



ONTARIO WOOD TRUSS FABRICATORS ASSOCIATION

December 9, 2011

Dear Truss Industry

RE: MARKETING WOOD TRUSSES

It is December, and while Christmas is coming very soon, just around the corner is the next annual meeting of the OWTFA in January of 2012.

We are still filling in the specific details of the agenda but the theme has been established. – Marketing Wood Trusses! Do you have a plan to market and grow your business in 2012 and beyond? Attend this one-day meeting and come away with ideas and opportunities that you can implement in the next building season. Network with other members of the industry, be they fabricators or suppliers, and learn how they plan to meet their 2012 business objectives.

Our past few AGM meetings have focused on internal elements within the industry. Lean manufacturing, lumber quality, QC and technical product issues. They are all important but this year we decided to look at the business from our customer's perspective. We will review the marketing opportunities and discuss how to maintain and to grow the business in 2012 and beyond.

This annual kick off for the next year is scheduled for Thursday, January 26, once again at the Stagewest Hotel in Mississauga. This location is conveniently close to the airport and the 401, for easy access for everyone. Our day begins with the Association's business meetings, including reports on association activities, elections, and updates from our insurance partners. The afternoon is devoted to exploring marketing opportunities for wood trusses. Then after a full day of business meetings we finish off with dinner and a show, this year it is Motown Gold, music we can all enjoy . . .

Registration details are found on the attached registration form. Do yourself a favour and register early so we can complete the plans for a great meeting on Thursday, January 26, 2011!

Hope to see you all there . . .

Merry Christmas and a
Happy New Year
Mike Phillips