



Wood Preservation Canada Préservation du bois Canada

PROMOTION AND EDUCATION COMMITTEE

May 2nd, 2011
Banff, AB

Daryl Anderson Brian Balkwill Nigel Banks Wayne Bergman Brad Burmeister Linus Clark Corey Clark Mary-Anne Dalkowski Paul Dandy Brian Delbrueck Herb Estreicher Elizabeth Everitt Tom Fitzgerald Paul Foster	Roger Fox Craig Frohlich Stephane Gauvin Danny Goodine Dave Haley David Harris Peter Hattin Andrew Hobbs Ian Jones Rick Knechtel Ted Ladoux James Laundry Ian Macdonald	Peter Mason Larry McTaggart Jeff Miller Jim Mogan Dave Phipps Lawrence Prendiville Maureen Prendiville Jason Quantz Dave Rollins Grant Sali Kevin Schmunk Craig Wilson Joe Zador
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Staff:

H. Walthert
M. Srogosz-Bolduc

Committee Members:

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

1. Call to Order

Committee Chairwoman M-A Dalkowski called the meeting to order, and introduced the Promotion and Education committee members.

2. Approval of Agenda

Motion by B. Burmeister to adopt the agenda.
Seconded by L. McTaggart.

CARRIED

3. Adoption of Minutes

Motion by P. Hattin to adopt the minutes of the previous meeting held October 18, 2010.
Seconded by P. Dandy.

CARRIED

4. WPC Website/ Safety Info site

www.woodpreservation.ca :

- 28,664 visits
- Most visited sections:
 - Residential
 - FAQ
 - Specifying

www.ptw-safetyinfo.ca :

- 11,878 visits
- Most visited sections:
 - ACQ
 - CA
 - CCA

Public inquiries:

- 60% of public inquiries are web-based
- Top inquiries:
 - Use of treated wood
 - Who produces Fire Retardant Treated Wood
 - Help clarify this spec sheet
 - Where is the nearest treater to...

Action:

1. *Include char rates with FRTW content*
2. *Follow up on website partnerships*
3. *Ensure current WPC logo is used, not CITW*

5. Trade Shows

WPC was an exhibitor in the following trade shows:

- Wood Solutions Fair in Toronto, ON – November, 2010.
- Wood Solutions Fair in Vancouver, BC – April, 2011.

The association will be participating in these upcoming shows:

- Wood Solutions Fair in Edmonton, AB – October 19th, 2011.
- Wood Solutions Fair in Ottawa, ON – November, 2011.

Action:

1. *Include trade show info in Pressure Points newsletter*
2. *Invite local treaters to participate*

6. Treated Wood Toolbox

M. Srogosz-Bolduc presented the CWPCA section of the communication toolbox to members. This section included information on the following:

- CWPCA program overview
- Key contacts
- Auditing firm
- Audit procedures
- Program regulation and by laws

Action Item:

1. *M.Srogosz-Bolduc to send the CWPCA section to CWPCA Steering Committee for review*
2. *Input information into green template, as was done with first section*

7. Comments from Members

N/A

8. Motion to Adjourn

Motion by L. McTaggart to adjourn the meeting.
Seconded by C. Frohlich.

CARRIED