



Wood Preservation Canada Préservation du bois Canada

PROMOTION AND EDUCATION COMMITTEE

April 15th, 2012
Kelowna, BC

Daryl Anderson Nigel Banks Wayne Bergman Jacob Blackmore Dallin Brooks Linus Clark Paul Dandy Trinda Delainey Zane Delainey Brian Delbrueck Terry Edwards Paul Foster Craig Frohlich Martin Gauvin Stephane Gauvin	Danny Goodine Peter Hattin Scott Henry Paul Jaehrlich Ian Jones Rick Knechtel Ted Ladoux James Laundry Ian Macdonald Elizabeth Marion Peter Mason Mike McCollough Larry McTaggart Jeff Miller Jim Mogan	Russ Permann Dave Phipps Lawrence Prendiville Maureen Prendiville Kevin Ragon Grant Sali Todd Schoffstoll David Tearoe Perry Vermette Craig Wilson Ron Zeegers
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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

1. Call to Order

C.Wilson agreed to chair the meeting in the absence of Chairwomen M.A. Dalkowski and called the meeting to order.

2. Approval of Agenda

Motion by D.Anderson to adopt the agenda.
Seconded by D.Goodine.

CARRIED

3. Adoption of Minutes

Motion by C.Frohlich to adopt the minutes of the previous meeting held October 3, 2011. Seconded by L.McTaggart.

CARRIED

4. Canadian Plywood Association

P.Jaehrlich presented Plywood 101 to members. The presentation included some of the Canadian Plywood Association activities, some relevant technical information on plywood and the comparison of plywood and OSB.

5. WPC Website/ Safety Info Site Traffic

M.Tauvette presented the traffic in 2012 on WPC's managed websites:

www.woodpreservation.ca :

- 77,781 sessions
- 212.52 average sessions per day

www.bt-securite.ca :

- 13,542 sessions
- 37.00 average sessions per day

www.ptw-safetyinfo.ca:

- 19,029 sessions
- 51.99 average sessions per day

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

6. New WPC Website

M.Tauvette presented to members a demo of the new WPC website that should be in function this summer. Only the Non-Residential section and the French translation are remaining to be done before completion. Members asked to receive the username and password once the website is completed.

Action:

1. *M.Tauvette to send username and password to access the members only section.*

7. Trade Shows

M.Tauvette presented to members the trade shows WPC participated last year and which ones will they participate this year.

WPC participated in all the 2012 Wood Solution Fairs:

- October 23, 2012 in Vancouver, BC
- November 20, 2012 in Toronto, ON
- December 13, 2012 in Calgary, AB

WPC will participate in all the 2013 Wood Solution Fairs with exception of the Vancouver Wood Solution Fair due to WPC engagement in the CWPA meeting that will take place the same date:

- October 16, 2013 in Edmonton, AB
- October 29, 2013 in Vancouver, BC
- November 12, 2013 in Toronto, ON

8. Comments from Members

None

9. Motion to Adjourn

Motion by L. McTaggart to adjourn the meeting.

Seconded by P.Dandy.

CARRIED