



Wood Preservation Canada Préservation du bois Canada

PROMOTION AND EDUCATION COMMITTEE MINUTES

April 28th, 2014

Quebec, QC

Daryl Anderson Cliff Baker Nigel Banks Brad Burmeister Frederic Caron Linus Clark Lucie Coudert Mary-Anne Dalkowski Paul Dandy John Douglas Paul Foster Craig Frohlich Martin Gauvin Stephane Gauvin	Danny Goodine Ian Jones Marc Landry Ian Macdonald Elizabeth Marion Larry McTaggart Louis Poliquin Bernard Pelletier Russ Permann Shea Pletzer Lawrence Prendiville Maureen Prendiville Tim Schrader	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. Paul Dandy
Mr. Craig Frohlich

1. Call to Order

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

2. Approval of Agenda

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

CARRIED

3. Adoption of Minutes

Motion by L. McTaggart to adopt the minutes of the previous meeting held October 28, 2013. Seconded by P. Dandy.

CARRIED

4. Update on Cecobois and QFIC Activities

L. Poliquin, director of Cecobois gave an update to the members on the activities of Cecobois and the Quebec Forest Industry Council (QFIC).

L. Poliquin mentioned during his presentation that the Quebec forest industry sector accounted for 60,906 jobs in 2012. In 2012, 20% of the softwood lumber produced in Canada came from the province of Quebec.

He also talked of the history of the wood movement in Quebec and elaborated on the Wood Charter. The key aspects of the wood charter, is that wood must be considered and evaluated at the preliminary stage for all new buildings funded by the government. A comparative analysis of carbon footprint must also be completed. L. Poliquin finished the presentation with pictures of different wood projects in Quebec.

5. Trade Shows

M.A. Dalkowski started the discussion by indicating to members that the website statistics will not be presented during this meeting. WPC website is now connected with google analytics. This program will provided better statistics regarding the traffic on the website.

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

WPC participated in the following trade shows:

- October 16, 2013 in Edmonton, AB
 - Total attendance = 236
- November 12, 2013 in Toronto, ON
 - Total attendance = 840
- February 21, 2014 in Montreal, QC
 - Total attendance = 490

WPC will participate in all the 2014 Wood Solution Fairs that will take place:

- September 10, 2014 in Calgary, AB
- October 30, 2014 in Vancouver, BC
- November 25, 2014 in Toronto, ON

6. PWF Promotion

M.A. Dalkowski informed the members that the revision of the CSA S406 standard for PWF is now complete and that the committee will undertake the promotion of PWF. A conference call with the group of members that volunteered to work on this project will be scheduled in May to discuss the game plan. L. Clark mentioned that he would be interested in joining the volunteer group for this project. Others interested in working on this project are welcome.

Action 1: M.A. Dalkowski and M. Tauvette to discuss and schedule a conference call for this project.

7. Comments from Members

No comments from members.

8. Motion to Adjourn

Motion by L. McTaggart to adjourn the meeting.
Seconded by P. Dandy.
CARRIED