



PRODUCT PROMOTION COMMITTEE
Memorandum of Meeting

10:30 A.M. to Noon EST, Wednesday, November 6th, 2024
Delta Hotel by Marriott, Waterloo, ON

Committee Attendance:

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

Members in Attendance

Marcia Stinson	AMD	Terry Dunn	Atlantic
Lucas Cooper	AMD	Paul Proctor	Atlantic
Sam Mitra	Armtec	Pat Mayne	Atlantic
Scott MacRae	Armtec	Ian Kalverda	Hubb-Cap
Darren Bauman	Armtec	Mike Williamson	Hubb-Cap
Rodrigo Silva	Armtec		

1. Welcome & Opening Remarks

Liz opened the meeting at 10:40am and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of September 12th, 2024, and Approve

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

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

Jul 11th

Consulting Engineers of Alberta

Submitted the following abstracts for 2025 conference.

1. Storm Water Management Systems
2. Storm Sewers – Out of sight, Out of mind
3. Transportation Infrastructure – Getting to Net Zero

- Aug 19th** **Ontario Good Roads Association in Toronto ON**
Submitted the following abstracts for 2025 conference.
1. Storm Water Management Systems
 2. Storm Sewers – Out of sight, Out of mind
 3. Transportation Infrastructure – Getting to Net Zero
 4. Buried Bridges – More Resilient & Sustainable
- Oct 23rd** **Source & Stream 2025 Conference ON**
Submitted an abstract for SWM systems.
- Oct 23rd** **CSCE 2025 Conference Winnipeg Manitoba**
Submitted an abstract for Transportation Infrastructure – Getting to Net Zero

Other Associations:

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

Discussion: [Good Roads – Darren speaking in person. Discuss further.](#)

b) Social Media Committee Update

Members

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

- LinkedIn has 1,019 followers, up 11 over the last meeting.
- Average of 4 postings per week, except October.
- Met 4 times thus far in 2024, next meeting TBD (WEBEX)
- Analytics reviewed at each meeting
- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 908 in 3.75 years

Analytics since September 12th meeting:

- 335 reactions, down 47%
- 1 comment, down 75%
- 0 reposts, down 100%
- Impressions – 8,379 Organic
- 100 page views, up 18% (70 desktop, 30 mobile)
- 35 unique visitors, even 0%
- Top visitor demographics (Sales 31%, Bus Dev 23%, Marketing 15%)
- Top post “*David saving Goliath - Arch in Balikesir Turkey*” **46 likes**
- 2nd top post “*Connection of Nature & Infrastructure in Junoszyn Poland*” **41 likes**
- 3rd top post “*Let The Lining Begin in Markleton Pennsylvania USA*” **38 likes**

Future action:

- CSA G401-24

- Promote EPD's / carbon calculator
- Continue to invite engineering groups / others / students
- Use European storm water management photos and relay benefits.
- Please send any old photos as these generate a tremendous amount of interest
- Post a linkage to Technical Bulletins on the website to encourage hits.

Discussion:

- [With each photo, Liz suggested to list the attributes of the CSP or SPCS.](#)



2nd Post



3rd Post



c) Marketing ideas / Promotion discussion

No discussion

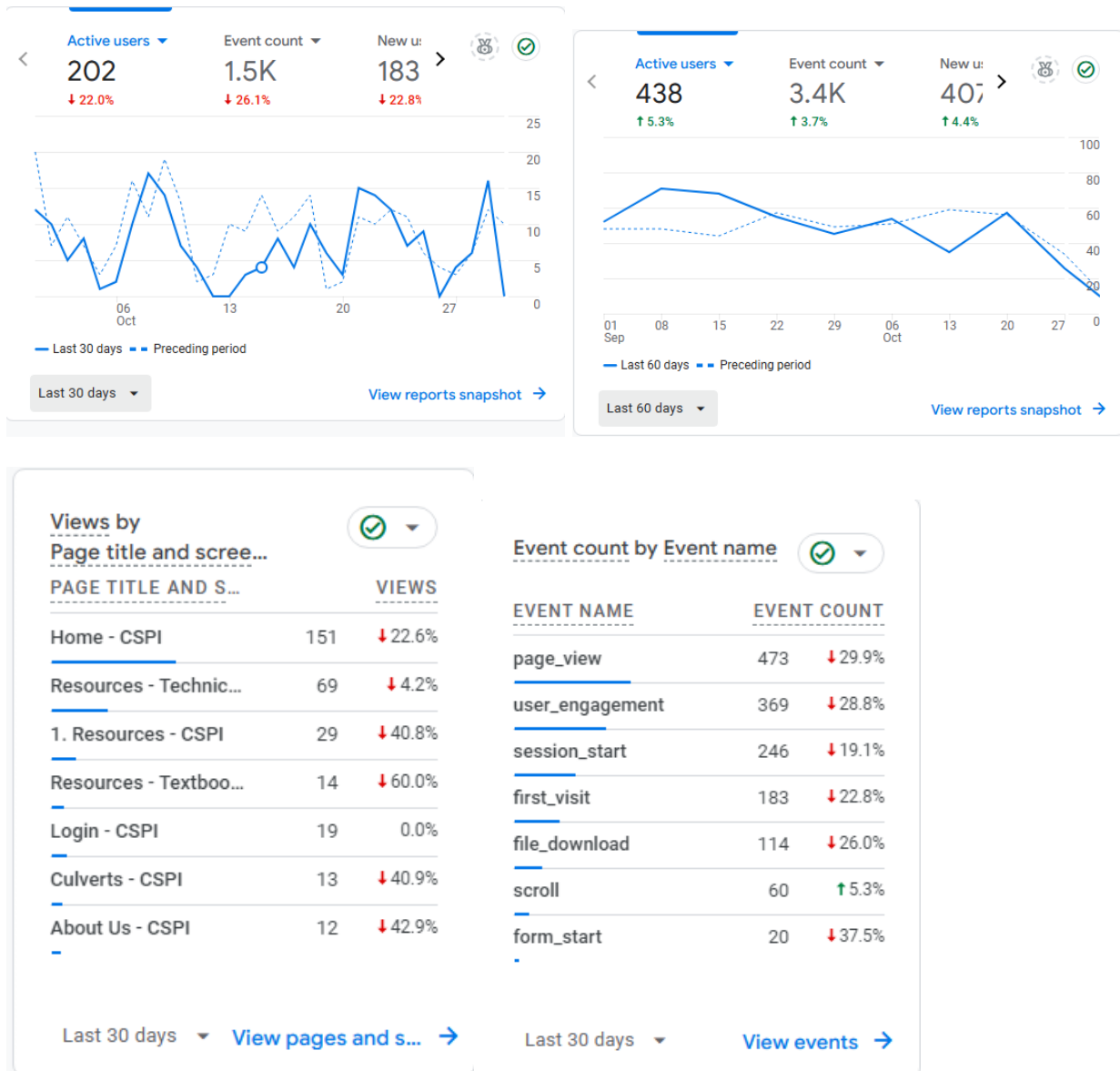
d) Buried Metal Bridge Symposium

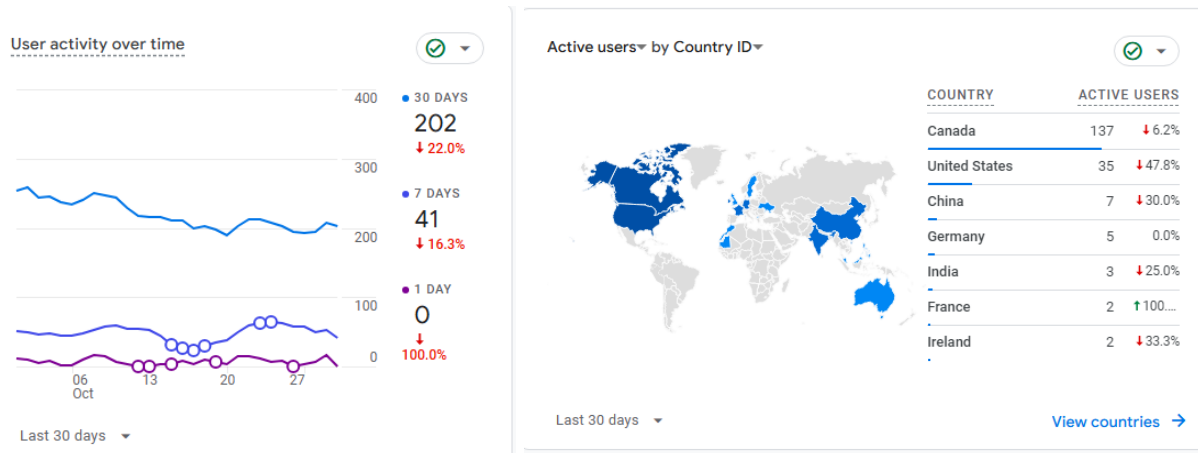
- Attended the Buried Metal Bridge Symposium 1st session on October 23rd.
- Pre-recorded on October 31st.
- Actual presentation of “Golden Oldies – Seeing is Believing” on November 20th.

4. Website – Google Analytics

- The removal of phone number, info email and adding CAPCTHA has resulted in a reduction of BOT spam emails by 90%.
- Legitimate requests are now being made via the contact form.

The following analytics were displayed:





Discussion:

- It was agreed to display analytics from the last meeting date to present.

5. Projects for PPC

a) 2025 TAC Spring Meetings & September Conference

Spring Meetings (virtual)

TBD	Structures Committee
TBD	Climate Change Integrated Committee
TBD	Environmental Legislation Committee
TBD	Environmental Issues Committee
TBD	Environmental & Climate Change Council

Conference – Quebec City Oct 2nd – 8th

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers – abstract submitted
CEA	Consulting Engineers of Alberta – abstracts submitted
SPWA	Saskatchewan Public Works Association
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association – abstracts submitted
ORBA	Ontario Road Builders Association
SMSB	Short & Medium Span Bridges
AQTR	Association Quebec des transports
AORS	Association of Ontario Road Supervisors
BCWWA	British Columbia Waste & Water Association
STS	Source to Stream – abstract submitted

c) **Photo Contest – 2025 program review / ideas / discussion**

Discussion:

- Increase the prize \$ for 2nd and 3rd place from \$50 to \$75 and \$25 to \$50.
- Increase categories two to three for contractors, consultants, owners, government, students, etc.
- Remove submissions received from Gmail or Hotmail, company emails only.
- Add construction and product categories to non-members submissions.

A motion for approval to change the photo contest for non members and increase the budget, was made by **Roger Leger**, second by **Matt Field** and was carried unanimously.

d) **E-Blasts – 2024 results / ideas**

Members	222	French & English
Readers	2,677	French & English
University	117	French & English

Readers:

Consultants	707	Supplier	144
Contractors	430	Associations / Agency	90
Municipalities	420	University Students	14
Quebec	358	Owner	7
DOT	359	International	4
Private	144		

<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%)
Jun 19 th	Photo Contest Results	1,725 (61%)	130 (59%)
Oct 1 st	Buried Metal Bridge Symposium	913 (33%)	79 (35%)

Future:	CSA G401-24
	EPD
	Webinars
	SWM
	New Carbon Calculator
	Advantages of steel in wildfire conditions
	Mining conveyors, horizontal / vertical
	Railways

e) **French Translation of documents**

- Look at CHAT GP for translation – have Quebec members' vet.
- Next up when time permits:

- 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

f) Education for External Customers

Webinars will be done inhouse using WEBEX.

Future webinars:

- Rehabilitation
- Buried Bridges
- Stormwater Management
- Sustainable Steel
- Durability
- Comparison of steel to RCP

g) Education for Members

December – winter months

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

Nothing to report

6. NCSPA Update – Diana

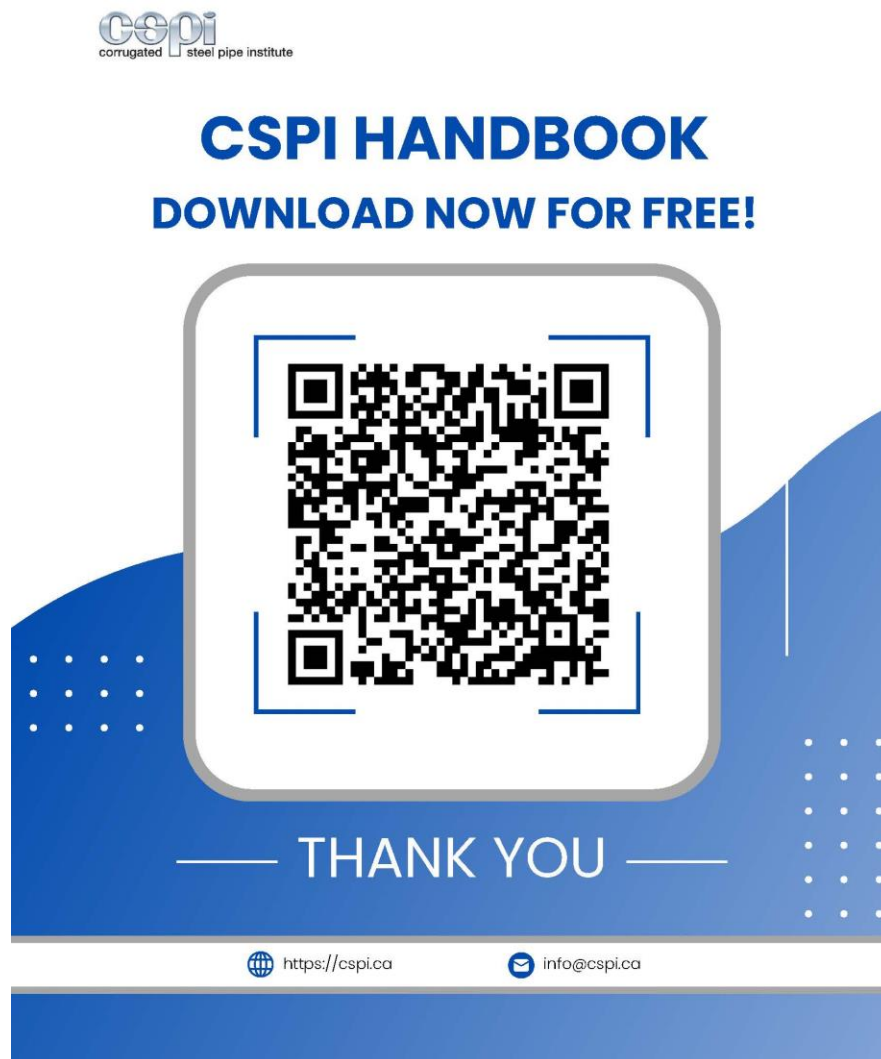
- a) Discuss idea of international category in Photo Contest
- [This was discussed and consensus was to wait and hear back from the NCSPA meetings on November 13th.](#)

7. **Discussion / New Business**

a) **Review of Polymer Film Promotional Piece by the NCSPA**

- Final draft to be reviewed at the NCSPA meeting on November 12th.

b) **Handbook QR code?**



- Send to all committee members
- Place on the home page of the website
- Include in all presentations, university lectures, etc.
- Buy a holder from Indigo and place QR code in for all meetings, etc.

c) Miami Railway Station Museum Fallout Reporting Post - Manitoba



- Old railway bunker in Manitoba has been brought to the surface and made for public review.
- Reached out to CSPI to determine if we are interested in the story.
- [All were positive – pursue.](#)

d) Mail Merge CPD Certificates

- Matt Field will send a link where this can be done via WEBEX
- Terry, Darren (Joy Bakshi), Lauren Makar (AIL) also have experience in this area

8. Adjourn & Next Meeting in 1st Q 2025 – TBD by the Chair

The meeting was adjourned at **Noon** motioned by **Paul Proctor** and second by **Roger Leger** and was carried unanimously. Next meeting March 6th, 2025, (virtual) at 1pm EST.

Liz Bouchard
Chair

Ray Wilcock
Executive Director