**2023 Spring Marketing Advisory Committee (MAC) Brainstorming Sessions**

Please be ready to provide your company’s input on the following questions at our in-person MAC planning meeting. If your company is unable to send someone to the MAC meeting, please forward your input to [Tanya.rosendahl@apawood.org](mailto:Tanya.rosendahl@apawood.org) on or before Monday, February 27, 2023.

(The current 2023 APA Strategic Marketing Plan, as well as the other documents related to the MAC meeting can be downloaded [here](https://www.apawood.org/2023-apa-smp).)

**Nonresidential Market Planning**

In addition to the brainstorming questions below, please reacquaint yourself with the 2023 Nonresidential Market Objectives.

1. Work with wood partner associations (AWC, CWC, WW) - five strategies (A thru E)
2. Grow Nonresidential Construction by influencing designers & framers - five strategies (A thru E)
3. Protect Multifamily Construction by influencing designers & framers - seven strategies (A-G)
4. Act on Opportunities and Issues – eight strategies (A-H) on topics of fire, labor, resiliency, competitive products, collegiate wood education, hybrid all-wood mass timber buildings, and FTAO.

**Nonresidential brainstorming questions**

1. What do you see as the biggest opportunity for engineered wood (including WSPs) in the multifamily and commercial markets?
   1. 2023-2024
      1. Multifamily?
      2. Commercial?
   2. Next five years
      1. Multifamily?
      2. Commercial?
2. What do you see as the biggest threats for engineered wood (including WSPs) in the multifamily and commercial markets?
   1. 2023-2024
      1. Multifamily
      2. Commercial
   2. Next five years
      1. Multifamily
      2. Commercial
3. What should APA be doing in the nonresidential markets (multifamily and commercial) that we are not currently doing? What is working and where do we need to improve?
4. Where do you see opportunities for additional collaboration and alignment along common interests between APA and:
   1. American Wood Council?
   2. Canadian Wood Council?
   3. WoodWorks?

**Nonresidential brainstorming questions (cont.)**

1. What role do you see APA playing in climate policy related to the nonresidential market?   
   Be specific as related to:
   1. Carbon accounting?
      1. Environmental Product Declarations (EPDs)
      2. ‘Buy Clean’ legislation, etc.
   2. Embodied carbon / operational carbon?
   3. Resiliency?
      1. Wind
      2. Fire
      3. Floods

**Residential Market Planning**

In addition to the brainstorming questions below, please reacquaint yourself with the 2023 Residential Market objectives.

1. Wall Systems - with seven strategies (A thru G)
2. Engineered Floor Systems - with five strategies (A thru E)
3. Engineered Wood Product Installation Education - with four strategies (A-D)
4. Market Research

**Residential brainstorming questions**

1. What promotionally should APA be doing to grow product market share in single family residential?  What is working and what isn’t working with our current strategies?
   1. Is there a role for APA to play in growing or maintaining market share in residential remodeling?
2. What do you see as the biggest threat/challenge to structural panels and engineered wood products over the next five years?
3. How is the construction marketplace changing and what should APA do to adapt?
4. What role do you see APA playing in climate policy related to single-family residential?

Be specific as related to:

* 1. Carbon accounting?
     1. Environmental Product Declarations (EPDs)
     2. ‘Buy Clean’ legislation, etc.
  2. Embodied carbon vs. operational carbon?
  3. Resiliency?
     1. Wind
     2. Fire
     3. Floods

**Industrial Market Planning**

In addition to the brainstorming questions below, please reacquaint yourself with the four 2023 Industrial market objectives.

* PerformancePanels.com
* Targeted Promotion and Training
* Product Performance
* Concrete Forming

**Industrial Brainstorming Questions**

1. What issues or non-EWP threats do you see for engineered wood products in Industrial Markets?
2. What opportunities are there to increase share of engineered wood products in industrial markets, vis-à-vis non-EWP materials?
3. How is the concrete forming market changing and what impact do those changes have on APA forming products?

(Possible considerations: changes to concrete mix designs, imports, reduction of concrete form usage, alternative materials for the forms)

1. Where do industrial market decision makers look for information about components and product design?

* Tradeshows
* Internet/website
* Association affiliations
* Industry suppliers
* Other

1. In the past we have conducted research on the RV industry, furniture, signage, concrete form, etc. What is an industrial market where new research, or a revisit, would be most beneficial to members?