

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

10:00 A.M. Wednesday April 22nd, 2015 – Cambridge, Ontario

Present:

Janine Yetke (Chair)	Armtec	Bruce Matheson	Frontier
Doug Lowry	Armtec	Dave Penny	CSPI
Kamran Derayeh	AMD	Ray Wilcock	CSPI
Phil Carroll	AIL		

Guests:

Wally Glass	Glassroot	Bob Kennedy	Glassroot
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Absent:

Shane Setter	Ironside	John Tran	AMD
James Evans	AK Steel	Bob Rohr	ACI
Chris Groot	ES Hubbell	David Watson	Leland
Ian Berry	Warner	Byron Nelson	Leland

1. Welcome & Opening Remarks

Janine opened the meeting and welcomed all members. Wally Glass and Bob Kennedy from Glassroot attended, specifically for “In the Trenches” agenda item. Go-To-Meeting was used for those calling in. Attendance was taken and is recorded above.

2. Review Memorandum of January 21st, 2015 meeting

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

3. In the Trenches Update

Release 4 –updates on the mail out indicate a 23% open rate. Janine asked about the Goggle Analytics. Wally from Glassroot will review and report back to Ray who will disseminate to the committee.

Discussion turned to future releases. Ray started the discussion and suggested a format calling for one page stories, similar to what Contech releases on a quarterly basis. Kamran suggested an executive overview / summary of the stories with a link to the longer version. This may encourage readers to focus on those areas of interest. Bob (Glassroot) suggested stories directed at areas requiring solutions and improvements in CSP and bridges. He mentioned the Leland story and the provocativeness with the Chinese imports. Wally (Glassroot) agreed with

this and stated that the stories need to get the Engineering community to stand up and listen. He asked what direction the members want to go.

Dave stated that we need to publish more stories in “Trade Magazines” first and then on to ITT. The stories need to pull out the customer name, put them in lights, and focus on Bridges and Storm Sewer Engineers. Dave emphasized that it is the story, not the product, be it good or bad. Bob asked how many stories do we want to publish and frequency. Doug commented that the number one issue is filling the pipeline with good stories. He used the expression “ammo in the gun”. He stated that it is difficult to gain commitment from the reps to participate.

Janine agreed with Dave that there are lots of good stories out there, but someone (a Rep) must see the “bigger picture” which is what can make a story interesting. Bob stated that we need lots of pictures and illustrations. Phil suggested stories pertaining to the challenges of specific applications and how CSP is relevant to the buyers. He mentioned the MTO design build specification allowing only CSPI certified plants. Doug agreed and suggested we emphasize how CSPI worked with MTO to write the specification in order to compete with concrete. Initially, steel was not included in the first draft.

Kamran suggested a story on “Seeing is Believing”, what pipe fits where and why. Doug brought up the “Buy America” that prohibits Canadian suppliers from participating on Federal contracts. Specifications like the one in Ontario act similar, and have a great deal of relevance for members. Bob suggested we include Maria Bianchin (MTO Chair) in this future story. He also stated that many stories start with pictures. His idea was to have a link to each sales rep who could submit pictures right from the field when on a job site. Dave mentioned the photo contest and then flush out the story from there. He stated that we should include the rep’s picture in the story as most love to be recognized. Janine agreed that following the pictures could lead to interesting stories. Wally suggested that Bob sit as a judge on the photo contest and could work with the sales rep if a story is warranted.

Bob stated that the bigger the job, the more CSP makes sense from a cost savings and efficient turn around. Doug mentioned the fast turn-around after flooding / sinkholes, etc. Thus, a story on the benefits of CSP, using an example of an everyday project which happens constantly.

A great deal of discussion and ideas form the base for further discussion at our next PPC meeting.

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?"

Ray to meet with Glassroot and scope out specific topics from the list above and previously discussed and convey to the committee targets to cover.

4. Projects

a) OGPDG Webinar

Art Groenveld, the intended speaker had back surgery and will not be back to work until mid-June. Ray will be visiting MTO this summer and will schedule the webinar if and when Art is able to go. Quote from James Carter was \$500 to \$600.

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. Dave reminded all that the sites posted need to tell a story.

c) Issues Management Protocol

Ray has put together a rough draft policy based upon AMD's information as well as research on the internet. It will be circulated to the committee for comment at our next meeting in June.

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	Cannect Environment Show, TAC Structures Committee in Ottawa
June	AORS in Exeter, Ontario (June 4 th / 5 th)
September	TAC in PEI

Members have been notified of TAC and CSCE paper / presentation opportunities for 2015. This is an excellent opportunity to market. CSPI will look at any and all opportunities.

e) Stories & Case Histories

This is covered in "In the Trenches".

f) 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. **Ray will provide a summary to all sales reps of what CSPI provides.**

g) Fish Ladder Project

Dave visited the Ontario site in April to catch the spring run-off and look at flows. This project will be CSPI members only. Final flow computer simulations are in progress. Construction should happen this summer.

h) Polymer Repair Research Project – Alta Trans

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

i) 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
April	Memorial University – cancelled due to weather in NFLD	
	Universite De Sherbrooke	30
	Total	585

Ray to remind the universities and colleges of the paper competition that closes on May 16th.

j) Photo Contest

Mail chimp announcement sent out in April, 44% open rate. Thus far, we have received 6 responses. **Ray will notify members a 2nd time by the end of April.**

There are two best overall categories. Replace one with “Most creative use of CSP”. Bob Kennedy will be added to the list of judges.

k) Safety Awards

Executive have decided to discontinue this program. Reason being – each member handles within their own company.

l) 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. Tri Party ad attached.

m) Non Member Activities

Ray gave an overview of the ongoing discussions with sourcing new members:

- 1) Canada Culvert – no change.
- 2) Valfilm – Ray contacted JB Baros and sent an application. Follow up this month.
- 3) Prairie Steel – reached out in December with no response.

5. NCSPA Joint Meeting Discussion

CSPI will attend at least one NCSPA meeting annually and offer the invitation to NCSPA to do likewise. Schedules current being reviewed.

6. Discussion & New Business

- a) Ministry Visits – BCMOT in April. Presentation made to Kevin Baskin and staff. Attended Structures Committee meeting in Ottawa in April. Touch based with all provinces for visits this summer.
 - b) Target Market Discussion – as a result of time, it was agreed to defer this item to our next meeting. It was presented last year and outlines where time should be spent to maximize market effort.
1. DOT's
 - a. Annual Visits
 - b. TAC Conference
 - c. Structures Committees
 - d. Standards Committees
 2. Consulting Engineers
 - a. Member Lunch & Learns
 - b. Member Seminars
 - c. TAC Conference
 - d. 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, Ladies Night, etc.)
 4. City Engineers
 - a. Member Lunch & Learns
 - b. Member Seminars
 - c. Member Visits

5. Municipal, County, Township Road Supervisors
 - a. Member Relationships
 - b. Member Seminars
 - c. Sponsor Road Supervisor Events
6. Sewer Contractors
 - a. Member Relationships
 - b. Sewer Associations
7. Private (Mining, Railway, Oil & Gas, & Forestry)
 - a. Member Relationships
 - b. Attend Industry Events / Conferences

CSPI focus is on the first three segments and is always available at member requests for presentations, information, etc. Phil suggested CSPI continue to visit railways when in Alberta. It was suggested to look at webinars when appropriate. **Post in the Members section.**

- c) AISI Funding - \$48,000 approval covering 13 projects.
- d) Scheduling – Ray to send monthly executive overview and one month schedule to PPC committee.
- e) Phil was in the Yukon looking at CSP issues relating to permafrost. He mentioned welded seams. Bruce asked about wall thickness. Phil suggested that this could turn into a research project. **Ray to follow up with Phil and scope out the details. Will bring up at the next TAC committee.**

7. Adjournment & Next Meeting

The meeting adjourned at 12:19pm. Next meeting scheduled for June 15th at Niagara-on-the-Lake.

Ray Wilcock
Secretary