



PRODUCT PROMOTION COMMITTEE
Memorandum of Meeting

10:30 A.M. to Noon MT, Monday, June 17th, 2024
Rimrock Resort Hotel, Banff, AB

Committee Attendance:

Liz Bouchard (Chair)	Armtec	Jonathon Paton	Warner
Roger Leger	Armtec	Colin Rojahn (abs)	CC
Matt Field	Atlantic	Mitchell Swisher (abs)	CC
Amanda Coutts (abs)	Hubb-Cap	Todd Gray (abs)	ACI
Bruce Matheson	Frontier	Mike Mounts	Valgroup
Graham Brett (abs)	Frontier	Chuck Skeen	MarMac
Kamran Derayeh (abs)	AMD	Richard Northcutt	MarMac
Derek Niezen	Ironside	Dianna Brooks (abs)	NCSPA
Byron Nelson (abs)	Leland	Ray Wilcock	CSPI
David Watson	Leland		

Members in Attendance

Marcia Stinson	AMD	Jason Sherwood	Atlantic
Lucas Cooper	AMD	Terry Dunn	Atlantic
Jason Johnston	Armtec	Paul Proctor	Atlantic
Sam Mitra	Armtec	Ian Kalverda	Hubb-Cap
Scott MacRae	Armtec	Mike Green	Leland
Mike Wilson	Atlantic	Bev Byard	Roundel

1. Welcome & Opening Remarks

Liz opened the meeting and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of April 3rd, 2024, and Approve

Minutes were reviewed and accepted. A motion for approval was made by **Paul Proctor**, second by **Roger Leger** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

Feb 28th

Saskatchewan Public Works Association

Presented “Storm Sewers – Spiral Rib Pipe,” 65 in attendance.

- Mar 11th** **Consulting Engineers Association AB**
Presented “Rehabilitation of Buried Bridges, Culverts & Storm Sewers” with Ron Prychitko (Armtec), 100 in attendance.
- Mar 26th - 27th** **Source & Stream Conference ON**
Submitted an abstract for SWM systems – not accepted.
- Jun 5th -7th** **Canadian Society of Civil Engineers Association (in Niagara ON)**
Submitted 4 abstracts, 3 accepted:
1. Carbon Footprint of CSP
2. Rehabilitation
3. Storm Sewers
Submitted 3 papers, 1 accepted for rehabilitation.
Pat Mayne from Atlantic presented on behalf of CSPI.
- 2024** **Ontario Good Roads Association (in Toronto ON)**
Will be submitting an abstract this summer.

Other Associations:

[AORS](#), [ORBA](#), [NWOWWC](#), [AQTR](#), [BCWWA](#) – submit abstracts.

b) Social Media Committee Update

Members

Liz Bouchard	Armtec	Graham Brett	Frontier
Matt Field	Atlantic	Mike Williamson	Hubb-Cap
Ray Wilcock	CSPI		

- LinkedIn 971 followers, up 70 over last meeting and 297 over last AGM.
- Average of 4 postings per week.
- Met twice thus far in 2024, next meeting July 11th (WEBEX)
- Analytics reviewed at each meeting
- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 860 in 3.5 years

Analytics during the last 6 months:

- 2,584 reactions, up 56%
- 31 comments, up 107%
- 15 reposts, down 48%
- Impressions – 52,763 Organic
- 1,121 page views, up 55% (424 desktop, 697 mobile)
- 440 unique visitors, up 79%
- Top visitor demographics (Sales 19%, Eng 9%, Operations 9%)
- Top post “Galvanized Corrugated Steel Pipe fitting right in under the Hogan Bridge at the Masters in Augusta Georgia” **106 likes**
- 2nd top post “A Photo worth Painting in Canmore AB” **98 likes**
- 3rd top post “Hubb-Cap transporting a riveted pipe in the 1930’s” **67 likes**

Future action:

- CSA G401-24
- Promote EPD's / carbon calculator
- Continue to invite engineering groups / others / students
- When we reach 1,000 followers, post, and E-Blast.
- Use European storm water management photos and relay benefits.
- Please send any old photos as these generate a tremendous amount of interest

Discussion:

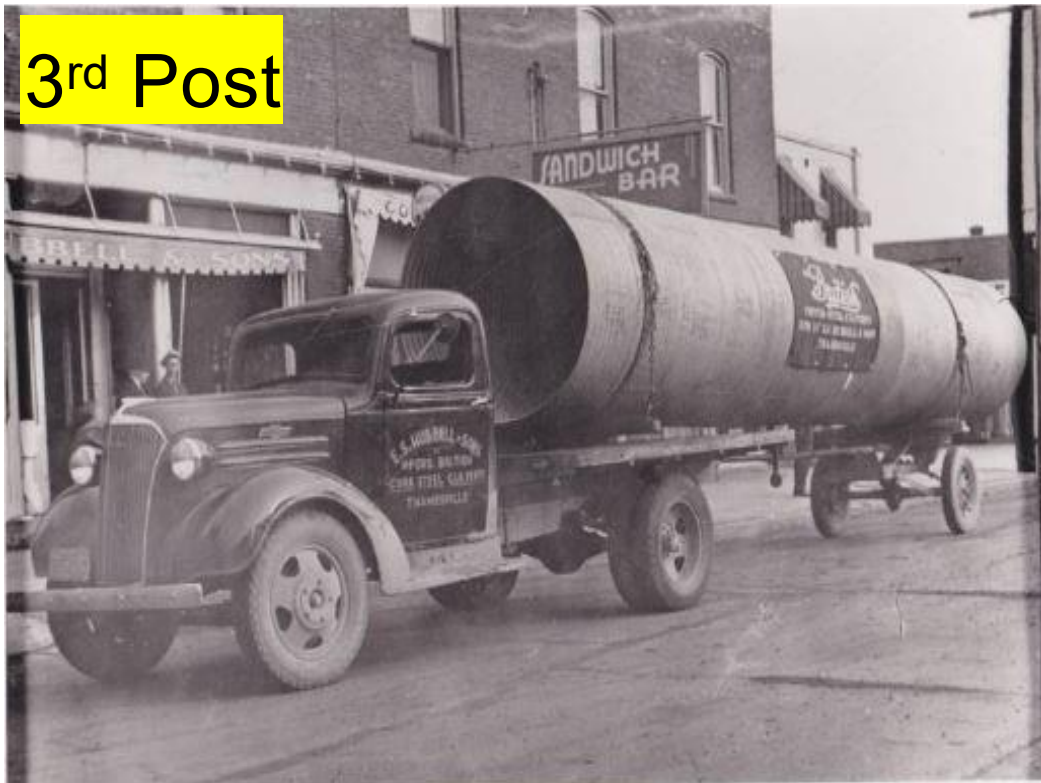
- [Liz will put together a 1,000 follower posting.](#)



2nd Post



3rd Post



c) Marketing ideas / Promotion discussion

Buried Metal Bridges Symposium – later this year and next

- Submitted abstract titled “Golden Oldies, Seeing is Believing”
- Accepted on May 15th
- Presentation is due August 15th
- Speaking at one of the following sessions:
 - October 23rd
 - November 20th
 - January 22nd
 - February 26th
- Invited CSPI to join the International Scientific Committee

Discussion:

- [Add the one pager to future presentations. Terry will supply.](#)

4. New Website in WordPress – Google Analytics

- Launched in December
- Changed from www to https for authentication
- <https://cspi.ca>

Google Analytics: Will show at next meeting.

Discussion:

- [List webinars and university presentations](#)

5. Projects for PPC

a) 2024 TAC Spring Meetings & September Conference

- 2 abstracts submitted / not accepted for September conference in Vancouver.
- Will not attend this year due to timing and costs.

Attended Spring Meetings (virtual)

- Apr 5th Structures Committee
- Apr 25th Climate Change Integrated Committee
- Apr 26th Environmental Legislation Committee
- May 1st Environmental Issues Committee
- May 2nd Environmental & Climate Change Council

- Ideas for abstract 2025 submissions?

- [Write in accordance with the theme and pass it to the committee.](#)
- [Resiliency of buried structures.](#)
- [Flooding, Fires, sizing of structures, headwalls.](#)

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers
CEA	Consulting Engineers of Alberta
SPWA	Saskatchewan Public Works Association
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association
ORBA	Ontario Road Builders Association

Suggestions?

[Add AQTR, AORS, BCWWA](#)

c) Photo Contest – 2024 program review / ideas / discussion

Discussion:

[Videos versus photos – to be discussed at next meeting.](#)

d) E-Blasts – 2024 results / ideas

Members	222	French & English
Readers	2,701	French & English
University	117	French & English

Readers:

Consultants	704	Private	146
Contractors	437	Supplier	147
Municipalities	424	Associations / Agency	105
Quebec	363	Owner	7
DOT	350	International	4

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 12 th	CSPI Member Update (email)		222
Mar 14 th	Photo Contest Opener	814 (29%)	97 (44%)
May 8 th	Photo Contest Reminder	861 (31%)	71 (32%)
May 24 th	Photo Contest Final Reminder	677 (24%)	71 (32%)

Future:	CSA G401-24
	Website
	Webinars
	SWM
	EPD
	Seeing is Believing Map after updated
	New Carbon Calculator
	Tanks that are being used in Europe for wildfires.
	Advantages of steel in wildfire conditions.

No discussion

e) **French Translation of documents update**

Next up depending upon Budget review by June meeting:

- TB 18 CSP Certification Program
- TB 19 Structural Plate Certification Program
- Product Comparison reports to RCP
- Product Comparison reports to HDPE
- Product Comparison reports to PPE
- 10 Reasons why CSP
- Many others

Discussion / Action:

- [Look at CHAT GP for translation – have Quebec members' vet.](#)

f) **Education for External Customers**

Webinars will be done inhouse using WEBEX.

Future webinars:

- Rehabilitation
- Buried Bridges
- Stormwater Management
- Sustainable Steel
- Durability

Discussion:

- [PEAK Certificates – Speak with Terry about mass mailings \(how to\).](#)
- [Add to ideas – Comparison of steel to RCP.](#)

g) **Education for Members**

Feb 22nd

- MarMac webinar covering dissimilar & watertight coupling systems.
- Over 50 members attended.
- The webinar was taped and is being posted to YouTube
- Run webinars every three months for members

Future Ideas include:

1. Designing for durability
2. Water testing / results / choice of coatings
3. Economics – comparison of steel to RCP (include environment)

4. New members – introduction to CSPI & website

h) **Non-Member Activities**

There was an incident brought to CSPI with Prairie Steel (non-member) from Saskatchewan who painted (spray on) galvanized steel and bid it as Polymer Laminated CSP certified to CSA G401. It was rejected. Discussion on action to take included reaching out to SASK DOT and CSA. Further discussion to take place.

6. **NCSPA Update – Diana**

Idea posed by NCSPA:

CSPI & NCSPA Joint Photo Contest Initiative

Overview:

- The NCPSA would like to join forces with CSPI on the annual photo contest.

Proposal:

- The overall idea of this merger would be to make an “international” photo contest with our members helping to spread the word about the photo contest to gain more entries. We would also advertise the contest weekly amongst our own social media fanbase and email base. Considering our members’ social media presence, we could see impressions around the following:
 - LinkedIn: 36,000+
 - Facebook: 20,000+
 - Email: 5,000+
- Note: LinkedIn and FB numbers do not reflect all the NCSPA’s members. These numbers are only pulled from 3-4 profiles. The actual numbers would be much higher.
- In return, the NCSPA would like access to the photos and mailing list entries collected from this venture. The NCSPA is also willing to help fund the prizes and nominate Diana Brooks to be a photo contest judge.

Discussion:

- It was agreed that CSPI would like to maintain the photo contest as it now stands for our membership. With NCSPA, the members would like to explore an international category. Discussion to ensue.

7. **Discussion / New Business**

New Business: Review of Polymer Film Promotional Piece by the NCSPA

Mike detailed the following:

- Intended for the storm sewer market – small diameters.

- Cost reduction with lighter film and galvanized coating.
- Lab and field tests have been conducted to prove performance.
- 900mm and lower.
- Combines with watertight couplers on non-rerolled ends from MarMac.

Discussion:

- Graphics and font used on this piece looked a little “old fashioned”.
- Photos do not reflect the target market – small diameter Spiral Rib PL.
- Text on is too detailed and should be bullet points with the highlights instead.
- Should we create our own literature piece for this market in Canada? Future discussion.
- Send out the latest piece with the minutes.

8. Adjourn & Next Meeting – September 2024, call of the Chair

The meeting was adjourned at **Noon** motioned by **Roger Leger** and second by **Richard Northcutt** and was carried unanimously. Next meeting will be in September 2024 via WEBEX.

Liz Bouchard
Chair

Ray Wilcock
Executive Director