Ian Jones            |
| Tom Fitzgerald      | Franco Antionazzi | Steve Marshall       |
| Brian Balkwill      | Friedl Brudermann | Danny Goodine        |
| Howard Pruden       | Rod Stirling      | Roger Fox            |

**STAFF:**

H. Walthert  
M. Srogosz-Bolduc

**COMMITTEE MEMBERS:**

Mrs. Mary-Anne Dalkowski (Chairperson)  
Mr. Tom Mitchell  
Mr. Brad Burmeister  
Mr. Larry McTaggart  
Mr. Tom Moryto  
Mr. John Wilkinson  
Mr. Paul Dandy  
Mr. Craig Frohlich  
Mr. Rick Knechtel

**1. CALL TO ORDER**

Committee Chair M. Dalkowski called the Fall 2010 P&E meeting to order, welcomed meeting participants and identified committee members.

**2. APPROVAL OF AGENDA**

Committee Chair M. Dalkowski called for a review of the agenda for the P&E Committee meeting.

Motion by C. Frohlich to adopt the agenda.  
Seconded by P. Dandy.  
CARRIED

### 3. ADOPTION OF MINUTES

Committee Chair M. Dalkowski called for a review of the minutes for the previous meeting.

Motion by P. Dandy to adopt the minutes of the previous meeting held April 26<sup>th</sup>, 2010.  
Seconded by C. Frohlich.  
CARRIED

### 4. WPC WEB SITE / SAFETY INFO SITE

Michael Srogosz-Bolduc presented data on web traffic and performance for the woodpreservation.ca and ptw-safetyinfo.ca websites.

Paul Morris suggested adding and/or sharing visibility with [www.durable-wood.com](http://www.durable-wood.com), the joint tech transfer site of the Canadian Wood Council and FP Innovation.

Paul Morris also suggested adding information on char rates to the Fire Retardant Treated Wood section on the website.

*Action Item: Michael to execute suggestions made by Paul Morris.*

### 5. TRADE SHOWS

WPC was an exhibitor at the following trade show:

- CWC Wood Solutions Fair in Calgary, AB on Wednesday, October 6<sup>th</sup> 2010.

WPC will be exhibitor at the following trade show:

- CWC Wood Solutions Fair in Toronto, ON on Tuesday, November 2<sup>nd</sup> 2010.

### 6. PWF Promotion

Committee Chair M. Dalkowski outlined the opportunity to promote PWF produced by WPC members when the revised CSA S-406 standard for PWF construction is published.

The chairman called for volunteers among the PWF producers to form a sub-committee to discuss and explore these opportunities. Volunteers are:

- Jason Quantz, Spray Lake Sawmills
- Daryl Anderson, CanWel Treating Division
- Linus Clark, Brisco Wood Preservers
- James Laundry, West Fraser

## 7. WPC Members Toolbox

The content of the Membership section of the Toolbox was presented to members for comments/feedback. The look and feel of the remaining sections will be consistent with the first section. The “Membership” section is attached to this document. The chairman asked the meeting delegates if a membership directory would be useful. The answer was affirmative.

*Action Item: Michael to adjust the rate of membership fee from 0.35 cents/lbs, to 0.035 cents/lbs.*

*Action Item: Michael to design a questionnaire and survey members as to who should be listed for their companies, for use in drawing up the membership directory for the Toolbox.*

The remaining sections include:

- CWPCA Certification
- Residential Use – CA, ACQ, Borates
- Industrial/Commercial/Agricultural Use – CCA, Pentachlorophenol, Creosote
- Sustainability
- Additional Resources

*Action Item: Michael to deliver content for one section per month to the P&E committee for review/comments, with a target date of having the Toolbox completed before the 2011 AGM .*

## 8. COMMENTS FROM MEMBERS

No comment received.

## 9. MOTION TO ADJOURN

Motion by P. Dandy to adjourn the meeting.

Seconded by C. Frohlich.

**CARRIED**