PRODUCT PROMOTION COMMITTEE
Meeting Minutes

1:30 P.M. to 2:30 P.M. EST, Tuesday, September 15th, 2026
WEBEX (virtual)

Committee Attendance:

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

1. Welcome & Opening Remarks - Katharina

The meeting commenced at 1:30 p.m. Ray introduced Katharina as the incoming chair, who then shared her professional background and welcomed all attendees. Attendance was taken and is recorded above.

2. Review Minutes of June 15th, 2026, and Approve

Minutes were sent to all committee members. A motion for approval was made by **Matt Field**, second by **Kamran Derayeh** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

1. **Consulting Engineers Association Alberta – March 8th to 10th 2026**
   Presented on the 9th – Sustainability of CSP.
   Estimated 50 in attendance.

2. **Canadian Society for Civil Engineering Quebec City – June 3rd to 5th 2026**
   Presented on June 3rd – Rehabilitation of CSP, SS & Buried Bridges
   Estimated 80 in attendance.
   Presented on June 3rd – Sustainability of CSP
   Estimated 50 in attendance.

3. **Ontario Good Roads Association - Toronto March 2027**
   Submitted 4 abstracts on storm sewers, SWM, carbon footprint, and buried bridges. Decision in December.

4. **NWOWWC Conference – Thunder Bay ON October 2026**
   Submitted abstract on SWM in April – not accepted.

5. **SMSB (Short Medium Span Bridge) Vancouver - August 4th to 7th 2026**
   3 abstracts accepted for their 2026 conference.
   3 papers submitted – accepted with revisions.
   Withdrawn due to budget constraints.

b) Social Media Committee Update

Members

Katharina Webb	Armtec	Vacant	Frontier
Greg Stubbs	Armtec	Cameron Hock	Island Culvert
Matt Field	Atlantic	Ray Wilcock	CSPI
Amanda Coutts	E.S. Hubbell		

- LinkedIn 1,429 followers, up 45 since last meeting.
- Average of 4 postings per week.
- Met on July 23rd, next meeting Oct 22nd (WEBEX).
- Analytics reviewed at each meeting.

- Social Committee was formed in January 2021.
- LinkedIn was at 111, thus up 1,318 in 5.5 years

Analytics 1st, 2nd & 3rd Quarter To Date.

	1st	2nd	3rd
• Posts	46	22	27
• Impressions	52,201	30,182	20,870
• Reactions	926	623	1,305
• Comments	15	7	9
• Reposts	2	4	0
• Page Views	293	151	131
• Unique Visitors	104	66	57
• Top Visitors	B.D.	Marketing	Sales

- Top post *"Working in tandem with Footbridge to TUBAO"* **87 likes**
- 2nd top post *"White Fang" in Muchedent France"* **62 likes**
- 3rd top post *"Guest Lecture at UBC Okanagan Campus in Kelowna"* **58 likes**

Future postings:
- Promote EPD's / carbon calculator
- CSA G401-26 when published
- Technical Bulletins with reference to website
- Continue to invite engineering groups / others / students
- Please send any old photos as these generate a tremendous amount of interest
- Video clips (10 seconds), start sharing when available
- Social Media slider to be posted every 6 months

Discussion: Kat highlighted that video content generates higher engagement on LinkedIn. While a dedicated videographer was suggested, budget constraints mean this proposal will be deferred until November. To support future video needs, the 2027 photo contest will introduce a drone/video category as agreed at the June meeting.

Top Post

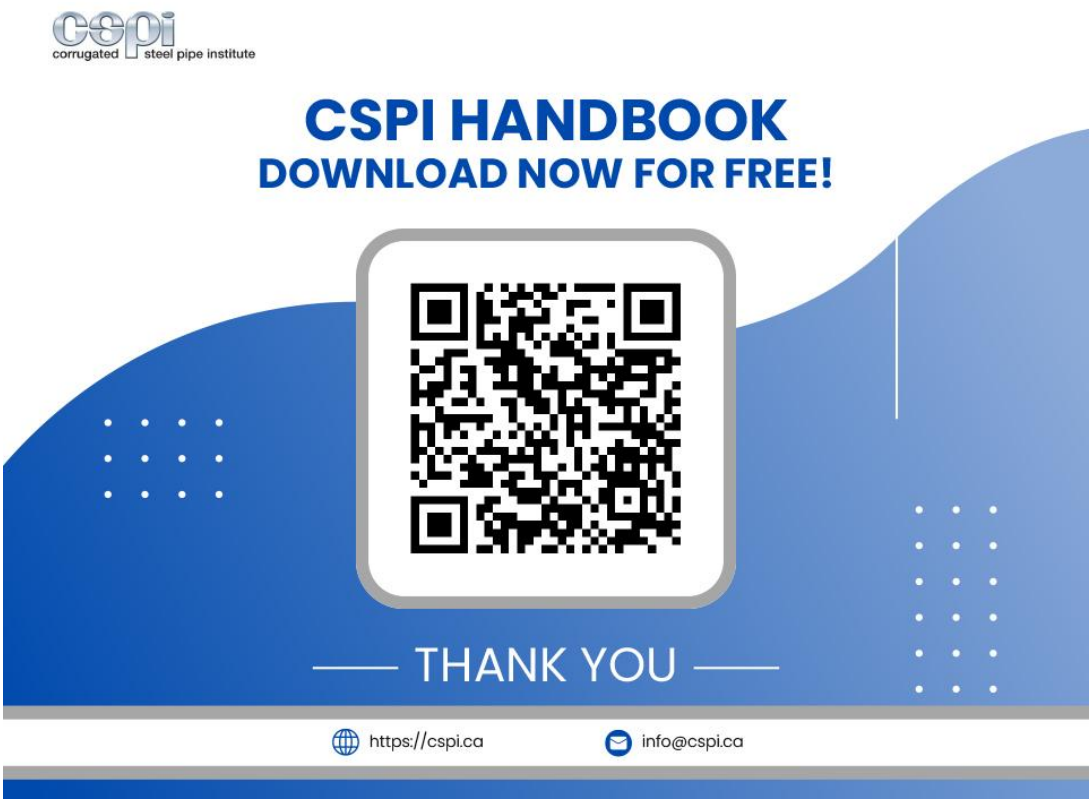


2nd Post



3rd Post




cspi
corrugated steel pipe institute
CSPI HANDBOOK
DOWNLOAD NOW FOR FREE!
THANK YOU
https://cspi.ca
info@cspi.ca

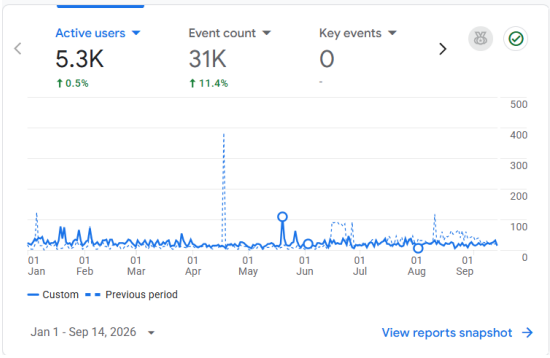


c) **Marketing ideas / Promotion discussion**

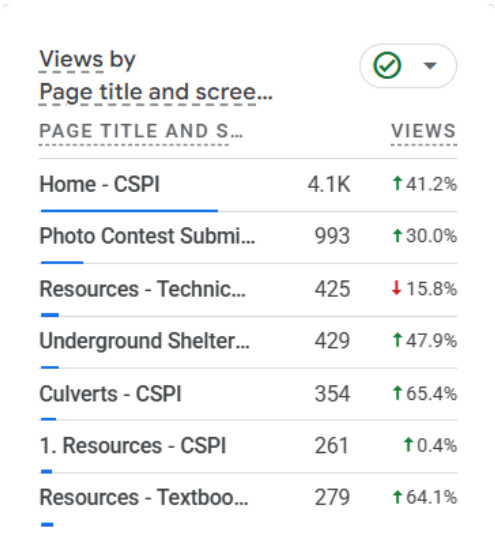
No discussion.

4. Website – Google Analytics

The following analytics were displayed for the period January 1st to September 14th.

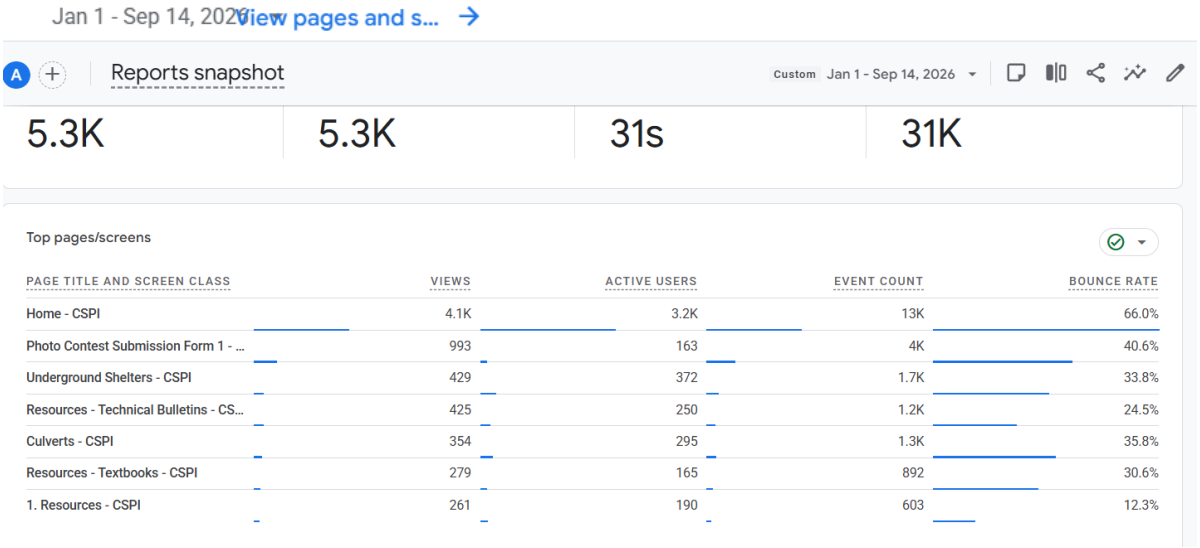






Views by
Page title and scree...

PAGE TITLE AND S...		VIEWS
Home - CSPI	4.1K	↑ 41.2%
Photo Contest Submi...	993	↑ 30.0%
Resources - Technic...	425	↓ 15.8%
Underground Shelter...	429	↑ 47.9%
Culverts - CSPI	354	↑ 65.4%
1. Resources - CSPI	261	↑ 0.4%
Resources - Textboo...	279	↑ 64.1%



Jan 1 - Sep 14, 2026 View pages and s... →

Reports snapshot

Custom Jan 1 - Sep 14, 2026

5.3K	5.3K	31s	31K

Top pages/screens

PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - CSPI	4.1K	3.2K	13K	66.0%
Photo Contest Submission Form 1 - ...	993	163	4K	40.6%
Underground Shelters - CSPI	429	372	1.7K	33.8%
Resources - Technical Bulletins - CS...	425	250	1.2K	24.5%
Culverts - CSPI	354	295	1.3K	35.8%
Resources - Textbooks - CSPI	279	165	892	30.6%
1. Resources - CSPI	261	190	603	12.3%

Update:

- Meeting minutes and committee updates posted
- Logos, CGI addition, edits, etc.
- Seeing is Believing Map in progress

5. Projects for PPC

a) 2026 TAC Fall Meetings & October Conference in Winnipeg

Fall Meetings

Oct 2nd	Environmental Issues & Legislation Committees
Oct 2nd	Climate Change Integrated Committee
Oct 3rd	Structures Committee
Oct 3rd	Environmental & Climate Change Council

Conference:

- Abstract on *"Buried Bridges"* accepted
- Paper & Presentation submitted – speaking at 2 pm on Oct 5th
- Moderator at 4 pm for Climate Change sessions

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers
BCWWA	British Columbia Waste Waterworks Association
EGBC	Engineers & Geoscientists BC – reached out in September
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 Bridge – every two years
AORS	Association of Ontario Road Supervisors – member invite only
AQTR	Association Quebec des Transports – member invite only
	CSPI has presented to those associations in blue.

c) Photo Contest – 2027 program update / discussion

Drone / Video category added – 10 seconds maximum

Suggestions / Ideas?

No discussion.

d) E-Blasts – 2026 results / ideas / open rates

Members	251	French & English
Readers	2,527	French & English
University	108	French & English

Readers:

Consultants	721	Supplier	118
Municipalities	446	Agency	79
Contractors	386	Associations	15
DOT	378	University Students	11
Quebec	332	Owner	5
(Started break out for November)		International	3
Private	131		

Date	E-Blasts	External	Members
Jan 7th	Webinar CSPI Website Resources		81 (32%)
Jan 8th	Member Update for 2025		68 (27%)
Mar 26th	Photo Contest Opener	790 (29%)	67 (27%)

May 20th	Photo Contest Reminder	526 (20%)	71 (28%)
May 27th	Photo Contest Final Reminder	1,085 (41%)	76 (30%)
Jun 25th	Photo Contest Results	916 (35%)	100 (40%)

Future: EPD's
Carbon Calculator
CSA G401-26
Advantages of steel in wildfire conditions

e) <u>French Translation of documents update</u>

Obtained a Chat GPT upgrade and will start translating to Quebec French. Have the Quebec members review prior to release.

- 10 Advantages why CSP
- 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
- Many others

f) <u>Education for External Customers</u>

Webinars will be done inhouse using Microsoft Teams for Business.

Topics for future webinars (attempt in 4th Q 2026/ 1st Q 2027):

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

Include recordings of webinars to be posted to YouTube.

g) <u>Education for Members</u>

Webinars held in 2026:

Jan 21st	CSPI Resources on the Website	7 members
Feb 5th	Same	27 members

Future ideas include:

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

h) Non-Member Activities

No discussion.

6. NCSPA Update

No update.

7. Old / New Business

New Business:

1. Posting of webinars on the Engineers and Geoscientists in British Columbia.
   a) Reached out and received a reply
   b) Send a request and there may be a fee if accepted
   c) Accepting "Call for Presenters"

2. Green Public Procurement Tool (GPPT)
   a) Tool for federal procurement officers and other buyers
   b) Accepted the posting of the EPD for CSP (North American Producers)
   c) AMD must submit for the EAF production EPD

8. Adjourn & Next Meeting in Waterloo Ontario on November 17th at the Delta Hotel

The meeting was adjourned at **2:24 P.M.**, motioned by **Kamran Derayeh** and second by **Richard Northcutt** and was carried unanimously.

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Katharina Webb
Chair

Ray Wilcock
Executive Director