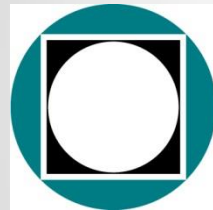


Strategic Initiatives Priorities

Voted by WPC Members at 2014 AGM



Wood Preservation Canada
Préservation du bois Canada

WPC Fall Committee Meetings
October 26-27, 2014
Vancouver, BC

Background

- WPC asked members at the last AGM in April 2014 to identify their top 3 priorities per key results area
- The Key Result Areas are:
 - Representation and Advocacy
 - Certification, Codes and Standards
 - Governance and Administration
 - Communications, Education and Promotion

Results – Representation and Advocacy

- Top 3 strategic initiatives by priority voted by members of WPC:
 - Meet with senior bureaucrats from pertinent government departments on a regular basis to apprise them of emerging issues within the industry and to garner a better understanding of government policies that impact the wood preservation industry
 - Develop a multi-faceted PWF strategy
 - Develop an information package and provide to WPC representatives so that they can better inform the provincial ministries of the work completed at the federal level with the aim of avoiding duplication
- Other areas of interest for WPC members (Tied for fourth most important priorities) :
 - Maintain a proactive presence at relevant scientific and technical forums
 - Undertake economic studies to better understand the market for pressure treated wood products and support development of position papers
 - Develop a lobbying initiative to persuade the federal and the provincial governments to enforce the TRDs

Results – Certification, Codes and Standards

- Top 3 strategic initiatives by priority voted by members of WPC:
 - Develop responses to the standards with recommendations to improve them and provide these to pertinent standards setters
 - Strengthen the working relationship between WPC and CSA Group
 - Leverage the success of the CWPCA program to persuade the government to enforce program on the noncompliant operators
 - Develop a system to regularly monitor codes and report changes to the membership

Results – Governance and Administration

- Top 3 strategic initiatives by priority voted by members of WPC:
 - Restructure WPC committees with terms of reference and work plans aimed at achieving the association's strategic objectives
 - Develop a resource plan to ensure an adequate level of human and financial resources is available to deliver programs and services
 - Undertake a needs assessment to determine the products and services that members need and want
- Other areas of interest for WPC members (Tied for fourth most important priorities) :
 - Develop activities and events aimed at garnering greater member firm involvement

Results – Communications, Education and Promotion

- Top 3 strategic initiatives by priority voted by members of WPC:
 - Develop a national public relations campaign aimed at promoting the value of WPC member products
 - Undertake a branding study with the aim of strengthening the wood preservation industry image and enhancing its appeal generally and to the younger generation in particular
 - Hire a Media Expert to assist in reviewing and refreshing the WPC and industry image
 - Establish a schedule and hold meetings with the membership across Canada. Tailor the messages and conversations to the needs of the member constituencies (e.g. treaters, suppliers, large corporations, smaller operations)