



# Wood Preservation Canada Préservation du bois Canada

## PROMOTION AND EDUCATION COMMITTEE

October 22<sup>nd</sup>, 2012  
Vancouver, BC

Daryl Anderson	Craig Frohlich	Maureen Prendiville
Kevin Archer	Stephane Gauvin	Howard Pruden
Colin Ayers	Peter Hattin	Grant Sali
Nigel Banks	Scott Henry	Tim Schrader
Corey Boilard	Rick Knechtel	Rod Stirling
Brad Burmeister	Elizabeth Marion	Craig Wilson
Frederic Caron	Peter Mason	Ron Zeegers
Linus Clark	Larry McTaggart	
Mary-Anne Dalkowski	Paul Morris	
Paul Dandy	Tom Moryto	
Brian Delbrueck	Brad Nichol	
Lloyd Docter	Russ Permann	
Tom Fitzgerald	Lawrence Prendiville	

### Staff:

Henry Walthert  
Martin Tauvette

### Committee Members:

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

## 1. Call to Order

Committee Chairwoman M-A Dalkowski called the meeting to order, and introduced the Promotion and Education committee members. A round of self-introductions followed.

## 2. Approval of Agenda

Motion by L.MacTaggart to adopt the agenda.  
Seconded by P.Dandy

CARRIED

## 3. Adoption of Minutes

Motion by C.Frohlich to adopt the minutes of the previous meeting held May 8, 2012. Seconded by L.McTaggart.

CARRIED

## 4. WPC Website/ Safety Info site Statistics

M. Tauvette presented the statistics of all the websites managed by WPC. He also compared the statistics with last year at the same date.

[www.woodpreservation.ca](http://www.woodpreservation.ca) :

Total Sessions:

- 51,682 from Jan. to Sept. 2011
- 57,048 from Jan. to Sept. 2012
- Increase of 5,366 sessions in 2012
- May was the busiest month for the period of Jan. to Sept. 2012

[www.bt-securite.ca](http://www.bt-securite.ca) :

Total Sessions:

- 7,628 from Jan. to Sept. 2011
- 9,867 from Jan. to Sept. 2012
- Increase of 2,239 sessions in 2012
- July was the busiest month for the period of Jan. to Sept. 2012

[www.ptw-safetyinfo.ca](http://www.ptw-safetyinfo.ca):

Total Sessions:

- 15,844 from Jan. to Sept. 2011
- 13,981 from Jan. to Sept. 2012
- Decrease of 1,863 sessions in 2012
- July was the busiest month for the period of Jan. to Sept. 2012

Note: A session is a series of hits to your site over a specific period of time by one visitor.

### **New Website**

M. Tauvette also presented an overview of the existing WPC website and a proposed design draft of the new WPC website. During the overview which took the form of a discussion, some members indicated which of the toolbox sections they think should be added to the new website in the non-member section. The suggestions were:

- Residential
- Non-residential
- Some content on Sustainability (e.g. links to LCA Summary articles)
- Some content on the certification program

Other ideas / suggestions that were proposed:

- Add the WPC events on the front page
- New and more photos
- Link suppliers websites
- More pole, fire-retardant and agriculture information related to treated wood
- Add the latest CCA Re-Evaluation and the Best Management Practices (BMPs) in aquatic environment as links
- Explain the difference between above ground and ground contact treatment.
- Include fire retardant treated wood and preserved wood foundations in both the residential and Non-Residential sections
- Present a gallery of preservatives, with tags and stamps, somewhere as a section
- Link to the newsletter on the NAWPC website
- Archive the old Pole Talk articles for reference only
- Post the re-registration of CCA as a news item
- Have another look at the title "Specifying" (not quite accurate)
- Focus on residential uses in the FAQs, especially common questions on PWFs, staining, raised garden beds
- Divide the FAQs into sections by subject area
- Add a tab for links, to include the web resources

*Action:*

1. *Members to forward any relevant resources, articles or information to be put on website to WPC.*
2. *Viance LLC and Arch Wood Protection agreed to review the content of the FRTW section of the website*
3. *WPC to do some background checking into the performance of the web company used by CWC before contracting them.*
4. *WPC to start the new website*

## **5. Trade Shows**

M. Tauvette provided WPC members with a brief review of WPC representation in trade-shows and industry events.

WPC attended these events so far this year:

- Ontario Building Officials Association 56th Annual Meeting, training sessions and trade-show in Sudbury, Ontario on September 9-12, 2012.
  - Approximately 600 delegates attended the trade-show and large quantities of literature on fire-retardant and PWF were distributed.
- Canadian Utilities Equipment and Engineering Show that was held at the International Centre in Toronto, Ontario on September 12-13, 2012.
  - WPC staff manned the booth provided by the North American Wood Pole Council. Some of the companies in attendance included:
    - Distribution
    - Hydro Electricity Generation
    - Wind Generation
    - Solar Power Generation
    - Fibre Optics
    - Telecommunications

WPC will be participating in all the upcoming Wood Solution Fairs organized by the Canadian Wood Council:

- October 23, 2012 at the Vancouver Convention Centre in Vancouver, BC.
- November 20, 2012 at the Allstream Center in Toronto, Ontario
- December 13, 2012 at the Coast Plaza Hotel and Conference Center in Calgary, Alberta.

M. Tauvette also mentioned that he is still looking for volunteers from the industry that would be interested to work the booth with him at the Calgary show in December.

## **6. Treated Wood Toolbox**

M. Tauvette informed the members that hard copies of the toolbox accompanied by a CD were sent to plants in the last three weeks. M. Dalkowski presented the sections of the toolbox to the members. G.Sali proposed that a salesmen version of the toolbox should be considered. This toolbox will include the residential, non-residential and sustainability sections instead of all the sections. An electronic copy will also be available on the WPC Website.

### *Action Item:*

- 1. M.Tauvette to send a follow-up e-mail to all the members to confirm that they received their toolbox*
- 2. WPC to look at the opportunity to produce a simplified version of toolbox for sales representative and other employees of the industry*

## **7. Comments from Members**

The members discussed the increased activity around preserved wood foundations, the review of the PWF standards, the northern housing opportunities for PWF and how architects are using PWF to reduce the carbon footprint of a building. There was also some discussion about the re-registration of CCA that helps support that market. The Southern Forest Products Association is also showing interest in the promotion of PWF.

## **8. Motion to Adjourn**

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

CARRIED