

SENT TO LSU AGCENTER/LOUISIANA FOREST PRODUCTS DEVELOPMENT CENTER - FOREST SECTOR / FORESTY PRODUCTS INTEREST GROUP

From our colleague Charles Gale, Doug Fir Consulting. The CLT opposition has intensified their efforts. Check out the attachment. From a strictly marketing perspective, it's pretty clever.



**DOUG FIR
CONSULTING**

FYI,

The Cement industry is in full force and the website is growing quickly with a nasty smear campaign designed to discredit Mass Timber and wood products. Check out this video below and email I got this afternoon. Not sure if you already have seen this but thought I would share non the less as the campaign grown over the past 4 months.

<https://stoptallwood.com/about/>

[Stop Tall Wood](#)

[View this email in your browser](#)



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**Strong, Widespread Concern Raised by
Proposals to Expand High-Rise
Construction Using Wood**



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With the ICC code change proposals coming up next week we encourage you to use posts, graphics, and hashtags in the [Stop Tall Wood Social Media Toolkit](#) reinforcing the safety and resilience of concrete construction over tall wood construction. The [Resources](#) page on the STW website includes downloadable facts sheets, stats from the [national poll](#), and videos that you can use in your social media and anywhere else you feel is necessary to get the message out.

If you're not already, follow our social media channels and feel free to share/retweet from those as well.

Twitter: [PCA Daily](#)

Facebook: [Portland Cement Association](#)

LinkedIn: [Portland Cement Association](#)

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