

**MINUTES**  
**PROMOTION & EDUCATION COMMITTEE**

April 16<sup>th</sup> 2007

Kelowna, British Columbia

Cliff Baker Nigel Banks Brad Burmeister Holly Cooper Mary-Anne Dalkowski Paul Dandy Trevor Davies Brian Delbrueck Wilf Dilling Curtis Englot Craig Frohlich Ted Gardner Peter Hattin Andrew Hobbs Scott Holness	Carl Johnson Ian Jones Brandon Hines Mike Hollick Rick Knechtel Ian MacDonald Peter Mason Bruce McLane Larry McTaggart Paul Morris Tom Moryto Blair Noel Lawrence Prendiville Maureen Prendiville Howard Pruden	Jason Quantz David Reekie Mike Richards Dave Rollins Grant Sali Kevin Schmunk Steve Shields Marcia Straatsma-Rennie David Tearoe Andy Vogt John Wilkinson Craig Wilson
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STAFF:

Henry Walthert  
Robert Lloyd

COMMITTEE MEMBERS:

Ms. Mary-Anne Dalkowski (Chairperson)  
Ms. Marcia Straatsma-Rennie  
Mr. Craig Frohlich  
Mr. Tom Mitchell  
Mr. Brad Burmeister  
Mr. Tom Moryto  
Mr. Howard Pruden  
Mr. John Wilkinson

1. CALL TO ORDER

Committee Chair M. -A. Dalkowski called the meeting to order.

2. ADOPTION OF AGENDA

Motion by J. Quantz to adopt the agenda. Seconded by M. Straatsma-Rennie  
CARRIED

### 3. MINUTES OF THE PREVIOUS MEETING

Motion by C. Frohlich to adopt the minutes of the previous meeting held November 6<sup>th</sup> 2006 and seconded by M. Straatsma-Rennie.

CARRIED

### 4. CITW WEBSITE / SAFETY INFO SITE

R. Lloyd showed the members the new website designed by kidquick.com and hosted by Magma as well as the google adwords campaign that the association has recently begun running.

Suggestion was made that the front page and the “Residential” section lead with the positive attributes of treated wood before showing remedies to current challenges like hardware compatibility.

Discussed the members section and how it was to be improved.

Discussed the possibility of implementing a web forum in the members section similar to the AWPA.

Members instructed WPC that it was critical to add the lists of CWPCA certified plants to the “Specifying” category of the website, probably in PDF format.

Discussed the need for a caption for the main image of the rollercoaster, and possibly building an FAQ section.

### 5. ONLINE EDUCATION

Discussed the survey that was sent out to membership discussing the online training modules and the consensus was to stop spending WPC resources on online training..

Discussed CCOHS and if used as a group could get cheaper rate. R. Lloyd is to email everyone and ask input for those that are interested in signing up for a group rate.

There was a motion by H. Pruden and seconded by C. Frohlich to abandon the WHMIS training module and cease spending association resources on online training.

CARRIED

6. TRADE SHOWS

R. Lloyd discussed the trade shows WPC has been involved with as well as others planned for attendance.

Members are to email R. Lloyd if they know of any other shows that the industry could benefit from participation.

7. COMMENTS FROM MEMBERS

It was mentioned that pod casting is something to be re-explored.

8. ADJOURNMENT

Motion by C. Frohlich and seconded by M. Straatsma-Rennie to adjourn the meeting.

CARRIED