

**MINUTES**  
**PROMOTION & EDUCATION COMMITTEE**  
April 28<sup>th</sup> 2008  
St-John's, Newfoundland

Dave Alexander Daryl Anderson Cliff Baker Nigel Banks Bob Baeppler Wayne Bergman Brad Burmeister Mary-Anne Dalkowski Paul Dandy Elizabeth Everitt Tom Fitzgerald Craig Frohlich Ted Gardner Martin Gauvin Stephane Gauvin Richard Goodfellow Danny Goodine	Dave Haley Peter Hattin Rick Knechtel Peter Mason Ian MacDonald Larry McTaggart Jim Mogan	Tom Moryto Dave Phipps Lawrence Prendiville Maureen Prendiville Mike Richards Grant Sali Dwayne Torrey Marcia Straatsma-Rennie John Wilkinson Craig Wilson
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STAFF:

Henry Walthert  
Robert Lloyd

COMMITTEE MEMBERS:

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

1. CALL TO ORDER

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

## 2. ADOPTION OF AGENDA

Amendment to agenda: 7) CWPCA Promo Video

Motion by B. Burmeister to adopt the amended agenda. Seconded by P. Hattin.  
CARRIED

## 3. MINUTES OF THE PREVIOUS MEETING

Motion by M. Straatsma-Rennie to adopt the minutes of the previous meeting held October 15<sup>th</sup> 2007 and seconded by L. McTaggart  
CARRIED

## 4. WPC WEBSITE / SAFETY INFO SITE

R. Lloyd presented the website with some of the changes made that were mentioned in the last meeting. Also went over the web statistics which have stayed roughly the same.

Discussed the idea of having a blog on the site; it was rejected.

## 5. ONLINE EDUCATION

R. Lloyd mentioned how there was almost no interest in the CCOHS courses from both emails he sent out regarding the free trial.

There was a motion by M. Straatsma-Rennie to stop spending WPC resources on online education training of any kind and seconded by L. McTaggart

CARRIED

## 6. TRADE SHOWS

R. Lloyd discussed the trade shows WPC has been involved with as well as others planned for attendance. WPC is attending all the Canadian Wood Council shows as well as regional building supply shows.

There was discussion over the value of WPC potentially attending some public shows in 2009.

7. CWPCA PROMO VIDEO

Presented the CWPCA promo video to membership.

It was suggested that the video end with some form of call to action statement.

8. COMMENTS FROM MEMBERS

N/A

9. ADJOURNMENT

Motion by M. Straatsma-Rennie and seconded by L. McTaggart to adjourn the meeting.

CARRIED