

MINUTES
PROMOTION & EDUCATION COMMITTEE
April 2nd 2004
Montreal, QC

ATTENDANCE:

Ben Lucas	Jim Mogan	Peter Hattin
Brad Burmeister	Jonna Stein	Peter Mason
Craig Wilson	Marcia Straatsma-Rennie	Richard Knechtel
Dave Alexander	Maureen Prendiville	Tim Seaman
George Butler	Mike Hollick	Ted Gardner
George Stein	Mike Richards	Tom Fitzgerald
Howard Pruden	Muriel Cronier	Tom Moryto
Ian Jones	Nigel Banks	
Jason Quantz	Paul Dandy	

STAFF:

Henry Walthert
Robert Lloyd

1. CALL TO ORDER

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

2. ADOPTION OF AGENDA

Motion by M. Hollick for adoption of agenda. Seconded by M. Straatsma-Rennie.
CARRIED

3. MINUTES OF THE PREVIOUS MEETING

Motion by R. Knechtel to adopt the minutes of the previous meeting held October 27th 2003 and seconded by P. Hattin.
CARRIED

4. CITW WEBSITE / SAFETY INFO SITE

R. Lloyd reported that we need to update our main website to reflect the new chemicals in the marketplace. We have www.ccasafetyinfo.ca, www.bt-securite.ca, and www.ptw-safetyinfo.ca with information on preservatives. The last two reflect the new preservatives while www.ccasafetyinfo.ca is still left for consumers with existing CCA structures. The site www.citw.org still has to be remodeled around the new preservatives. Also mentioned was work to be done on the online training modules. The starting module will involve general WHIMS questions with a province specific section that is currently being worked on by consultant Brian Lawrence.

NOTED

5. TREATED WOOD SAVES TREES PAMPHLET

Treated Wood Saves Trees Pamphlets were discussed. P. Dandy mentioned that maybe we should just have websites that have printable PDF's instead of the expensive route of brochures which quickly become dated. Many members agreed, but also thought that we should print a smaller run of brochures so we still have something tangible and professional to give away at trade shows.

6. TRADE SHOWS

R. Lloyd discussed the trade shows CITW has been involved with as well as others they planned for attendance. J. Stein mentioned that CITW should participate in more tradeshow. Membership felt that we should add new preservatives to our display.

R. Knechtel suggested that with written consent we gather a mailing list of interested professionals to keep updated with events affecting the industry.

NOTED

7. REDESIGN OF CITW BROCHURE

It was agreed that CITW brochures could be included as print offs from website.

8. COMMENTS FROM MEMBERS

Nil.

9. ADJOURNMENT

Motion by C. Wilson and seconded by S. Seaman to adjourn the meeting.

CARRIED