

**CORRUGATED STEEL PIPE INSTITUTE
PRODUCT PROMOTION COMMITTEE
Memorandum of Meeting**

10:15 A.M. Monday June 15th, 2015 – Niagara-on-the Lake, Ontario

Present:

Janine Yetke (Chair)	Armtec	Ian Berry	Warner
Doug Lowry	Armtec	Bruce Matheson	Frontier
Kamran Derayeh	AMD	Dave Penny	CSPI
David Watson	Leland	Ray Wilcock	CSPI
Chris Groot	ES Hubbell	John Tran	AMD
Bob Rohr	ACI	Mike Mounts	Valfilm

Absent:

Shane Setter	Ironside	Byron Nelson	Leland
James Evans	AK Steel	Jason Sherwood	Atlantic

Guests:

Mike Wilson	Atlantic	Jason Redman	Armtec
Stephen MacKinnon	Atlantic	Kevin Williams	Atlantic

1. Welcome & Opening Remarks

Janine opened the meeting and welcomed all members. Go-To-Meeting was not used for this meeting. Attendance was taken and is recorded above.

2. Review Memorandum of April 22nd, 2015 meeting

Minutes were reviewed and accepted. A motion for approval was made by Doug, second by Kamran.

3. CSPI Activities for 2014/2015

Ray gave a brief overview of some CSPI activities for the last 12 months.

- Ministry Visits & Presentations
 - NS, Que, Ont, MB, Alta & BC
- Chinese Delegation Presentation
- AISI Washington Visit and Presentation
- Canadian Steel Construction Association
- Transportation Research Board Webinar
 - Long Span Structures
- TAC Conference - Montreal
- TAC Structures Committee – Montreal & Ottawa
- TAC Committee Research Projects (polymer laminated repairs, bolts)
- CSA Plant Protocol for SPCSP

- ASTM Meetings – Toronto & New Orleans
- Site Visits – Seeing is Believing sites added to website
- Bridge Expo - OGRA
- Relining, Underground Solutions & Earth Retention Webinars
- Webinar on Water Test Kits / CSPI Tools to member
- Membership – 2 additional members and 1 replacement
- Presentation to Kingston Road Supervisors – 80 in attendance
- Gold sponsor for Alberta Tri Party Conference
- Attended NB Roadbuilders and AORS Conferences
- Released “In the Trenches” Volume 4 on our website
- MTO Structures Specification now in place for SPCSP
- MTO London – Fish Ladder presentation & acceptance
- Floodnet’ s initial meeting attended, CSPI sponsor
- NFLD Polymer Coated Specification – this summer
- Education Outreach – 12 guest lectures – 660 handbooks distributed
- Website editing
- Seminar to OGRA Road School
- TAC Webinar attended on Bridge Committee Share Point

4. Tonnage & Budget Report

Ray presented a CSP tonnage chart for the last 14 years. For the first Q of 2015, total tonnage was up 6% vs. 2014. Domestic was up 12%, whereas imported was down 12%.

For the first 5 months in 2015, financial results were as follows:

As at May 31st	Actual	Budget
Revenue	82,572	63,280
Expenses	84,959	96,375
Surplus/Deficit	(2,384)	(33,095)

Detail report was sent to all committee members.

5. In the Trenches Update

Release 4 – Google Analytics were sent to all members. Kamran asked about number of minutes spent on the website per visit. Ray will send this information to all committee members. There was discussion pertaining to the distribution list of 13,000 names and how to keep it up to date. No easy solution, however we could start with member companies and get that list up to date. Discussion turned to sending out a 4 question survey to obtain feedback.

Action: Ray will send out current list to Members for updating. Over time, each organization will be tackled. One page survey will be sent out in the 3rd Q.

Release 5 is currently underway. Of the 140 Photo submissions, 15 to 20 are worth following up to determine if a story is there. This would be a one page detailing the project, solution, etc.

Action: Ray to follow up with Sales reps to obtain this information.

Ray has contacted MTO to ask for permission to submit the MTO specification for release.

Past discussion on ideas for future stories included, TUBAO, ACI, & Warner.

- Leland Industries – Byron has agreed to do a story. Glassroot has already started. Bob Kennedy and Ray visited Byron on January 29th. Story in the pipeline.
- Randy McDonald presented the idea of “How is Helical Spiral Pipe Made”.
- A suggestion was made to create a “Theme for stories / releases”, such as Eco, Forestry, Roadbuilding, etc.
- Kamran suggested an overall encompassing story related to CSP and its impact on jobs, roadbuilding, history, etc. He suggested that all parties participate and present a positive “feel good” story.
- Phil suggested the story on repairs of TRENCHCOAT as he has received a number of questions from BC DOT. Bruce stated that it was too soon given that the research just commenced in August 2014. It was agreed that this will make for a good story in the fall once the test results are in.
- CSPI works with a lot of owners on a lot of different projects. Would an article on how CSPI works with owners be a good article?”

6. Projects

a) OGPDG Webinar

Ray will be visiting MTO in July to follow up with Art Groenveld, the intended speaker for scheduling.

b) Seeing is Believing Awareness Mapping

No new sites since last meeting. The strategy to increase postings will be to work with reps during visits to their territories. A number will be planned for this summer. Members are encouraged to get out and visit sites. It was suggested that each sales rep should be held accountable to find and submit at a minimum one site per year that tells a story. This decision rests with each member company.

c) Issues Management Protocol

Draft was submitted prior to this meeting for comment. Other than Dave suggesting to add “Say Nothing” in the plan of action, there were none. This will be posted in the members section on the website.

d) Trade Shows & Conferences for 2015

January	Ray attended the NB Roadbuilders Conference (reline opportunities with the Ministry were explored)
March	Tri-Party Conference in Red Deer Alberta, Gold Sponsor, 500 delegates AQTR Conference in Montreal, Quebec, 1,000 delegates
April	Connect Environment Show, TAC Structures Committee in Ottawa
June	AORS in Exeter, Ontario (June 4 th / 5 th), Simcoe County June 26 th
September	TAC in PEI

Dave suggested we explore sponsoring one of the TAC events in September. This will be reviewed with the intent of spending at a maximum of \$2,000. Mike Wilson committed to displaying the CSPI logo in their booth and encouraged all members to do likewise.

e) Technical Bulletins, Calculators & Tools

Ideas for future TB's include water tightening for cisterns, SWDT's, etc. TUBAO has been contacted to participate. Dave suggested CSPI to send a message to all members about the tools and create a link to their website.

Action: Ray will provide a summary to all sales reps of what CSPI provides.

f) Fish Ladder Project

Covered in the TAC meeting this a.m.

g) Polymer Repair Research Project – Alta Trans

CSPI (Ray along with Bruce) will visit the site this August and report on same this fall. This is a 5 year project.

h) Education Outreach

Over 70 Universities / Colleges have been approached offering guest lectures to 3rd and 4th year engineering classes. Thus far over 20 have replied. Lectures held thus far:

January	Universite de Moncton	45 Students
	University of Waterloo	25
March	University of Toronto	150
	St. Lawrence College	55
	Ontario Good Roads	25
	Seneca College	45
	RMC Kingston	25
	Okanagan College	40
	University of Victoria	45
	University of Saskatchewan	100
	Memorial University – cancelled due to weather in NFLD	
April	Universite De Sherbrooke	30
	Total	585

Jason asked for a copy of the university presentation. He also asked if there was anyway CSPI could influence the university curriculum to include flexible pipe. There are minorities of the universities who do include this in their program; however the majority focus on rigid pipe.

Action: Planning for fall semester will take place this summer. During visits, Ray will proactively engage the professors in discussion with the intent to encourage adjustments to the curriculum to be more comprehensive to include flexible pipe. The photo contest winners will be sent to the professors to encourage the university paper contest.

i) Photo Contest

Winners were announced on June 14th. Overall photo winner received \$200 gift card and all 10 other winners received \$100 card.

Action: Ray will notify members of the results in the following week.

j) Media Ads for 2015

With the decision to discontinue the \$1 per ton media ad, there will be limited funds to place ads. Focus will be on conference sponsorships.

k) Promotional Schedule

Ray presented the promotional schedule in place thus far.

- June – AORS, Simcoe County
- July - Ontario, Quebec, NFLD and NB
- August - Sask, Alta & BC
- Sept – TAC Conference (Structures Committee meeting)

Once dates are scheduled, Janine asked Ray to update the committee.

i) Target Market – Activities Discussion

1. DOT's

- a. Annual Visits – twice per year
- b. TAC Conference - annual
- c. Structures Committees – twice per year
- d. Standards Committees – as required

2. Consulting Engineers

- a. ITT Mail out
- b. Member Lunch & Learns
- c. Member Seminars
- d. TAC Conference
- e. Provincial Seminars (Good Roads, e.g.)

3. Major Road Builders

- a. Provincial Associations (ORBA, e.g.)
- b. Member Relationships
- c. Sponsor Road Builder Events (Golf, Member Nights, etc.)

Jason asked about the branding of the name CSPI and does it reflect the institute's focus and evolution. That is, does the name signify what we want to be? He suggested a 3 to 5 year strategic plan to be tabled for future discussion. Mike Wilson supported this idea and suggested the PPC Committee hold a strategic planning session in the slower season. Dave stated that

CSPI needs to understand member's strategic plans, given that some are involved in competing products with CSP.

j) Non Member Activities

- 1) Valfilm - Mike Mounts discussed the change from DOW to Valfilm and his new role with Valfilm. DOW sold the Findley, OH manufacturing plant to Valfilm. The Trenchcoat trademark has transferred to Valfilm.
- 2) Canada Culvert – no change.
- 3) Prairie Steel – no response.
- 4) Worthington Steel – membership information sent out

Jason tabled a suggestion for future meetings to create a working committee to take a look at polymer laminated product as to how it has evolved, do some brainstorming and its future strategy. This is an action plan for the TAC committee that was discussed in the morning.

7. AISI Update

1. Polymer Laminated Steel	10,000
2. CSA Protocol – Structural Plants	5,000
3. MTO Structures Committee	3,000
4. MTQ Structures Committee	3,000
5. Bolt Research & Testing	3,000
6. University Outreach Program	5,000
7. Field Testing of Polymer Coated Bridges	5,000
8. Update – Steel Handbook	5,000
9. Galvalume Projects in 3 Provinces	2,000
10. Herpetofauna Eco-Passage Crossings	2,000
11. Floodnet	1,000
12. ARC International Wildlife & Fish Crossings	4,000
Total Approved Request	\$48,000

Action: Ray to prepare 2016 project list and circulate it to the committee for comment and additions.

8. Discussion & New Business

- a) Ministry Visits – BCMOT in June. Dave gave an overview in the TAC meeting.

9. Adjournment & Next Meeting

The meeting was adjourned at 12:27p.m. Next meeting schedule TBD at the Cambridge office.

Ray Wilcock
Secretary