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Wood WORKS! E-Bulletin Branché sur le bois

15-01-2004
Edition 04-01

The newsletter of the Wood WORKS! initiative / Le bulletin de l'initiative Branché sur le bois

National

- **Technical Strategy Meeting for 2010 Olympics - January 28, 2004**
A coalition representing the Canadian Wood Products Industry has been formed in order to facilitate the use of wood in the Olympic facilities, with Wood WORKS! spearheading the technical aspect of this endeavor. To that end, Wood WORKS! is setting up a meeting to develop a strategic plan that will review and address the technical issues that might restrict the use of wood products in the 2010 buildings. As an industry partner, we would like to invite you to the first 2010 technical strategy planning session on Wednesday, January 28 from 8 a.m. to 4 p.m. at the Richmond Marriott Hotel. For further information or should your organization wish to participate in the meeting, please contact Mary Tracey,

marytracey@shaw.ca.

Rencontre technique de l'industrie du bois pour 2010 - le 28 janvier 2004

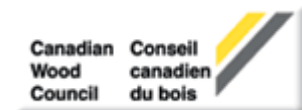
Une coalition de l'industrie du bois a été formée afin de faciliter l'accès et l'utilisation des produits en bois dans la construction de structures Olympiques. Branché sur le bois s'occupera des aspects techniques. Cela dit, une rencontre est prévue afin de développer un plan stratégique pour revoir et aborder les questions techniques qui pourraient restreindre l'utilisation des produits en bois dans les construction de 2010. En tant que partenaire de l'industrie, nous vous invitons à la première rencontre technique pour 2010 qui aura lieu le mercredi, 28 janvier de 8h00 à 16h00 au Richmond Marriott Hotel. Pour de plus amples renseignements, ou pour inscrire à la rencontre, veuillez communiquer avec Mary Tracey, marytracey@shaw.ca.

- **Pauline Rochefort appointed new CWC President**
We are pleased to announce the appointment of Pauline Rochefort as President of the Canadian Wood Council. Pauline joins the Canadian Wood Council from the Business Development Bank (BDC) where she currently holds the position of Vice President, Eastern and Northern Ontario. In this and other positions within the BDC, she has had the opportunity to work with business people from across Canada, many of whom are in the construction and forest industries. Overall, her work with the BDC has provided her with a unique perspective on the Canadian forest industry as well as a wealth of management experience that will assist her in meeting the many challenges facing the CWC. Pauline will assume the position of President on Monday, February 2, 2004.

Pauline Rochefort nommée comme nouvelle présidente du CCB

Nous avons le grand plaisir de vous annoncer la nomination de Pauline Rochefort au poste de présidente du Conseil canadien du bois. Pauline apporte au Conseil canadien du bois son expérience à la Banque de développement du Canada (BDC); elle occupe actuellement le poste de vice-présidente, région de l'Est et du Nord de l'Ontario. Dans le cadre de ses diverses fonctions à la BDC, Mme Rochefort a eu l'occasion de travailler

Wood WORKS! is a
Canadian Wood Council
initiative



*Branché sur le bois est une
initiative du Conseil canadien
du bois*

Feature Stories

[Design Conferences Set New Attendance Records](#)

[BC Wood Design Conference Self-Administered Survey Report \(.pdf\)](#)

[West Vancouver Aquatic Centre - A Wood Showcase](#)

[Thunder Bay Regional Hospital](#)

avec des entrepreneurs de partout au Canada, dont plusieurs œuvrent dans l'industrie de la construction et l'industrie forestière. Dans l'ensemble, ses activités à la BDC lui ont fourni une perspective unique de l'industrie forestière canadienne ainsi qu'une expérience très riche dans le domaine de la gestion qui lui seront fort utiles pour mener de front les nombreux défis que doit relever le CCB. Pauline débutera ses fonctions de présidente le lundi, 2 février 2004.

- **Wood WORKS! Strategy Document Final Version**

The final version of a comprehensive 3-year strategic plan, giving direction on the project's activities, strategies, target markets and governance, is nearing completion. The final version of the strategy document will be passed on to the new CWC president for review and will be available within the next few weeks, ready to put into action. Thanks to everyone who provided comments and input to the document.

Version finale du plan stratégique de Branché sur le bois

La version finale du plan stratégique détaillé, étalé sur trois ans, est presque complétée. Le plan stratégique définit les activités, les stratégies, les marchés cibles et l'administration du projet. La version finale du plan stratégique sera revue par la nouvelle présidente et disponible d'ici quelques semaines, prêt à passer à l'action. Merci à tous ceux et celles qui ont fourni des commentaires.

- **Wood WORKS! Online Project Tracking System**

The Wood WORKS! website (www.wood-works.org) acts as a virtual office and hosts the online project tracking system (OPTS), a sophisticated electronic system that permits the Wood WORKS! team and its industry partners to track construction projects to ensure their products are specified on various commercial construction projects. We invite our partners to visit the OPTS often as project data is updated regularly. Email ssabourin@cw.ca for more information or to request access to this online tool.

Système électronique de suivi de projets

Le nouveau site de Branché sur le bois (www.branchebois.org) est à la fois un carrefour d'affaires virtuel ainsi que hôte au système électronique de suivi de projets, un système en ligne sophistiqué qui permet à l'équipe de Branché sur le bois et à ses partenaires de l'industrie de suivre l'évolution de projets de construction qui pourraient utiliser le bois, afin de s'assurer que leurs produits trouvent leur place dans ces projets de construction commerciale. Nous invitons nos partenaires à visiter régulièrement le système de suivi de projet. Pour de plus amples renseignements et/ou demander accès, veuillez communiquer avec ssabourin@cw.ca.

British Columbia

- **Fall Wood Design Conferences Survey Results**

Results of the self administered survey conducted at the BC Fall Wood Design Conferences were positive and would indicate that the Wood WORKS! program is having an impact on the use of wood by participants. The majority of respondents indicated an awareness of the Wood WORKS! program, indicated that it had increased their inclination to use wood and helped influence the way in which they specify and build with wood products.

A total of 84% of respondents indicated that the program facilitated more wood use or more buildings being designed with wood by their firm. Also of note, 37% of participants were registered for the first time. This is no doubt responsible for increased attendance at all three venues this year. [Click here](#)

Upcoming Events

[CWC Wood Solutions Fair: Vancouver, March 10](#)

[CWC Wood Solutions Fair: Toronto, September 21](#)

Wood Links



[Become a Wood Champion - Wood Culture Network!](#)



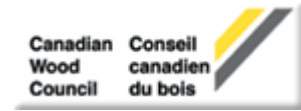
[Wood \(IN\)Site, the electronic newsletter for builders, architects and engineers.](#)

**Wood WORKS! is a
Canadian Wood Council**

to read the complete report.

- **Vancouver Convention Centre Expansion Project**
The technical side of Wood *WORKS!* has been working hard inputting suggestions for a "Structural Wood Signature" for the Vancouver Convention Centre Expansion Project in downtown Vancouver. This \$495 million dollar project has a ballroom that can hold three full size ice rinks side by side and has the potential of seeing both structural and architectural wood used in it's design. We are currently reviewing the work we have done with the design team who are at 50% Schematic Design in preparation for VCCEP's "Due Diligence Report" they must present to the owners of this project, the BC Government.

initiative



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Alberta

- **Partnership in Provincial Project Coordination**
An agreement in principle was reached with the Forest Industry Suppliers and Logging Association (FISLA) to form a partnership to manage the project in Alberta. FISLA will also assist in developing a strategy and coordinating proposed activities in the province. One of the first activity on the program will be to perform a benchmark survey of design professionals to evaluate wood use and tendencies. These results will measure the impact of FISLA on the long term. FISLA is an independent non-profit industry organization devoted to the sustainable development of all forest industry sectors.
- **Provincial Project Funding**
Discussions continue with Western Economic Diversification (WD) on a proposal for province-wide financial support. Jim Fargey, Alberta Provincial Chair, met with WD representatives and presented the business proposal in a face-to-face meeting.

Ontario

- **Working Forest Insert**
Wood *WORKS!* staff worked with the Working Forest newspaper editor to publish an insert profiling winners of the 2003 Wood Awards Gala. Architects, Engineers and Community leaders were featured illustrating why they are leaders in supporting and using innovative wood products in their projects.
- **Case Studies**
The new Thunder Bay Regional Hospital and the Charles Stockey Performing Arts Centre/Bobby Orr Hockey Hall of Fame will be featured as showcase Ontario projects in the upcoming Wood *WORKS!* publication. Staff worked with the architects on compiling information for the case studies.
- **Provincial Funding**
To date the Ontario project has been solely funded by Fed Nor (Industry Canada). We have been working on a provincial funding proposal since the spring and have now advanced to the final stage. The application has been updated and we should have a final answer in February. This will give us funding for the next year and allow our program to expand to southern Ontario.
- **Living Legacy Trust Phase 2 Value Added Report**
Living Legacy Trust Phase 2 Value Added Report was released at a press release and presentation in Thunder Bay, Janaury 14th. Wood *WORKS!* staff were involved in draft input sessions for the report. The report "Ontario's Value-Added Wood Products Market Potential in the U.S. Great Lakes

States" (December 2003, by Woodbridge and Associates) suggests that over \$2 billion in new sales revenues could be generated by Ontario wood products industry over the next 7 years - a 40% increase over today. Beyond the production of lumber and building materials, Ontario is strategically positioned to become a global leader in structural engineered wood, building component and factory-built housing.

- **Upcoming Events**

January 29th - Ontario Wood Trusses Association annual meeting in Toronto. A presentation on the progress of Wood *WORKS!* will be made at the meeting.

Québec

- ***Plan stratégique provincial***

Le Comité directeur au Québec a finalisé l'actualisation du plan d'affaire stratégique pour le déploiement du projet au Québec. Une rencontre est prévue pour l'équipe de Branché sur le bois avec la ministre responsable de l'Agence de développement économique du Canada pour les régions du Québec afin d'expliquer le projet et présenter leurs demandes pour l'obtention de financement récurrent.

Provincial Strategic Plan

The Quebec provincial steering committee has finalized the strategic business plan to move forward with the proposed province-wide expansion. A meeting is scheduled for the Wood *WORKS!* team to meet with the Minister responsible for the Economic Development Agency of Canada for Regions of Quebec to present the project and discuss their need for recurring funding.

New Brunswick

- **NBHBA's Habitation 2004 - Fredericton, NB (January 21-23)**

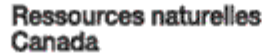
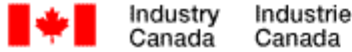
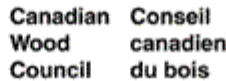
New Brunswick Home Builders Association's "Habitation 2004", will be held in Fredericton, NB, January 21 to 23. Since many of the new homes now being built are much larger than the homes of the past, have greater ceiling heights and wider open spans, many builders are now taking advantage of the quality engineered products available on the market. Wood *WORKS!* will be present again this year and we will have the opportunity to give a brief breakfast presentation. Attending the Habitation 2004 again this year will give us with the opportunity to meet and talk one-on-one with the end users ... the builders.

- **Visits with Architects, Engineers and Builders**

These visits are again being planned. These professionals are very receptive to Wood *WORKS!* and we greatly appreciate the time they spend with us in discussing projects. A number of large projects are soon set to go! We have been busy in meeting with the individuals responsible and are confident there will be a large wood content. If you hear of projects being planned in your community, let us know! We'd like to get involved and provide a wood solution! You can reach the Maritime office by dialing: 506-533-2856, or email us at: beauchem@nbnet.nb.ca.

Wood *WORKS!* would like to thank its project partners.

Branché sur le bois remercie ses partenaires.



The Wood *WORKS!* project is a national, industry-led initiative, spearheaded by the Canadian Wood Council, to promote the use of wood in commercial, industrial and institutional construction. The Wood *WORKS!* E-Bulletin is our method to communicate to you the many activities, accomplishments and successes of the initiative throughout the past month, as well as upcoming projects and events we are currently working on.

Le projet Branché sur le bois est une initiative nationale, lancée par l'industrie et menée par le Conseil canadien du bois, afin de promouvoir l'utilisation du bois dans la construction commerciale, industrielle et institutionnelle. Le Bulletin Branché sur le bois s'avère notre méthode de communication pour vous informer des activités, résultats et succès du projet au cours du mois, en plus de vous mettre au courant des événements à venir.

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