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Wood WORKS! E-Bulletin Branché sur le bois

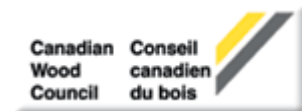
The newsletter of the Wood WORKS! initiative / Le bulletin de l'initiative Branché sur le bois

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National

- **Wood WORKS! Strategy Document Draft Completed**
From the experience, successes and challenges of the entire Wood WORKS! team, a comprehensive 3-year strategic plan has been developed giving direction on the project's activities, strategies, target markets and governance. A draft of the strategy document will be circulated to national and provincial steering committee members for review. Comments and input to the document should be submitted by the end of the month.
Ébauche du plan stratégique de Branché sur le bois complétée
Suite à une étude des expériences, des succès et des défis de toute l'équipe de Branché sur le bois, un plan stratégique détaillé, étalé sur trois ans, a été développé et défini les activités, les stratégies, les marchés cibles et l'administration du projet. Une version préliminaire du plan stratégique sera distribuée aux membres des comités directeurs national et provinciaux. Tous commentaires devront nous être soumis avant la fin du mois.
- **National Steering Committee Conference Call**
The National Steering Committee conference call took place Tuesday, October 28th. Several timely issues were discussed including project funding strategy and future direction. The committee will reconvene in a conference call early next month. Should you be interested in a copy of the meeting's minutes, email ssabourin@cw.ca.
Appel-conférence du Comité directeur national
L'appel-conférence du Comité directeur national de Branché sur le bois a eu lieu le mardi 28 octobre. Plusieurs sujets de l'heure ont été discutés, y compris stratégies de financement et futur du projet. Le Comité directeur se réunira de nouveau lors d'un appel-conférence en début du mois prochain. Si vous êtes intéressés à recevoir une copie des minutes de la dernière réunion, veuillez en faire demande à ssabourin@cw.ca
- **Wood WORKS! Influenced Construction Project Case Study**
Thanks to financial support from Natural Resources Canada (NRCAN, CFS), work has started on an informative case study bulletin to showcase Canadian-built projects, as well as wood's potential in construction. The 32 page case study will feature 6-8 Wood WORKS! influenced construction projects from across the country. The bulletin is to be completed and released in March 2004.
Cas pratique de projets de construction influencés par Branché sur le bois
Grâce à l'appui financier des Ressources naturelles Canada, Branché sur le bois a débuté une étude de cas mettant en lumière des projets de construction en bois canadiens, ainsi que le potentiel du bois dans la construction. Le cas pratique de 32 pages mettra en vedette de 6 à 8 projets influencés par Branché sur le bois à travers le pays. Cette étude de cas sera complétée et disponible en mars 2004.
- **Price Waterhouse Cooper's Audit Report**
The Wood Promotion Network (WPN) and other US organizations are

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Canadian Wood Council
initiative



*Branché sur le bois est une
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du bois*

Feature Stories

[FedNor Supports CWC's Value-Added Wood Products Initiative](#)

[3rd Annual Wood WORKS Awards Gala a Resounding Success](#)

Upcoming Events

[BC Wood Design Conference:](#)

interested in the non-residential wood construction market. Hence, the possibility of launching a US Wood WORKS! is being investigated. The WPN has hired Price Waterhouse Cooper to review and 'audit' the activities, accomplishments and challenges of the Wood WORKS! project. The final report, to be available soon, demonstrates that every \$1 spent by the project represents \$10 in new wood product sales. The report also indicated that the ROI increases as the project matures.

Rapport de vérification Price Waterhouse Cooper

Le Réseau promotion bois (WPN) et autres organisations américaines s'intéressent davantage au marché de la construction non-résidentielle. Cela dit, la possibilité d'un lancement d'un projet Branché sur le bois aux États-Unis est actuellement à l'étude. Le WPN a retenu les services de Price Waterhouse Cooper pour revoir et vérifier les activités, les accomplissements et les défis du projet Branché sur le bois au Canada. Le rapport final, disponible sous peu, démontre que pour chaque 1\$ investi par le projet représente 10\$ en vente additionnelle de produits en bois. Le rapport indique aussi que la rentabilité des investissements s'accroît au fur et à mesure que le projet se développe.

British Columbia

- **Armstrong Arena**

The communities of Armstrong and Spallumcheen in BC's southern interior have decided to move forward on a plan to build a new ice arena in Armstrong. Wood WORKS! has been actively involved in assisting the two small communities in their quest to utilize wood in this facility. As a forest and farming dependent area, town council, administrators and planners are well aware of the role the forest industry plays in the economy of British Columbia and the Armstrong Spallumcheen area.

Wood WORKS! has facilitated several meetings between the Armstrong and Spallumcheen councils and wood experts. The council has heard presentations from architects, quantity surveyors, builders and manufacturers. They even had the opportunity to tour Structurlam's Penticton plant last year. Wood WORKS! has another meeting planned for later this week. This meeting will outline and explore various procedures in order to ensure that wood is used in this \$6 million facility.

- **Participation to Sustainability Conference**

Wood WORKS! participated in the recent sustainability conference organized by the Urban Development Institute of British Columbia. The conference was organized to provide developers of large and small scale residential and commercial properties with an opportunity to understand sustainability from design through to construction. Interest in wood was piqued, especially as it applies to carbon sequestration, reduced embodied energy and proximity to the large Lower Mainland markets.

- **Fall Wood Design Luncheon Conferences**

The first of the Fall Wood Design Conferences is scheduled to be held in Kelowna, Thursday, November 27. The list of speakers for this event are Paul Fast, principal, Fast and Epp Engineers; Jim Taylor, national president, Association of Woodwork Manufacturers of Canada and Vivian Manasc, Manasc Isaac Architects. On December 3 in Vancouver and December 4 in Victoria, Laura Hartman, Fernau & Hartman Architects will be joined by Paul Fast and Jim Taylor.

Alberta

- **Provincial Project Funding**

[Kelowna, November 27](#)

[BC Wood Design Conference: Vancouver, December 3](#)

[BC Wood Design Conference: Victoria, December 4](#)

Wood Links

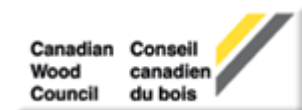


[Become a Wood Champion - Wood Culture Network!](#)



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

Wood WORKS! is a Canadian Wood Council initiative



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Wood WORKS! has prepared a proposal to Western Economic Diversification (WD) for financial support. Proposed Fall / Winter activities in Alberta include presentation of in-house seminars, promotion of 'Build with Wood' resolutions to municipalities, visits to design and construction offices, and recruitment of 'Wood Champions'. Jim Fargey, Alberta Provincial Chair, will be presenting the business proposal to WD in a face-to-face meeting scheduled for next week.

Ontario

- **Ontario Wood Design Conference - Huntsville**
The Ontario Wood Design Conference was attended by over 200 participants from across the province. Topics such as fire, acoustics and insurance, engineered wood systems, building with wood, and sustainable construction were the main focus. As well, over 25 industry representatives participated in a trade show held in conjunction with the Wood Design Conference. Participants found the trade show very valuable for finding new wood products and information.
- **3rd Annual WOOD WORKS Awards Gala a Resounding Success**
The 3rd Annual WOOD WORKS Awards Gala, held on October 16th, 2003 in Huntsville, was a tremendous success that drew together industry partners, politicians, and wood champions from across Ontario. Over 350 people gathered at the Deerhurst Resort to recognize and celebrate Ontario's Wood Culture. For more information about the 2003 Ontario Wood WORKS Awards Gala and the list of this year's award recipients, visit the Gala website at www.woodworksawards.com.
- **FedNor Supports Wood WORKS! Initiative**
The Honourable Andy Mitchell, Secretary of State (Rural Development) (FedNor), announced FedNor funding of \$200,000 to the Canadian Wood Council, Wood WORKS! project, towards furthering its mandate of promoting increased use of primary and value-added wood products in commercial, industrial and institutional construction, during his keynote address at the 3rd Annual Wood WORKS Gala. For the complete story, [follow this link](#).

Québec

- ***Scieries indépendantes et fabricants de structures de bois très largement favorables aux objectifs du projet Branché sur le bois***
Dans le cadre du nouveau plan d'affaires au Québec, le Conseil canadien du bois a fait réaliser, par une firme indépendante, une enquête auprès de 75 entreprises (scieries indépendantes et fabricants de structures de bois) au Québec. Dans de très larges proportions (80 à 90 %), ces entreprises se déclarent favorables aux objectifs et à la stratégie qui consiste à développer le marché de la construction non résidentielle au Québec et au Canada. Ce sondage sera un argument supplémentaire de poids pour convaincre les gouvernements d'appuyer financièrement le projet au Québec.
Independent Sawmills and Wood Product Manufacturers in Favor of Wood WORKS! Project Objectives
Following the newly developed business plan in Quebec, the CWC has hired an independent firm to survey 75 companies (independent sawmills and wood product manufacturers) in Quebec. In large proportions (80 to 90 %), these companies declared being favorable of the objectives and strategy to develop non-residential construction markets in Quebec and throughout Canada. This survey will help in convincing government to financially support the project in Quebec.

- **Rencontre avec la SÉPAQ dans le dossier de la reconstruction de la halte routière de l'Étape**

Le président du projet Branché sur le bois au Québec, M. Gilbert Tardif, va rencontrer dans les prochaines semaines les représentants de la SÉPAQ dans le dossier de la reconstruction et leur présenter un dossier pour démontrer les avantages du bois et les convaincre de faire de l'Étape, dans le Parc des Laurentides, un bâtiment vitrine. Les multiples exemples de projets réalisés au Québec et dans les autres provinces vont servir à promouvoir l'idée du projet-vitrine.

Meeting with SEPAQ for Reconstruction of Highway Rest Area

Mr. Gilbert Tardif, chairman of the provincial steering committee, will meet within the next few weeks with representatives from SEPAQ to discuss the reconstruction of the highway rest area at "l'Étape" in the Laurentian Park. He will also present a document to demonstrate the advantages of building with wood and to convince them to showcase the project. The many building examples from across Quebec and in other provinces will help in promoting the benefits of showcasing such a project.

- **Relance du dossier des haltes routières**

Le dossier de présentation à la SÉPAQ sera également utilisé pour relancer l'idée de construire quelque 35 haltes routières au Québec avec des structures de bois. En effet, après un moratoire de plusieurs mois, le nouveau gouvernement vient d'annoncer le redémarrage de ce programme de plus de 100 M \$. Branché sur le bois va relancer les échanges avec le Ministère des Transports du Québec à ce sujet.

Highway Rest Area Initiative to Reopen

The meeting and presentation to SEPAQ representatives will also assist in launching the efforts of using wood in the construction of some 35 new highway rest areas throughout Quebec. In fact, following a stand-still of several months, the new government has announced the reopening of this initiative of over \$100 million. Wood *WORKS!* will continue to work with the Quebec Ministry of Transport on this issue.

New Brunswick

- **Steering Committee Meeting Update**

At a recent Wood *WORKS!* Steering Committee meeting, the top 5 issues the committee felt must be addressed included insurance costs on wood structures, code issues, wood trusses, economics (cost of wood vs. steel and concrete), and environmental issues (certification, sustainable buildings). We hope to soon address these issues through a series of conferences.

It was also stressed that there needs to be more communication between parties and that we need the developers on board. We have to be able to identify the "Wood Champions" of the region. There also has to be further education, at all levels, as regards wood construction, and that the "Industry" has to come together for brainstorming sessions to discuss the existing challenges and barriers.

- **Evaluation of 2003 Atlantic Teachers' Tour**

The evaluation summary for the 2003 Atlantic Teachers' Tour has been received. There was a total of 38 participating teachers who were able to see for themselves the results of science-based management planning and technology used by the forest industry to manage our resources for today and for the future. Anyone wishing more information on the Teachers' Tour, or would like to receive a copy of the evaluation are asked to contact Peter Robichaud, Coordinator, Atlantic Branch-CWF at 902-897-2568 or email : probichaud@cwfc.org.

- **ABSDA Moves to New Offices**

Congratulations to everyone at the ABSDA (Atlantic Building Supply Dealers Association) on the opening of their new office building. What a beautiful example of wood use!! If you're ever in the region, drop by and visit them at 70 Englehart Street, Dieppe, NB.

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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