

MINUTES
PROMOTION & EDUCATION COMMITTEE
October 27th 2008
Vancouver, British Columbia

Kevin Archer Dave Alexander Brian Balkwill Cliff Baker Nigel Banks Wayne Bergman Friedl Brudermann Kim Buslach Dale Clark Linus Clark Mary-Anne Dalkowski Paul Dandy	Trevor Davies Elizabeth Everitt Tom Fitzgerald Craig Frohlich Martin Gauvin Stéphane Gauvin Danny Goodine Dave Haley Peter Hattin Andrew Hobbs Ian Jones Rick Knechtel	Peter Mason Larry McTaggart Jim Mogan Paul Morris Tom Moryto Lawrence Prendiville Jason Quantz Mike Richards Rod Stirling David Tearoe 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

Additions to the agenda

- Guide to new CSA Standard – P. Morris
- Green statement for treated wood
- Dock Primer

Motion by L. McTaggart to adopt the amended 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 28th, 2008 and seconded by L. McTaggart.
CARRIED

4. WPC WEBSITE / SAFETY INFO SITE

R. Lloyd discussed current website traffic and asked the membership to comment on any additions they would like to the website or safety information websites.

5. TRADE SHOWS

R. Lloyd reported on the trade shows that WPC has attended this year as well as others planned. WPC attended all major retail shows as well as the CWC Wood Solutions Fairs. There is one final CWC show in Toronto on November 13th, 2008.

Task force has been assembled to craft the message WPC wishes to promote at the upcoming shows.

Task Force: L. Clark, L. McTaggart, J. Quantz and C. Wilson

6. INDUSTRY SURVEY

H. Walthert reported on the progress being made on the industry survey being completed with the assistance of the Louisiana State University. Members are encouraged to participate.

7. STANDARD GUIDE

Discussed the current standard guide created by Dr. Paul Morris. It was agreed that the summary should be redone to make it easier for the average consumer to understand. It was also suggested to possibly add more product groups. The task force was asked to review.

8. GREEN STATEMENT FOR PRESSURE TREATED WOOD

Discussed need for the treated wood industry to have a clear green message.

R.Lloyd will contact FPAC.

R. Lloyd will contact J. Miller from the Treated Wood Council regarding a full life cycle analysis on treated wood that is being worked on.

9. DOCK PRIMER

WPC to contact officials Fisheries & Oceans regarding the negative statements about pressure treated wood.

Are the statements factual or an opinion? Is official government literature the appropriate place for opinions?

10. COMMENTS FROM MEMBERS

N/A

11. ADJOURNMENT

Motion by L. McTaggart and seconded by C. Frohlich to adjourn the meeting.
CARRIED