



Wood Preservation Canada Préservation du bois Canada

PROMOTION AND EDUCATION COMMITTEE MINUTES

October 28th, 2013

Toronto, ON

Daryl Anderson Dave Alexander Kevin Archer Colin Ayers Nigel Banks Brad Burmeister Mary-Anne Dalkowski Paul Dandy Brian Delbrueck Jason Dubois Craig Frohlich Stephane Gauvin Alain Gingras Danny Goodine Peter Hattin	Scott Henry Michael Hoffman Rick Knechtel Pat Lauriente Ian Macdonald Elizabeth Marion Larry McTaggart Jim Mogan Paul Morris Tom Moryto Brad Nichol Russ Permann Shea Pletzer Lawrence Prendiville Howard Pruden	John Ruddick Rod Stirling Constance Thivierge 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

M.A. Dalkowski chair of the committee called the meeting to order. A round of self-introductions followed.

2. Approval of Agenda

M.A Dalkowski added item PWF Education/Promotion to the agenda.

M.A. Dalkowski announced that John Ruddick will replace Michael Giroux from the Canadian Wood Council and will advise members on the changes happening at UBC.

Motion by L. McTaggart to adopt the agenda.
Seconded by P. Dandy.

CARRIED

3. Adoption of Minutes

Motion by L. McTaggart to adopt the minutes of the previous meeting held April 15, 2013. Seconded by C. Frohlich.

CARRIED

4. University of British Columbia

J. Ruddick professor at the University of British Columbia informed the members that he will retire on December 21st, 2013. He also presented the changes that are happening or will happen at UBC. J. Ruddick also talked about the challenge that it would be to find a replacement at UBC to work on codes and standards regarding treated wood.

5. WPC Website/ Safety Info Site Traffic

M. Tauvette presented the traffic on WPC's managed websites from January to October 2013:

www.woodpreservation.ca :

- 80,673 sessions
- 294.43 average sessions per day

www.bt-securite.ca :

- 13,309 sessions
- 48.57 average sessions per day

www.ptw-safetyinfo.ca:

- 15,369 sessions
- 56.09 average sessions per day

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

M. Tauvette informed members that he is working on getting Google Analytic to provide future presentations on website statistics.

6. New WPC Website

M. Tauvette informed the members that the new WPC website is now online. Only the Non-Residential section and the French translation are remaining to be done before final completion.

M. Tauvette also asked members that don't have access to the members section only to send him an email (martin@woodpreservation.ca) to get the username and password.

7. Trade Shows and CCA Bundle Tags

M. Tauvette presented to members a report on presence at trade-shows this year:

WPC participated in the 2013 Wood Solutions Fair at the Edmonton Marriott River Creek Resort in Edmonton, AB on October 16, 2013:

WPC will participate in the upcoming Wood Solutions Fair:

- November 12, 2013 at the Metro Toronto Convention Centre in Toronto, ON
- February 21, 2014 at the Hilton Bonaventure in Montreal, QC

M. Tauvette informed the members that WPC has CCA bundle tags available for members. One box of 4800 tags is sold for \$225 plus shipping & taxes or

\$50/1000 tags plus shipping & taxes. The tags are neon green with one side in English and the other in French. To place an order, contact Martin Tauvette at Wood Preservation Canada 613-737-4337 or martin@woodpreservation.ca.

8. PWF Education/Promotion

M.A. Dalkowski informed members that WPC Board of Directors came to the decision that WPC will need to take action in the education and promotion of permanent wood foundations. The P & E Committee was asked to create an information brochure. M.A. Dalkowski informed members that she will schedule a conference call for the P & E Committee to put together an action plan. Howard Pruden from Spray Lake Sawmills, Paul Morris from FP Innovations, Brian Delbrueck from Viance, LLC and Shea Pletzer from Sundre Forest Products all volunteered to help with this special project.

Action 1: M.A. Dalkowski to set-up a conference call to discuss of the action plan.

9. Comments from Members

None

10. Motion to Adjourn

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