



ENGINEERED WOOD WEEK

NEWS NOTES FROM AITC. THE ORIGINAL TRADE ASSOCIATION FOR ENGINEERED WOOD

April 26, 2007

PR Gets the Word Out

The editors of America's construction trade magazines are well acquainted with buildings that are built with AITC glulams. They have published over 200 exclusive articles and photos that we have sent them over the last 12 years—articles published in architect, contractor, engineer and retail dealer trade magazines.

Total exposure of these glulam articles is approximately 10 million readers over this period of time. The year 2006 was no exception. In the annual report presented at the 55th Annual Meeting in Santa Fe, we showed that we continue to place several major news stories designed to support our special new advertising campaign to architects, contractors, dealers, and other specifiers. Here's a summary:

There is a story on the growing popularity of glulam stock beams in *Merchant and Building Products Digest*.

We made the cover of *Building Design & Construction* with the spectacular Bethel Wood Center. With this one article, we reached 200,000 readers. (See picture below.)

The Epic Systems Learning Center in Wisconsin was placed in *Western Builder*.

Construction Digest ran our article on the Trafalgar, Indiana Library.

Articles appeared on the Pioneer Pavilion in *Pacific Builder & Engineer* and St. James Academy in *American School & University*.

We published a major article on two indoor water parks in *Recreation Management*.

A handsome Harley Davidson dealership in Omaha, Nebraska is coming up in *Retail Construction*, plus several news stories on glulam timber bridges and the AITC members fashion show at the 2006 annual meeting was featured in the *Merchant and Building Products Digest*.

These articles reach glulam specifiers and also help us find new AITC members and keep the ones we have.

Research studies have shown that public relations have more credibility than advertising because it brings the endorsement of a third party. Last week, the first issue of Engineered Wood Week described AITC's new advertising campaign. This past year we also mounted our one-two punch that featured public relations---the partner of advertising.

If you have newsworthy glulam projects coming up which would make good trade magazine articles, just call Mike Caldwell or Don Jaenicke during the construction phase, and we will send them to the editors.

