

**MINUTES**  
**PROMOTION & EDUCATION COMMITTEE**

November, 6<sup>th</sup> 2006  
Vancouver, British Columbia

David Alexander Kevin Archer Cliff Baker Brad Burmeister Linus Clark Mary-Anne Dalkowski Paul Dandy Trevor Davies Brian Delbrueck Martin Ellefson Herbert Estreicher Elizabeth Everitt Tom Fitzgerald	Craig Frohlich Brandon Hines David Hines Andrew Hobbs Ian Jones Mike Hollick Rick Knechtel Mike McCollough Peter Mason Larry McTaggart Jim Mogan Paul Morris Tom Moryto	Blair Noel Robert Parisotto Lawrence Prendiville Maureen Prendiville Howard Pruden Jason Quantz Mike Richards Steve Shields Rod Stirling Marcia Straatsma-Rennie Jieying Wang John Wilkinson Craig Wilson
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**STAFF:**

Henry Walthert  
Robert Lloyd

**COMMITTEE MEMBERS:**

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

**1. CALL TO ORDER**

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

**2. ADOPTION OF AGENDA**

Motion by C. Frohlich to adopt the agenda. Seconded by B. Burmeister  
**CARRIED**

### 3. MINUTES OF THE PREVIOUS MEETING

Motion by M. Straatsma-Rennie to adopt the minutes of the previous meeting held March 30<sup>th</sup> 2006 and seconded by B. Burmeister.

CARRIED

### 4. CITW WEBSITE / SAFETY INFO SITE

R. Lloyd discussed the issues WPC was having with its current web developer and how it was decided to drop the contract and find another provider.

Discussion took place around alternatives; outsourcing to India was a suggestion.

R. Lloyd also discussed how WPC was in the process of implementing a management information system to better keep track of all member activities and how a web content management system could be best suited for the association.

### 5. ONLINE EDUCATION

R. Lloyd discussed the arrangement WPC has made with an online training company for the Lockout / Tagout module which is being translated into French.

R. Lloyd discussed the other possibilities available from this firm to determine which other programs can be offered by them.

### 6. TRADE SHOWS

R. Lloyd discussed the trade shows WPC has been involved with as well as others planned for attendance.

Discussion surrounding alternative advertising methods such as Podcasting , “back yard dreams” for residential uses web log and an Annual Ad Campaign that target architects using other forms of emerging media.

### 7. COMMENTS FROM MEMBERS

P. Morris gave a report on the 15 year old decking study and discussed the relevance of using it as a data source for performance of CCA and possibly other preservatives.

Additional volunteers for the P&E committee include: Howard Pruden, Tom Moryto and John Wilkinson.

### 8. ADJOURNMENT

Motion by C. Frohlich and seconded by B. Burmeister to adjourn the meeting.

CARRIED