

Rank	WTCA Marketing Committee Activities Ranking (22 total participants -- 4 suppliers, 12 regular OQM meeting attendees)
1	TTW Online Programs — Develop a plan to promote WTCA’s educational programs to big builders, building officials, fire officials, architects and engineers. Work on partnerships with affiliated groups who need continuing education credits. Expand the resources and support materials for Component Manufacturers giving live seminars to these groups. Evaluate the plan and report on/make recommendations to the Marketing Committee.
2	Industry Details — Work on the updating of existing and the development of new industry details (fire assembly for floor roof and wall, roof system details, bracing, etc) that can be downloaded by specifiers for use on plans and specifications. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
3	Assist local building official and fire service groups with online training — Work with local building official and fire service associations to create online training on structural building components that looks and feels like the local association’s own training site. Include all of WTCA’s training and provide services to the local associations to create their own. Leverage their promotional capabilities and share revenue. Evaluate the plan and report on/make recommendations to the Marketing Committee.
4	TTW Expos — Work with a couple of chapters to test this concept - a full-day of seminars, exhibits and a plant tour for builders, building officials, architects and engineers to learn and earn continuing education credits. Evaluate this BETA site approach and report on/make recommendations to the Marketing Committee.
5	Bracing Video Update — Update the existing bracing video with BCSI information and offer it in a CD/DVD/VHS format.
6	Marketing/Promoting the use of The Load Guide — Create a marketing plan for TLG so that it gets broad exposure with building officials, builders, specifiers and our industry. The goal is to ensure that TLG is as effective a tool as it can be for everyone involved in our industry. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
7	WTCA Web Site — Develop an approach where whenever a new feature has been added; make it easy to locate how and where to access it. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
8	WTCA Web Site — Define sections of interest by profession. Create an online “Newsroom” to improve communication with the media. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
9	Networking Event — Arrange an event for lumber producers and component manufacturers to meet to discuss issues and concerns. Evaluate this approach and report on/make recommendations to the Marketing Committee.

10	Handbook Update — Update those sections of the handbook that have had changes made to them since the last update.
11	TTW Cooperative Work — Develop a plan to work with Structure Magazine and NCSEA on creating a cooperative educational relationship to provide engineers with information about our industry and CEUs. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
12	TKO Marketing — Update the Truss Knowledge Online training paths that explain the TKO programs and provide a recommended plan based on different types of employees. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
13	Marketing/Promoting the use of The Load Guide — Create a marketing plan for TLG so that it gets broad exposure with building officials, builders, specifiers and our industry. The goal is to ensure that TLG is as effective a tool as it can be for everyone involved in our industry. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
14	Supplier Web Links — Work with each of our suppliers to link to WTCA programs and services on the appropriate pages of their web sites. Evaluate this effort and report on/make recommendations to the Marketing Committee.
15	TATO Evaluation and Development — Develop an approach on how to interpret the results of TATO exams and help members use these tools to improve their businesses most effectively. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
16	Chapter CDs — Customize elements of the Design Tools CD such as the “Truss Plant Tour” and member listing for chapters to use in promotions to their local markets.
17	Wall Panel Project — Document the 84 Lumber wall panel project in PA comparing construction time and costs of two similar duplexes – one conventionally framed the other using wall panels. Use the information to create wall panel marketing materials.
18	Photo Disk — Work on updating of existing and the development of new industry photos to place on a CD for industry use. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
19	John Ernst TTW on Building Performance — Work with John Ernst who is a professional engineer who provides educational programs on building performance and the effects of errors in framing. Turn this into an online CEU program for architects and engineers.
20	Promotion of WTCA Publications — Create a schedule for a “Featured Product” each month and promote in SBC, email, press releases, web site, and online catalog. Add video clips of member testimonials to web site.

21	Resources for Member Web Sites — Create a members-only page containing WTCA logos, banners, and links for members to post on their web sites.
22	Commercial/Industrial Market — Create a marketing plan for reaching the commercial/industrial market so that it gets broad exposure with builders and specifiers. The goal is to ensure that TLG is as effective a tool as it can be for everyone involved in our industry. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
23	TPI Inspection Service Marketing — Develop a plan for defining what WTCA’s contribution is with respect to TPI Inspection services, how it would help the fabricator set up his inspection procedures and how all this applies to the benefits of using TPI third party inspection services. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
24	BCMC Online Seminars — Evaluate the BCMC online seminar programs. Update the course listing to include expanded descriptions of the seminars and links to appropriate SBC articles. Cross reference the listing by year and topic. Offer the existing seminars (2002-2005) for free. Develop ways to determine the effectiveness of this effort and report on/make recommendations to the Marketing Committee.
25	Roof Fact Sheet TTB — Create a Truss Technology in Building document on facts about roof trusses that would go along with the existing Floor Truss & Wall Panel Fact Sheets.
26	B1 English-Spanish Audio — Create an audio CD that can be played in both English & Spanish at jobsites while the BCSI-B1 document is reviewed. Because many framers are Spanish speaking but not necessarily Spanish reading this will get the information across to those that need to know.
27	Marketing WTCA Programs to Regular Members — Compile a “Business Plan Tune-Up” – a web site checklist outlining all WTCA programs and services available to Regular Members with detailed explanations of how the services help their overall business plan run more smoothly. Consider other languages like Spanish and French. Develop ways to determine the effectiveness of this effort, Evaluate the plan and report on/make recommendations to the Marketing Committee.
28	BCSI Audio CD — Develop an audio CD that would summarize the “4 Steps to Safe Truss Installation” TTW and be no more than 20 minutes long if possible. This could then be brought into the field and presented to framing crews using a boom box or even a CD player in a truck. B1 could be the hand-out to follow along with. Develop ways to determine the effectiveness of this effort, evaluate the plan and report on/make recommendations to the Marketing Committee.
28	Logging Phone Calls — Track all daily incoming phone calls by department in order to spot trends and address emerging issues. Evaluate the approach and report on/make recommendations to the Marketing Committee.