

**MINUTES**  
**PROMOTION & EDUCATION COMMITTEE**  
Tuesday April 10, 2001  
Vancouver, BC

ATTENDANCE:

|                 |               |                     |             |
|-----------------|---------------|---------------------|-------------|
| M.-A. Dalkowski | D. Alexander  | N. Banks            | C. Baker    |
| B. Burmeister   | S. Côté       | C. Dupuis           | K. Davies   |
| D. Fitzgerald   | C. Frolich    | T. Gardner          | M. Gauvin   |
| P. Hattin       | M. Hollick    | R. Knechtel         | B. Lucas    |
| P. Mason        | M. McCollough | J. Mogan            | T. Moryto   |
| R. Pastway      | D. Phipps     | M. Prendiville      | M. Richards |
| T. Seaman       | G. Stein      | M. Straatsma-Rennie | C. Wilson   |

STAFF:

H. Walthert  
P. McKeogh

1. CALL TO ORDER

Committee Chair M.-A. Dalkowski called the meeting to order at 10:07.

2. ADOPTION OF AGENDA

The Chair wished to add at item 5 discussions for a new series of brochures.  
Motioned by M. Hollick, seconded by K. Davies to adopt the agenda as distributed with the addition at item 5.

CARRIED

3. MINUTES OF THE PREVIOUS MEETING

Minutes of last meeting were not available.

#### 4. WEBSITE

CITW's home page set up in 1997 has shown to be a valuable tool in ensuring that the industry's message is available to the public.

P. McKeogh informed the committee that after a period of neglect the site had been updated and the more recent information on the transition to the new preservatives had been included. He added that the site still needed some redesign and graphic work. M-A Dalkowski stated that their systems person could help and M. Straatsma-Rennie also volunteered to assist in the task. Both would try to provide industry photos for the site. P. McKeogh asked all present to review the site provide suggestions for any additions or updates, but, more importantly to ensure that their company specific information was correct. User ID and password would be changed and circulated to all.

M-A Dalkowski, T. Fitzgerald and M. Straatsma-Rennie stated that they would provide information on their new preservatives for inclusion to the site.

NOTED

#### 5. PUBLIC RELATIONS

M-A Dalkowski raised the issue with the members that as the marketplace has changed and the present TORs for this committee is it still valid to maintain this committee. In the ensuing discussions it was agreed to maintain the committee but possibly review the TORs while taking into consideration the new preservatives. M-A Dalkowski noted that only \$13,000.00 had been allocated in the budget for promotion and that with the occurring changes most of the present information and promotional brochures required updating.

NOTED

#### 6. MEMBERSHIP LIST

P. McKeogh reported that the last trawl for information from members to update the membership's information list was incomplete. Further work was required and a further information request would be circulated to fill the gaps.

Discussion also was generated on the need for CITW to attend trade shows and the production of a list of members willing to support the CITW booth at these shows. It was determined that there was no particular value for CITW to attend industry shows however the more informational and educational shows such as Woodworks Solutions Fairs where very useful in promoting our material. Members agreed to be supportive of these initiatives and would determine their participation based on the location of the Fairs.

NOTED

#### 7. SIGNAGE AT FORINTEK TEST SITE

M-A Dalkowski reported that the project was ongoing and producing satisfactory results, no further actions were required.

NOTED

#### 9. COTTAGE LIFE ARTICLE

H. Walthert asked the members that with the recent announcements concerning the transition to new preservatives wouldn't this be an occasion to present an article for inclusion to the magazine. Members agreed that representation should be made to develop an article targeting architects and specifiers. In addition an institution kit for wood preservation should be produced that would provide valid and accurate information on the industry for teachers and professors to present to their students. This kit should be developed in a CD version.

#### 10. COMMENTS FROM MEMBERS

Based on the discussions of this committee and during the AGM, T. Moryto made the point that CITW, in essence, had two roles to perform – Education/Information and Standards and one Environmental. There was a division among wood treaters throughout Canada about the validity of the promotion role and that, for various reasons, kept some from participating fully as members. It was argued that there might be valid reasons to divide CITW into two associations to more accurately reflect its true role and to allow treaters to participate fully in or the other, or both parts. Arguments also touched on the payments of dues and levies and how these were reflected and made visible as viable expenses to companies' boards of directors and/or shareholders. It was thought that while changes to the structure could attract new members it could also lead present members to leave.

It was decided, before any decision could be made on restructuring, that the membership needed to understand exactly the reason-in-being of the P&E Committee. It was thought that this would be best accomplished through a thorough review of the committee's TORs. M-A Dalkowski, H. Walthert, and T. Moryto were tasked to review the matter and make proposals for any required changes.

#### 12. ADJOURNMENT

Motion by M. Hollick and seconded by B. Burmeister to adjourn the meeting.  
CARRIED