

**MINUTES**  
**PROMOTION & EDUCATION COMMITTEE**  
**April 5<sup>th</sup>, 2005**  
**Banff, Alberta**

ATTENDANCE:

Brad Burmeister Brandon Hines Brian Zak Cliff Baker Chris Simonian Craig Frohlich Craig Wilson Danny Goodine Dave Harris Dave Hines Dave Phipps Dave Rollins	Friedl Brudermann George Butler George Labelle Howard Pruden Ian Jones Jason Quantz Jacques Mckay Jim Mogan John Rasmussen Lawrence Prendiville Marcia Straatsma-Rennie Mike Hollick	Mike Richards Nigel Banks Paul Dandy Paul Morris Peter Hattin Peter Mason Richard Knechtel Tim Seaman Ted Gardner Tom Mitchell Tom Moryto Trevor Davies
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STAFF:

Henry Walthert  
Robert Lloyd

COMMITTEE MEMBERS:

Ms. Mary-Anne Dalkowski (Chairperson)  
Ms. Marcia Straatsma-Rennie  
Mr. Mike Fink  
Mr. Craig Frohlich  
Mr. Tom Mitchell  
Mr. Brad Burmeister

1. CALL TO ORDER

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

## 2. ADOPTION OF AGENDA

M.A Dalkowski added New Wood Preservation Canada brochures to the agenda.  
Motion by M. Hollick for adoption of agenda and seconded by B. Burmeister.  
CARRIED

## 3. MINUTES OF THE PREVIOUS MEETING

Motion by T. Seaman to adopt the minutes of the previous meeting held October 18<sup>th</sup> 2004 and seconded by P. Hattin.  
CARRIED

## 4. CITW WEBSITE / SAFETY INFO SITE

.R. Lloyd presented website traffic and noted the corrections made to the new preservative sections and the need for the new website to be fully bilingual.  
Members requested web updates to be included in meeting books so they can review them before the meetings and comment.

NOTED

The committee will present all new pages in conjunction with the remodeling of our web presence and literature for Wood Preservation Canada at the October 24<sup>th</sup> Semi-Annual Meeting in Toronto.

Members identified the need for a cross-linking page on the website that references other approved websites related to wood preservation. The purpose of this is to promote unity and traffic/information sharing amongst the organizations in our industry.

## 5. ONLINE TRAINING PROGRAM

R. Lloyd presented and explained the administrative control panel addition to the WHMIS training module.

Discussed possible additions to the administrative control panel including: a flag to alert when an employee's recertification is needed.

It was suggested that the official PMRA pesticide labels be added to the training module. Members would like a list of proposed training modules so they can identify their preference in which order we go about implementing them.

I. Jones of Bell Pole Co. & J. Mckay of Cambium Group Inc. graciously volunteered a member of their staff to assist in the development of further programs.

## 6. TRADE SHOWS

R. Lloyd discussed the trade shows CITW has been involved with as well as others they planned to attend.

Membership stressed the importance of CWC Wood Solutions fairs in view of NBCC changes from the perspective of specifiers.

Members felt CITW should continue to try and arrange a spot speaking at these events addressing issues such as building codes and standards.

## 7. NEW WOOD PRESERVATION CANADA BROCHURES

Discussion among members indicated a need to continue the positive environmental messages around pressure treated wood. Perhaps not making saving trees the only focus, as this slogan was perceived negatively by primary forestry producers.

Other ideas included saving: time, energy, money, habitat disruption, etc.

The P&E Committee agreed to take on a reincarnation of the Treated Wood Saves Trees brochures as part of the new brochure line-up for Wood Preservation Canada, the residential brochure being our first priority.

Idea remains to create attractive downloadable PDFs that look exactly like the limited run print versions.

## 8. COMMENTS FROM MEMBERS

Nil.

## 9. ADJOURNMENT

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

CARRIED