

**MINUTES**  
**PROMOTION & EDUCATION COMMITTEE**  
October 5<sup>th</sup>, 2009  
Montreal, Quebec

Dave Alexander Kevin Archer Daryl Anderson Brian Balkwill Brad Burmeister Frederic Caron Linus Clark Mary-Anne Dalkowski Paul Dandy Trevor Davies Brian Delbreuck Elizabeth Everitt	Roger Fox Craig Frohlich Martin Paul Blais Gauvin Stephane Gauvin Danny Goodine Bob Gruber Dave Haley Peter Hattin Andrew Hobbs Rick Knechtel David Laidlaw Peter Mason Larry McTaggart	Jim Mogan Paul Morris Lawrence Prendiville Jason Quantz Mike Richards Grant Sali Ramsey Smith Rod Stirling John Wilkinson Craig Wilson
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**STAFF:**

Henry Walthert

**COMMITTEE MEMBERS:**

Ms. Mary-Anne Dalkowski (Chairperson)  
Mr. Brad Burmeister  
Mr. Paul Dandy  
Mr. Craig Frohlich  
Mr. Andrew Hobbs  
Mr. Larry McTaggart  
Mr. Tom Mitchell  
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 L. McTaggart to adopt the agenda.

Seconded by C. Frohlich.

CARRIED

## 3. MINUTES OF THE PREVIOUS MEETING

Motion by C. Frohlich to adopt the minutes of the previous meeting held April 6, 2009.

Seconded by D. Goodine.

CARRIED

## 4. WPC WEBSITE / SAFETY INFO SITE

M.A. Dalkowski reported that DDA carbamate has been added to the safety info site.

The re-registration at EPA and the reevaluation at PMRA may require changes to the websites to reflect preservative label changes. Staff to monitor.

Printable brochures should be included on the website.

CCA bundle tags are being requested by WPC members. CCA labeling was promoted by WPC during Strategic Options Process to avert labeling requirements by either Environment Canada or PMRA. WPC will investigate a large run printing for discount pricing.

## 5. TRADE SHOWS

WPC will be participating in the Canadian Wood Council's Wood Solutions Fair scheduled for Toronto, September 30, 2009. WPC has already participated in 2009 shows at Vancouver and Edmonton.

Participation in retail shows such as WRLA should be considered based upon progress with the Q-Check program.

## 6. TREATED WOOD TOOLBOX

M. Dalkowski reported on the Treated Wood Toolbox. The purpose of the toolbox is to provide members with tools to address inquiries and questions from treated wood customers and consumers.

The toolbox could include information from the TWC life cycle program and the information developed by the Sustainability Coalition.

7. COMMENTS FROM MEMBERS

A question was raised about progress with WPC's objection to the Dock Primer & Shore Primer released by Fisheries & Oceans in conjunction with Cottage Life. WPC has submitted its objection to F&O. No formal response has been received. Staff will follow-up.

8. ADJOURNMENT

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