



PRODUCT PROMOTION COMMITTEE Meeting Minutes

11:00 A.M. to 12:30 P.M. EST, Tuesday, September 16th, 2025
WEBEX

Committee Attendance:

Liz Bouchard (Chair)	Armtec	Jonathan Paton (abs)	Warner
Roger Leger	Armtec	Mitchell Swisher	CC
Matt Field (abs)	Atlantic	Todd Gray (abs)	ACI
Amanda Coutts	E. S. Hubbell	Mike Mounts	Valgroup
Bruce Matheson (abs)	Frontier	Richard Northcutt	MarMac
Kamran Derayeh	AMD	P.C. Drouin (abs)	SDI
Derek Niezen (abs)	Ironside	Cameron Hock (abs)	Island Culvert
Byron Nelson (abs)	Leland	Diana Brooks	NCSPA
David Watson (abs)	Leland	Ray Wilcock	CSPI

1. Welcome & Opening Remarks - Liz

Liz opened the meeting at 11:04 am and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of June 23rd, 2025, and Approve

Minutes were sent to all committee members. A motion for approval was made by **Roger Leger**, second by **Richard Northcutt** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

1. Consulting Engineers Association Alberta – March 8th to 10th 2026

Submitted 4 abstracts in August.

2. Canadian Society for Civil Engineering Quebec City – June 3rd to 5th 2026

Will be submitting abstract when called.

3. Ontario Good Roads Association Toronto March 29th to April 1st 2026

Submitted 4 abstracts in August.

4. NWOWWC Conference Thunder Bay ON - October 16th to 17th 2025

Abstract on SWM was accepted. Rodrigo Silva from Armtec will present on behalf of CSPI on Oct 16th - double booked.

5. SMSB (Short Medium Span Bridge) Vancouver - August 4th to 7th 2026

Submitted 3 abstracts in August.

b) Social Media Committee Update

Members

Liz Bouchard	Armttec	Vacant	Frontier
Matt Field	Atlantic	Cameron Hock	Island Culvert
Mike Williamson	E.S. Hubbell	Ray Wilcock	CSPI

- LinkedIn 1,222 followers, up 37 over last meeting
- Average of 4 postings per week.
- Met on August 8th, next meeting December 18th (WEBEX)
- Analytics reviewed at each meeting
- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 1,111 in 4.75 years

Analytics from June 23rd to September 12th:

- 25,185 impressions, up 24%
- 1,158 reactions, up 54%
- 6 comments, down 14%
- 2 reposts, down 60%
- 194 page views, down 7% (152 desktop, 42 mobile)
- 77 unique visitors, up 10%
- Top visitor demographics (Bus Dev 37%, Sales 12%, Engineering 8%, Marketing 7%)
- Top post "*Bolu tunnel extension in Bolu Türkiye*" **83 likes**
- 2nd top post "*Cape Spear tour at the 64th AGM in NL*" **49 likes**
- 3rd top post "*CSPI 64th AGM Golf Tournament in NL*" **35 likes**
- 3rd top post "*The beginning of the E.S. Hubbell business in downtown Thamesville Ontario*" **35 likes**

Future postings:

- Promote TAC Conference
- Technical Bulletins with reference to website
- Promote EPD's / carbon calculator
- CSA G401-25
- Continue to invite engineering groups / others / students
- Please send any old photos as these generate a tremendous amount of interest



Top Post



2nd Post



3rd Post



1930.2

The social media slider was shown that was produced by our web designer. It requires a few updates. The committee agreed to post to LinkedIn every 6 months.

c) Marketing ideas / Promotion discussion

1. AMD “Stelligence of Steel”

- Case Studies
- Comparing RCP to CSP (cost, sustainability, installation)
- Where to target the market
- From last meeting:
- Put together a subcommittee
- Armtec & Atlantic are interested in this initiative
- Set up a meeting towards the end of the year. Kamran will lead.

2. YouTube Channel

- Deferred to later in the year

3. Contest – University Students

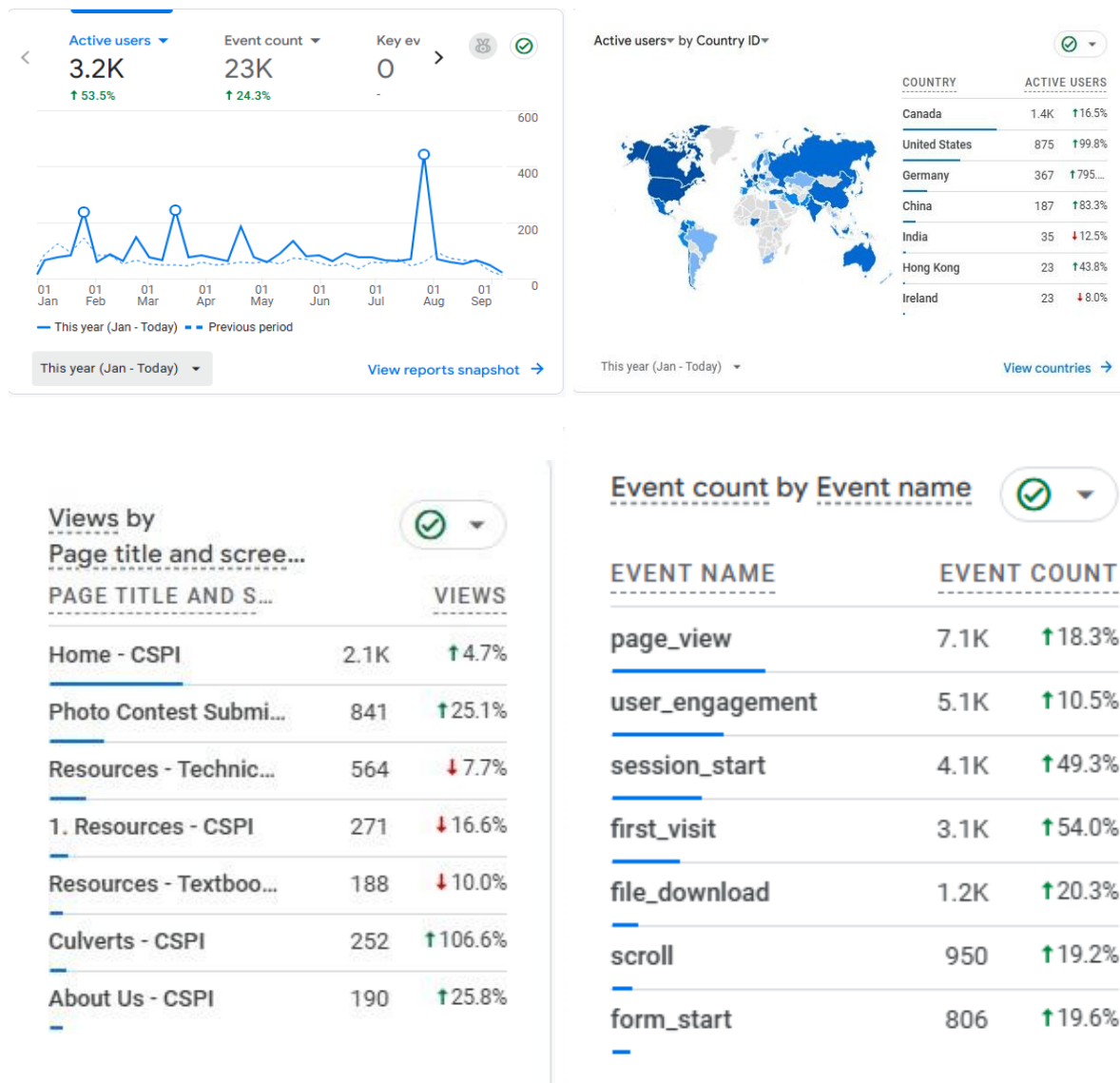
- Contest for university students – design projects
- Scholarship application – open to all students
- Mentoring students – offering guidance on their projects
- Platform – for university professors to follow giving a class presentation on the use of steel
- Add a chapter in the handbook for conducting lectures for professors
- Reach out to each professor and determine what is covered in their curriculum – survey (4 or 5 questions)
- Reach out to Lei Xu (member of CSA G401 committee) a Waterloo University professor for advice
- Will report back in November once interest has been determined

d) Top 10 Advantages of Steel – review changes and finalize

- Slides prepared by Liz were reviewed
- Advantage 8 Resilience – Roger questioned the weight of the crane shown as 50-75 tons, may be 500 tons?
- Look at adding:
 - Safety in transportation and construction
 - Life cycle maintenance
 - Zero expansion joints
 - Freeze thaw signs

4. Website – Google Analytics

The following analytics were displayed for the period January 1st to September 11th:



a) Homepage description review - finalize

Current description: We are an impartial organization that works with member manufacturers, engineers, and municipalities around the world, to gather data and information to make CSPI the essential information resource for water and soil management in Canada.

Proposed: *The Corrugated Steel Pipe Institute (CSPI) is Canada's leading authority on corrugated steel pipe and buried structures, providing technical expertise, standards development, and educational resources to promote sustainable, durable infrastructure solutions.*

- Committee approved – will be updated to the website

b) Key words to drive traffic

- Determine key words to drive traffic - reach out to website designer
- What is at the top of the list on google when someone types in CSP, steel or metal pipe?
- Look at what technical bulletins are being downloaded – view events
- Will be looked at before November meeting

5. Projects for PPC

a) 2025 TAC Fall Meetings & October Conference in Quebec City

Fall Meetings (in person)

- Oct 3rd Environmental Issues Committee
- Oct 3rd Environmental Legislation Committee
- Oct 3rd Climate Change Integrated Committee
- Oct 4th Environmental & Climate Change Council
- Oct 4th Structures Committee

Conference:

- Abstract on "Underground Infrastructure — Getting to Net Zero" accepted.
- Scheduled for Tuesday October 7th at 4:00 pm
- Moderate sessions on October 6th & 7th

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers
CEA	Consulting Engineers of Alberta
SPWA	Saskatchewan Public Works Association – member invite only
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association
ORBA	Ontario Road Builders Association – member invite only
SMSB	Short & Medium Span Bridges – every two years
AQTR	Association Quebec des transports - member invite only
AORS	Association of Ontario Road Supervisors - member invite only
BCWWA	British Columbia Waste & Water Association
EGBC	Engineers & Geoscientists BC – member invite only

c) Photo Contest – 2026 program review / ideas / discussion

- New category – videos, limit size to 30 seconds
- [Brainstorm – post on LinkedIn top 3 photos and let our followers pick the best overall](#)
- [Committee agreed](#)

d) **E-Blasts – 2025 results / ideas**

Members	248	French & English
Readers	2,614	French & English
University	112	French & English

Readers:

Consultants	700	Supplier	131
Municipalities	428	Agency	83
Contractors	404	Associations	17
DOT	355	University Students	13
Quebec	337	Owner	6
Private	137	International	3

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 9 th	2024 Year in Review		82 (34%)
Feb 24 th	Photo Contest Opener	743 (27%)	53 (21%)
Apr 22 nd	Photo Contest Reminder	755 (27%)	52 (21%)
May 20 th	Photo Contest Final Reminder	860 (32%)	77 (31%)
Jul 3 rd	Photo Contest Results	889 (33%)	86 (35%)

Future: TAC Conference
New EPD's
Carbon Calculator
CSA G401-25
Webinars
Advantages of steel in wildfire conditions

Discussion:

- The open rate for emails to members is low, so the team was asked for any ideas to increase engagement.
- To enhance opens, spruce up titles and 2nd line. Run by committee for suggestions.

e) **French Translation of documents**

No discussion - will be pursued as budget warrants.

f) **Education for External Customers**

Webinars will be done inhouse using WEBEX or Microsoft Teams for Business.

Future webinars (include recordings):

- Rehabilitation
- Buried Bridges
- Stormwater Management

- Sustainable Steel
- Durability

g) Education for Members

Future Ideas include:

1. New members – introduction to CSPI & website (April target date)
2. Designing for durability
3. Water testing / results / choice of coatings
4. Economics – comparison of steel to RCP (include environment)

h) Non-Member Activities

No discussion

6. NCSPA Update

Diana gave the following report:

- Why steel is on the website
- Chart compares CSP versus RCP versus HDPE
- Linking resources are on the site consisting of one page and have been well received
- Educational resource program – Eblast to over 8,000 email accounts and received an overwhelming response from professors – 10 guest lectures thus far
- Revamp of design manual ongoing with target date AGM in April 2026

7. Old / New Business

- a) Environmental Science & Engineering Magazine – offered CSPI to write a story on carbon footprint / sustainability**

- Will look at this winter

8. Adjourn & Next Meeting in November (in person) Waterloo ON at the Delta Hotel on November 4th.

The meeting was adjourned at **11:56 AM**, motioned by **Roger Leger** and second by **Mike Mounts** and was carried unanimously. Next meeting November 4th.

Liz Bouchard
Chair

Ray Wilcock
Executive Director