

and Associate Member company attendance of 45 (52 attendees registered as of 7/20/2010)

6.1 **Create Joint Management Conference**

Church/
Calkins

Create a Joint Management Conference with one or more of the following industry associations: *NTCA, TCNA, TCAA, NAFCD, TTMAC*

- a. Obtain CTDA Board approval – Done
- b. Determine space required to host joint meeting – Done
- c. Contact other organizations regarding viability – Done
- d. Draft schedule for joint conference – Ongoing
- e. Identify possible locations for future venues and determine if venues are currently contracted by CTDA, NTCA, etc. – Done
- f. Develop ongoing process to produce joint conferences – Ongoing

6.2 **Webinars**

Church

6 webinars were held in 2008 and 11 were held in 2009 (The December webinar was postponed to January to accommodate the speaker). As of the writing of this agenda 8 webinars have been held in 2010.

Attachment 6.2 is a summary of the 2008-2010 schedule and survey results to date. To view complete survey results contact CTDA staff. In order to access the webinar links you must type out the link or contact CTDA staff (as listed, the link is broken and will not work).

The upcoming webinars currently scheduled for 2010 are:

November – Company Performance Report by Al Bates, Profit Planning Group
2 Webinars will be held this Fall by Total Solutions Plus speakers. The webinars will be sponsored by Dal Tile.

6.3 **Sustainable Building Movement**

Church/
Pryor

Participate in the Sustainable building movement

- a. Participate in USGBC standards development process and LEED program development
- b. Consider life cycle inventory/life cycle analysis for ceramic tile
- c. Consider development of recycling process for ceramic tile – Underway
- d. Investigate possibility of developing white paper on sustainability of ceramic tile – Marketing Brochure has been completed, the Technical white paper is in progress.
- e. Explore participation in other sustainable building movement organizations such as NAHB, etc.

6.4 **Surviving Challenging Economic Times**

Church

Surviving Economic Times

- a. Education
 - i. Webinars - Ongoing
 - ii. Tile Dealer articles - Ongoing
 - iii. 2009/2010 Management Conference - Ongoing
- b. Credit Bureau
- c. Peer Group
- d. Buying Group for office supplies, freight, etc

- e. Mergers/Acquisition speakers/presenters
- f. Expert consultations - Done
- i. Bates to provide up to 30 minutes consultation for each member at no cost

7.0 **METRICS** Carr

The following metrics have been developed to measure success in achieving CTDA's one, three and ten year plan. A report for these metrics is attachment 7.0 to the agenda.

7.1 **Achieve 300 CCTS' by 2010 year end.** Church

There are currently 311 CCTS'. Staff and the Certification Committee continue to promote and pursue additional private testing opportunities.

Testing Scheduled:

Mannington Mills originally scheduled testing for the end of December 2009. To date, the testing has been postponed. Louisville Tile will be conducting testing in September. Applications have not been received yet.

7.2 **Increase active member companies to 75.** Church

Active member companies are defined by the Board as any company achieving five or more points based on participation in CTDA activities and programs. Points are given as follows:

- Board Participation 5 points
- Committee Chairmanship 4 points
- Committee Meeting Attendance 1 point
- Management Conference Attendance 1 point
- Management Conference Sponsorships 2 points
- Certified Ceramic Tile Salesperson 1 point
- Online Education Participation 1 point
- TileDealer Advertiser 1 point
- Webinar Participation 1 point
- CPR Survey Participation 1 point

As of July 22nd there are 21 Active Members. See attachment 7.2 for a detailed list.

7.3 **Obtain 200 tuitions for online education by year end.** Church

The metric for 2010 is to sell 200 online tuitions. We sold 18 online education tuitions in 2009. The Stone Course was launched in March. To date 15 tuitions have been sold for the "Understanding the Basics of Ceramic Tile" course and 2 tuitions have been sold for the "Understanding the Basics of Stone" course. In 2008 144 courses were sold.

The program was advertised at CTDA's booth at Coverings. In addition, it has been and continues to be advertised in TileDealer magazine and several issues of CTDA This Week.

7.4 **Achieve 300 distributor company and branch memberships in 2010** Church

As of July 22nd there are 192 Distributor member and branches.

CTDA is doing the following to help CTDA members continue membership.

- CTDA is allowing members to pay their 2010 dues in two installments
- CTDA is allowing members a one year grace period
- CTDA is prorating dues on a case by case basis to help recruit new members.

8.0	<u>CTDA 2011 PLAN</u> Strategic planning for 2011 will occur at the Board of Directors fall meeting at Total Solutions Plus.	Church/Carr
9.0	<u>OTHER BUSINESS</u> The Certification Review Task Force recommends the Tile By Design section be completely rewritten. Attachment 9.0 are the minutes from their recent call. The Board should approve their decision. Allied Collection Resources	Anyone
10.0	<u>SUMMARY</u> List the Board's recommendations regarding action items during this meeting.	Carr
11.0	<u>ADJOURNMENT</u>	Carr

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA) BOARD OF DIRECTORS MEETING

Monday, April 26, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 1:00 p.m. EDT by president Carr. Those in attendance were: Tom Carr, Steve Vogel, Rob Henry, Barbara Vasquez, Lila Tully, Mark Carlson, Howard Pryor, Frank Donahue, Harold Yarborough, Tom Kotel, Robert DeAngelis, Janet Arden, Erin Soger, Rick Church and Bill Ives (called in).

2.0 ANNOUNCEMENTS

Ms. Soger announced the following Coverings information:

- CTDA's booth number is 3929.
- Total Solutions Plus has been launched and registration, table top and sponsorship forms are available in the back of the room.
- The CTDA/Total Solutions Plus reception will be held on Tuesday, April 27th from 4:30-5:30pm. Please take a drink ticket.
- Smoothies will be given out at the booth on Thursday, April 29th while supplies last.

3.0 LEGAL REPORT

Mr. Ives reported there had been a posting on the CTDA Facebook page that was inappropriate and has been removed.

4.0 CONSENT AND INFORMATION ITEMS

4.1 February 11, 2010 Board of Directors Minutes

A motion was made, seconded and unanimously passed to approve the minutes of the February 11, 2010 meeting.

5.0 TREASURERS REPORT

For the purposes of this Treasurer's Report, we will be discussing the March, 2010 financial statements.

As of March 31, 2010 the Association has assets totaling \$227,105.46. Accounts Receivable total \$46,000; Dues Receivable total \$28,700; cash and investments total \$187,000; and prepaid expenses and insurance total \$2,000. An allowance for bad debts has also been incorporated on the balance sheet and totals (\$37,000).

Liabilities total \$209,000. These consist of \$2,200 in accounts payable; and \$28,700 in deferred dues revenue and \$178,000 in prepaid Coverings and dues revenues.

Total Net Assets as of March, 2010 are: \$18,000.

Regarding the income statement, let me begin with the “bottom line”. The March 31, 2010 statement shows expenses over revenues of \$37,000. For this same time period, we had budgeted to have expenses over revenues of \$15,000. The main reasons for this are less than budgeted revenues for the period from ITSE/Coverings and greater than anticipated expenses for certification. We don’t yet know what the total revenues from Coverings will be in 2010 but have received \$148,000 of the \$200,000 budgeted to date. Certification expenses are significantly greater than budget due to the royalty paid to Mr. Adamson as a result of 2009 certification study guides sold.

Looking at the revenue side of the statement, we see that year to date revenue was \$80,532, approximately \$18,000 less than budget.

With regard to expenses, we see that year to date Education expenses total approximately \$26,325; approximately \$8,500 more than budget.

On-Line Opportunities expenses total approximately \$4,500; \$175 under budget.

Create Recognition expenses total approximately \$765; \$650 under budget.

Networking Opportunities expenses total approximately \$50,000; approximately \$800 under budget.

Finally, Operations Expenses total approximately \$35,500; approximately \$2,700 under budget.

Overall, as of March 31, 2010, total expenses were approximately \$4,000 over budget. Grand total revenues were approximately \$18,000 under budget.

In closing, the bottom line of the March 31, 2010 financial statement indicates CTDA is currently \$22,000 under budget.

A motion was made, seconded and unanimously passed to approve the March 31, 2010 statements and receive the 2009 audit.

6.0 CTDA 2010 METRICS

Mr. Carr summarized the CTDA 2010 metrics.

6.1 Create Joint Management Conference

Mr. Church summarized the Total Solutions Plus conference.

6.1.2 Total Solutions Plus Ask The Leader

The Board discussed the Ask the Leader session and suggested possible panelists. The Board agreed through consensus on pursuing the following people: Tom Kotel, Brian Knies, Bob Traxler, and Ryan Calkins.

6.2 Webinars

Mr. Church summarized the recommendation of the Education Committee regarding webinars for the remainder of 2010 and 2011. The Board agreed with the Education Committee's recommendations.

The Board also suggested utilizing Outlook schedules for CTDA activities via email.

6.3 Sustainable Building Movement

Mr. Pryor reported on the CTDA Greenbuilding Committee activities. He noted the Committee will be focusing on ideas to recycle products and ancillary items used by ceramic tile distributors.

6.4 Surviving Challenging Economic Times

Mr. Church described several things CTDA has done to provide value to members on how to survive these challenging economic times.

7.0 METRICS

7.1 Achieve 300 CCTS' by 2009 Year End

Mr. Church reported on the current number of CCTS'. The group agreed that future CTDA qualifying educational programs will be footnoted that they can be used for CCTS recertification.

The group suggested that CTDA staff offer to collect applicable hours for qualifying

7.2 Increase active member companies to 75

Mr. Church reported the current number of active member companies.

7.3 Obtain 200 Tuitions for online education by year end

Mr. Church reported the current number of online tuitions sold to date.

7.4 Achieve 300 distributor company and branch memberships in 2009

Mr. Church reported the current number of distributor company and branch memberships.

After discussion,

A motion was made to prorate dues for new companies joining CTDA during the year as long as they have not been a member for the previous two years.

A motion was made, seconded and unanimously passed to allow companies that were members in 2009 to rejoin in 2011 without re-applying.

8.0 CTDA 2010 PLAN

Mr. Carr outlined the process for developing the 2010/2011 plan. He asked if the Board wanted to have an in person meeting or conference call to complete this task.

The consensus of the Board was to hold a meeting in person at the CTDA offices in late August.

The Board also discussed the member/non-member survey results. They were disappointed in the response rate of the surveys.

9.0 CTDA: ANNUAL STAFF EVALUATION

Mr. Carr described the results of the staff evaluation. The group discussed them. As a result of the evaluations, the following action items were noted:

1. Create an annual orientation program for the Board of Directors.
2. Distribute a monthly report to the Board on CTDA metrics.
3. Have the auditor present the annual audit to the Board via conference call.
4. Assign existing Board members to mentor new ones on an informal basis.

10.0 CTDA: CERTIFICATION PROGRAM ROYALTIES

Messrs. Church and Carr summarized the agreement with Mr. Adamson regarding ongoing royalties for his contributions used in the CTDA CCTS program.

The Board discussed this issue and received feedback from the Certification Advisory Committee.

After discussion, the Board agreed to let the Certification Advisory Committee Task Force review the content and exam and offer a recommendation to the Board for proceeding.

11.0 TILEDEALER UPDATE

Ms. Arden updated the Board on TileDealer. She noted the click through rate for TileDealer is 23%, which is excellent. It was also noted that the online version could be made easier to print as a pdf.

12.0 OTHER BUSINESS

Ms. Soger reported that the Marketing Committee discussed the possibility of making the Showroom Idea Center available on the public portion of the CTDA website as opposed to the member's only section where it is now available. Additionally a showroom contest could be developed with a winner awarded at Total Solutions Plus.

The Board agreed through consensus this was a good idea.

13.0 SUMMARY

No summary was given.

14.0 ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 5:00 p.m. EDT.

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**Ceramic Tile Distributors Association
Balance Sheet
For the Six Months Ending June 30, 2010**

	<i>As of 1/1/2010</i>	<i>As of 06/30/10</i>	<i>Change</i>	<i>As of Previous Year</i>
Current Assets				
Accounts Receivable	\$58,710.99	\$81,942.77	\$23,231.78	\$77,161.12
Allowance for Doubtful Accounts	(37,070.85)	(37,070.85)	0.00	(81,588.78)
Dues Receivable	0.00	22,900.00	22,900.00	40,500.00
Accrued Interest Receivable	0.00	0.00	0.00	3,273.00
Cash (Community Bank Checking)	52,951.14	181,586.19	128,635.05	102,049.37
Cash (Merrill Lynch Money Market)	432.57	263.68	(168.89)	114,600.44
Cash (Merrill Lynch Bonds)	129.21	99.27	(29.94)	139.00
Cash (M.L. Money Market)	111,698.39	71,605.87	(40,092.52)	102,758.67
Investment in PTCA	6,429.43	6,429.43	0.00	0.00
Prepaid Expense	3,200.00	0.00	(3,200.00)	0.00
Prepaid Insurance	2,585.00	1,244.65	(1,340.35)	1,270.09
Total Current Assets	199,065.88	329,001.01	129,935.13	360,162.91
Total Assets	199,065.88	329,001.01	129,935.13	360,162.91
Current Liabilities				
Accounts Payable	93,435.22	0.00	(93,435.22)	1,789.50
Due to CM Services	3,643.33	4,019.28	375.95	2,081.82
Deferred Income-Dues	0.00	22,900.00	22,900.00	40,500.00
Prepaid Income-ITSE 2009	0.00	0.00	0.00	91,119.00
Prepaid Income-ITSE 2010	32,000.00	86,866.50	54,866.50	0.00
Prepaid Income-2009 Dues	0.00	0.00	0.00	56,100.00
Prepaid Income-2010 Dues	14,500.00	49,925.00	35,425.00	0.00
Total Current Liabilities	143,578.55	163,710.78	20,132.23	191,590.32
Total Liabilities	143,578.55	163,710.78	20,132.23	191,590.32
Unrestricted Net Assets				
Undesignated	0.00	0.00		
Designated Fund	55,487.33	55,487.33		
Change in Net Assets-Undesignated		109,802.90		
Total Unrestricted Net Assets	55,487.33	165,290.23		
Total Liabilities & Net Assets	199,065.88	329,001.01		

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**Ceramic Tile Distributors Association
Statement of Revenues and Expenses
For the Six Months Ending June 30, 2010**

Ceramic Tile Distributors Association

	<i>Current Month Actuals</i>	<i>YTD Actuals</i>	<i>YTD Budget</i>	<i>YTD Variance</i>	<i>Annual Budget</i>
Revenue					
Dues	\$9,225.00	\$49,925.00	\$52,500.00	(\$2,575.00)	\$105,000.00
Interest	9.38	52.33	2,699.98	(2,647.65)	7,000.00
IT&SE/Coverings	14,478.50	86,866.50	99,999.96	(13,133.46)	200,000.00
PTCA Income	0.00	0.00	0.00	0.00	0.00
Management Conference	130,913.00	195,795.00	11,075.00	184,720.00	40,000.00
On-Line Education	225.00	625.00	999.96	(374.96)	2,000.00
Miscellaneous	0.00	952.78	334.84	617.94	500.00
Education	0.00	0.00	0.00	0.00	0.00
Company Performance Reports	0.00	1,800.00	1,200.00	600.00	2,000.00
Training in a Box	0.00	0.00	700.00	(700.00)	2,000.00
Shade Variation	0.00	0.00	100.00	(100.00)	300.00
Tile Dealer Magazine	(840.65)	37,182.75	42,000.00	(4,817.25)	100,000.00
Certification	1,775.00	3,499.00	2,500.00	999.00	15,000.00
Trade Mission	0.00	0.00	0.00	0.00	0.00
Webinars	1,287.00	3,717.00	5,500.00	(1,783.00)	15,000.00
	<u>157,072.23</u>	<u>380,415.36</u>	<u>219,609.74</u>	<u>160,805.62</u>	<u>488,800.00</u>
Expenses					
Education					
Education/Webinars	619.94	5,650.31	6,056.26	(405.95)	11,140.00
Certification Program	845.58	18,915.66	12,557.66	6,358.00	18,121.09
Online Educational Programs	145.20	6,871.20	5,871.20	1,000.00	6,742.50
Training in a Box	377.41	1,029.86	972.42	57.44	1,945.00
Company Performance Report	24.79	148.74	148.74	0.00	1,797.50
Compensation Survey	0.00	3,250.00	0.00	3,250.00	0.00
Distributor Profile Survey	0.00	0.00	0.00	0.00	0.00
Surviving Tough Economic Times	0.00	0.00	0.00	0.00	0.00
Shade Variation Guide	28.33	250.98	169.98	81.00	340.00
	<u>2,041.25</u>	<u>36,116.75</u>	<u>25,776.26</u>	<u>10,340.49</u>	<u>40,086.09</u>
Online Opportunities					
Electronic Resource Center	176.56	1,059.36	159.36	900.00	318.75
Website	1,344.16	6,210.81	7,089.96	(879.15)	14,180.00
Tile Dealer Website	0.00	1,854.15	4,724.98	(2,870.83)	6,950.00
	<u>1,520.72</u>	<u>9,124.32</u>	<u>11,974.30</u>	<u>(2,849.98)</u>	<u>21,448.75</u>

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**Ceramic Tile Distributors Association
Statement of Revenues and Expenses
For the Six Months Ending June 30, 2010**

Ceramic Tile Distributors Association

	<i>Current Month Actuals</i>	<i>YTD Actuals</i>	<i>YTD Budget</i>	<i>YTD Variance</i>	<i>Annual Budget</i>
Create Recognition					
Showroom Design	\$255.00	\$1,530.00	\$2,329.99	(\$799.99)	\$3,860.00
Create Recognition	255.00	1,530.00	2,329.99	(799.99)	3,860.00
Networking Opportunities					
Membership Development	3,366.66	20,246.96	23,668.44	(3,421.48)	44,550.00
Management Conference	13,535.33	50,285.20	39,789.20	10,496.00	39,789.20
Coverings	1,404.40	24,943.47	29,100.31	(4,156.84)	39,728.83
TileDealer Magazine	3,798.94	54,385.93	50,052.72	4,333.21	100,105.82
Dues and Directory	212.50	1,275.00	2,065.00	(790.00)	3,340.00
Surfaces	0.00	0.00	0.00	0.00	0.00
Networking Opportunities	22,317.83	151,136.56	144,675.67	6,460.89	227,513.85
Association Operations					
Association Management	3,505.08	21,180.34	21,529.34	(349.00)	42,559.00
Financial Management	2,965.18	17,791.08	17,791.08	0.00	35,583.01
Audit	73.33	5,439.98	439.98	5,000.00	7,880.00
Office Supplies	78.04	755.35	692.00	63.35	1,500.00
Subscriptions	300.00	1,375.00	1,000.00	375.00	1,000.00
Printing and Postage	60.68	743.40	1,629.64	(886.24)	2,700.00
Miscellaneous and Bank Charges	531.58	2,544.99	3,912.94	(1,367.95)	7,000.00
Telephone/Fax	173.92	2,177.17	5,149.98	(2,972.81)	10,300.00
Bad Debt Expense	0.00	0.00	0.00	0.00	10,000.00
Insurance	248.91	1,340.35	1,249.98	90.37	2,500.00
Legal Services	315.00	6,358.75	5,872.74	486.01	10,000.00
Benchmarking	26.91	161.46	161.46	0.00	323.00
NAW-Liaison	0.00	2,000.00	1,575.00	425.00	1,575.00
Future Meeting Locations	81.12	486.72	486.72	0.00	973.48
Winter Leadership Meeting	853.76	3,028.76	5,110.00	(2,081.24)	7,720.00
Spring Leadership Meeting	350.00	2,174.01	4,900.00	(2,725.99)	7,000.00
Strategic Planning	130.62	783.72	5,783.72	(5,000.00)	6,567.50
Summer Leadership Meeting	378.33	2,269.98	2,269.98	0.00	5,540.00
Fall Leadership Meeting	0.00	2,093.77	2,512.50	(418.73)	6,025.00
Order Filling	0.00	0.00	424.98	(424.98)	850.00
8% of Dues Income	0.00	0.00	0.00	0.00	8,000.04

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**Ceramic Tile Distributors Association
Statement of Revenues and Expenses
For the Six Months Ending June 30, 2010**

Ceramic Tile Distributors Association

	<i>Current Month Actuals</i>	<i>YTD Actuals</i>	<i>YTD Budget</i>	<i>YTD Variance</i>	<i>Annual Budget</i>
Association Operations	\$10,072.46	\$72,704.83	\$82,492.04	(\$9,787.21)	\$175,596.03
SUBTOTAL EXPENSE	36,207.26	270,612.46	267,248.26	3,364.20	468,504.72
SUBTOTAL REVENUE	157,072.23	380,415.36	219,609.74	160,805.62	488,800.00
NET INCOME (DEFICIT)-REG OPERATIONS	120,864.97	109,802.90	(47,638.52)	157,441.42	20,295.28

2008 CTDA Webinars

#	Date Presented	Webinar Title	Presenter	Purchased Webinar	Logged into Webinar	Total attendance (not all companies have responded to the survey)	New Links	How Many People Responded to Survey?	How would you rate the overall experience of the webinar?	Would you attend another webinar?	Link Only
1	5/16/2008	Recession Issues	Al Bates, Profit Planning Group	14	13	21	http://www.ctdahome.org/Webinars/Webinar_Links/May_2008/lib/playback.html	6	100% gave 5	100% said yes	
2	6/20/2008	Trends and Challenges of Large Format Tiles	Eric Pucilowski, Laticrete	18	17	57	http://www.ctdahome.org/Webinars/Webinar_Links/June_2008/lib/playback.html	10	50% gave 4; 40% gave 3; 10% gave 2	89% said yes	
3	7/18/2008	What Exactly is a Good Leader	James Dion, Dionco, Inc.	11	12	32	http://www.ctdahome.org/Webinars/Webinar_Links/July_2008/lib/playback.html	7	14.29% gave 3; 71.43% gave 4; 14.29% gave 5	100% said yes	
4	8/15/2008	Greenbuilding	Howard Pryor, Conestoga Ceramic Tile Dist., Inc.	42	59	71	http://www.ctdahome.org/Webinars/Webinar_Links/August_2008/lib/playback.html	19	10.53% gave 2; 26.32% gave 3; 47.37% gave 4; 15.79% gave 5	100% said yes	1
5	9/19/2008	Profiting with Ceramic Tile and Stone	Mike Ferris, Dal Tile/Mohawk	22	19	20	http://www.ctdahome.org/Webinars/Webinar_Links/September_2008/lib/playback.html	6	66.67% gave 4; 33.33% gave 5	100% said yes	
6	12/19/2008	Software System Implementation	Jim Vogel & Harold Yarborough, D&B Tile Distributors	6	5	4	http://www.ctdahome.org/Webinars/Webinar_Links/December_2008/lib/playback.html	2	100% gave 3	50% said yes and 50% said no	
				113		205					1

Averages:

34 Participants per webinar

19 Company Locations per webinar

2009 CTDA Webinars

#	Date	Webinar Title	Presenter	Purchased Webinar	Logged into Webinar	Total attendance (not all companies have responded to the survey)	New Links	How Many People Responded to Survey?	How would you rate the overall experience of the webinar?	Would you attend another webinar?	Link Only
1	1/23/2009	The Mystery of Porcelain	Tom Facca, American Olean	6	9	15	http://www.ctdahome.org/Webinars/Webinar_Links/January_2009/lib/playback.html	4	25% gave 3; 50% gave 4; 25% gave 5	100% said yes	

2	2/20/2009	ISO Standards 13007	Cris Bierschank, MAPEI	5	9	26	http://www.ctdahome.org/Webinars/Webinar_Links/February_2009/lib/playback.html	2	50% gave 3; 50% gave 4	100% said yes	1
3	3/20/2009	New Generation Sound Control Products for Hard Surface Flooring	Kirby Davis, Laticrete	5	12	27	http://www.ctdahome.org/Webinars/Webinar_Links/March_2009/lib/playback.html	2	50% gave 4; 50% gave 5	100% said yes	
4	4/17/2009	Getting Back to the Good Old Days	Al Bates, Profit Planning Group	10	13	24	http://www.ctdahome.org/Webinars/Webinar_Links/April_2009/lib/playback.html	6	17% gave 1; 50% gave 4; 33% gave 5	100% said yes	3
5	5/15/2009	Mold Free Tile Installations: Tricks of the Trade	Morrie Newell, Mold Coalition	3	14	14	http://www.ctdahome.org/Webinars/Webinar_Links/May_2009/lib/playback.html	3	100% gave 5	100% said yes	
6	6/18/2009	Doing Business in Today's Economy: Collections	Al Dias, Allied Collection Resources	8	10	18	http://www.ctdahome.org/Webinars/Webinar_Links/June_2009/lib/playback.html	4	33% gave 3; 67% gave 4	67% said yes	1
7	7/16/2009	Understanding & Moving into the Green Market Place	Jerry Yudelson, Yudelson Associates	2	17	5	http://www.ctdahome.org/Webinars/Webinar_Links/July_2009/lib/playback.html	4	75% gave 4; 25% gave 5	100% said yes	
8	8/21/2009	Minding Your Business From the Front Door to the Back Door	Mark Krawczyk, Czyk & Associates	2	6	28	http://www.ctdahome.org/Webinars/Webinar_Links/August_2009/lib/playback.html	4	25% gave 2; 25% gave 3; 50% gave 4	100% said yes	
9	9/25/2009	Causes and Preventions of Ceramic Tile and Stone Failures	Donato Pompo, Ceramic Tile & Stone Consultants	9	13	23	http://www.ctdahome.org/Webinars/Webinar_Links/September_2009/lib/playback.html	2	100% gave 4	100% said yes	1
10	10/16/2009	Web 2.0: How to Harness the Power of Social Networking	Ted Janusz, Janus Presentations	7	13	41	http://www.ctdahome.org/Webinars/Webinar_Links/October_2009/lib/playback.html	7	14% gave 4; 86% gave 5	100% said yes	
11	11/20/2009	Driving Business Value in an Uncertain Economy	Mark Jordan, VERCOR	3	5	2	http://www.ctdahome.org/Webinars/Webinar_Links/November_2009/lib/playback.html	1	100% gave 4	100% said yes	2
12	Postponed to: 1/19/2010	Greenbuilding: Life Cycle Analysis of Tile	Bill Griese, TCNA	4	5	1	http://www.ctdahome.org/Webinars/Webinar_Links/January2010/lib/playback.html	1	100% gave 5	100% said yes	

64

224

8

Averages:

19 Participants per webinar

5 Company Locations per webinar

2010 CTDA Webinars

#	Date	Webinar Title	Presenter	Purchased Webinar	Logged into Webinar	Total attendance (not all companies have responded to the survey)	Link to Webinar Recording	How Many People Responded to Survey?	How would you rate the overall experience of the webinar?	Would you attend another webinar?	Link Only
1	1/15/2010	Bounce Back!	Barry Thomsen, Small Business Marketing Ideas	3	8	5	http://www.ctdahome.org/Webinars/Webinar_Links/January1_2010/lib/playback.html	1	100% gave 2	100% said yes	
2	2/19/2010	Medium Bed Mortars: The future Adhesives for large format tile	Cris Bierschank, MAPEI	4	4	2	http://www.ctdahome.org/Webinars/Webinar_Links/February_2010/lib/playback.html	1	100% gave 4	100% said yes	1
3	3/19/2010	Team Communication	John Tinghitella	3	3	24	http://www.ctdahome.org/Webinars/Webinar_Links/March_2010/lib/playback.html	3	67% gave 4; 33% gave 1	100% said yes	
4	4/23/2010	Pricing in the New Economy	Al Bates, Profit Planning Group	5	6	2	http://www.ctdahome.org/Webinars/Webinar_Links/April_2010/lib/playback.html	1	100% gave 5	100% said yes	1
5	5/21/2010	The Top 40 Things You Didn't Know You Could Do with Google	Ted Janusz, Janus Presentations	2	12	10	http://www.ctdahome.org/Webinars/Webinar_Links/May_2010/lib/playback.html	1	100% gave 5	100% said yes	
6	6/17/2010	From Chaos to Calm: Transform Cluttered Tile Shops into Serene Showrooms	Kim Bernard, Walker Zanger	10	23	30	http://www.ctdahome.org/Webinars/Webinar_Links/June_2010/lib/playback.html	4	25% gave 3; 25% gave 3; 50% gave 5	100% said yes	
7	7/15/2010	How Tile Is Made	Noah Chitty, StonePeak Ceramics	10	8	9	http://www.ctdahome.org/Webinars/Webinar_Links/July_2010/lib/playback.html	4	25% gave 4; 75% gave 5	100% said yes	1
8	8/19/2010	Sealing & Maintenance 101 for Tile and Stone: What You Need To Know and Why	Rod Sigman, Custom Building Products								
9	9/17/2010	TBD									
10	10/15/2010	TBD									

11	11/12/2010	Company Performance Report	Al Bates, Profit Planning Group								
12	12/17/2010										

33

81

3

Averages:

12 Participants per webinar

5 Company Locations per webinar

Total Webinar Average:

20 Participants per webinar

8 Company Locations per webinar

**Numbers do not include CTDA staff or Presenter

CTDA Monthly Measurables Report

	Oct-06	Dec-06	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Dec-07	Apr-08	Jul-08	Sep-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10	Jul-10
Membership (Six Month Running Total)																		
Distributor Companies	117	120	97	101	102	102	102	107	115	120	109	109	113	94	99	101	100	87
Distributor Branches	176	176	147	147	147	147	147	154	154	201	159	169	192	111	117	117	113	105
Manufacturer Companies	61	61	46	49	50	52	53	55	51	52	51	53	53	19	39	40	41	38
Manufacturer Branches	11	11	6	7	7	7	7	7	41	28	16	16	12	1	5	5	5	4
Allied Companies	10	11	9	9	9	9	11	11	12	12	10	10	11	9	11	11	11	9
Allied Branches	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	0
Independent Agents	25	26	20	21	21	21	21	21	22	21	20	21	21	11	15	18	19	15
Independent Agents Branches										2	2	2	2	1	1	1	1	1
TOTAL	400	405	325	334	336	338	341	355	396	437	367	380	405	246	288	293	290	259

Online Tuitions	Jan-07	Apr-08	Jul-08	Dec-08	Jan-09	Apr-09	Jul-09	Oct-09	Dec-09	Jul-10
Basics of Tile Course	0	61	123	144	0	5	9	17	18	15
Basics of Stone Course	0	0	0	0	0	0	0	0	0	2

Management Conference Attendance	2004	2005	2006	2007	2008	2009	2010
Distributor Companies	36	33	38	*38	28	33 NA	Too early for numbers to be of significance.
Manufacturer Companies	39	35	42	40	36	31 NA	
Total Attendance	233	213	201	230	145	153 NA	

Certifications	Cov. 06	MC 06	Surf. 07	Cov. 07	Laticrete 07	HP 07	MC 07	Surf. 08	Laticrete 08	Cov. 08	CT 5/08	CT 6/08	D&B 08	HP 08	MC 08	FT 12/08	FT1/09	FT 3/09
Study Guides Distributed	0	0	16	23	44	35	5	1	*15	12	15	19	30	0	2	15	3	2
Exams Given	46	21	16	23	46	35	5	2	22	12	60	32	26	9	2	15	3	2
Exams Passed	20	13	14	13	34	21	5	2	15	11	21	7	11	5	194	205	205	205
TOTAL	20	33	47	60	94	115	120	122	137	148	169	176	187	192				

	MC 08	FT 12/08	FT1/09	FT 3/09	FT 3/09	FT 4/09	Cov. 09	FT 5/09	FT 6/09	FT 7/09	LT 9/09	MC09	Ames 10	Cov. 10
Study Guides Distributed	2	15	2	15	12	7	20	5	6	27	6	25	4	
Exams Given	2	15	3	2	15	12	7	20	5	6	27	6	25	4
Exams Passed	2	11	0	0	15	10	6	14	3	4	26	5	20	3
TOTAL	194	205	205	205	220	230	236	250	253	257	283	288	308	311

Active Members (Members achieving 5 or more points in calendar year)	Dec-09	Jul-09	Oct-09	Jul-10
Distributor Active Members	19	14	18	16
Associate Active Members	12	4	9	4
Allied Active Members	3	0	1	0
Independent Agent Active Members	1	1	2	1
Total Active Members	35	19	30	21

Summary (As of 7/2010)	Total	Goal
Membership (Distributors)	192	300
Online Tuitions	17	200
Management Conference Attendance (Distributors)	NA	45
Management Conference Attendance (Manufacturers)	NA	45
Certifications	311	300
Active Members	21	75

Company	Total Score	Board Participation	Committee Chairmanship	Meeting Attendance	MC Meeting Attendance	MC Sponsorships	CCTS	Online Education	TileDealer Advertisers	Webinars	CPR Survey
21st Century Tile, Inc.	0	0	0	0	0	0	0	0	0	0	0
Activant Solutions Inc.	1	0	0	0	0	0	0	0	1	0	0
Alpha Professional Tools	0	0	0	0	0	0	0	0	0	0	0
American Import Tiles Ltd.	1	0	0	0	0	0	0	0	0	0	1
American Olean Midwest	7	5	0	1	0	0	0	0	0	0	1
American Olean Tile	3	0	0	0	1	2	0	0	0	0	0
Ames Tile & Stone	23	0	0	0	0	0	20	0	0	2	1
Anthony Bogo Ltd.	0	0	0	0	0	0	0	0	0	0	0
Architectural Ceramics, Inc.	0	0	0	0	0	0	0	0	0	0	0
ARDEX L.P.	0	0	0	0	0	0	0	0	0	0	0
Arizona Tile, LLC	0	0	0	0	0	0	0	0	0	0	0
Arley Wholesale, Inc.	0	0	0	0	0	0	0	0	0	0	0
Ashland Inc.	0	0	0	0	0	0	0	0	0	0	0
Atlantic Stone & Tile LLC	0	0	0	0	0	0	0	0	0	0	0
B.P.I.	0	0	0	0	0	0	0	0	0	0	0
Behr & Associates Inc.	0	0	0	0	0	0	0	0	0	0	0
Bella Tile Inc., DBA WalkOn	0	0	0	0	0	0	0	0	0	0	0
Beno J. Gundlach Company	1	0	0	0	0	0	0	0	1	0	0
Bonsal American	2	0	0	0	1	0	0	0	1	0	0
Brass City Tile Designs LLC	0	0	0	0	0	0	0	0	0	0	0
Buffkin Ceramic Tile Supply	0	0	0	0	0	0	0	0	0	0	0
Builders Tile & Carpet, LLC	0	0	0	0	0	0	0	0	0	0	0

California Tile Supply	0	0	0	0	0	0	0	0	0	0	0
Cancos Tile & Stone	1	0	0	0	0	0	0	0	1	0	0
Central Pacific Supply Corp/Tile Mart	0	0	0	0	0	0	0	0	0	0	0
Century Tile & Supply Co.	9	5	0	1	1	0	0	0	0	1	1
Ceramic Consulting Corp.	0	0	0	0	0	0	0	0	0	0	0
Ceramic Technics Ltd.	0	0	0	0	0	0	0	0	0	0	0
Ceramic Tile and Stone Consultants, Inc.	9	0	4	1	0	2	0	0	1	1	0
Ceramic Tile Warehouse, Inc.	0	0	0	0	0	0	0	0	0	0	0
Ceramic Tileworks of MN	0	0	0	0	0	0	0	0	0	0	0
Ceramic Trinidad Limited	0	0	0	0	0	0	0	0	0	0	0
Charles P. Martin	0	0	0	0	0	0	0	0	0	0	0
Cleftstone Works	0	0	0	0	0	0	0	0	0	0	0
Conestoga Ceramic Tile Dist., Inc.	16	5	8	1	0	0	0	0	0	1	1
Crossville, Inc.	4	0	0	0	0	2	0	0	1	1	0
Custom Building Products	3	0	0	0	1	2	0	0	0	0	0
D & B Tile Distributors	14	5	4	1	0	0	0	0	0	3	1
Dancik International	1	0	0	0	0	0	0	0	1	0	0
Design Materials Inc.	0	0	0	0	0	0	0	0	0	0	0
Design Materials, Inc.	1	0	0	0	0	0	0	0	0	1	0
Deutsche Steinzeug America, Inc.	0	0	0	0	0	0	0	0	0	0	0
DM Tile Connection, Inc.	0	0	0	0	0	0	0	0	0	0	0
Dural U.S.A. LLC	0	0	0	0	0	0	0	0	0	0	0
East Coast Tile Imports, Inc.	8	5	0	1	0	0	0	0	0	1	1
Ed Pawlack Tile, Inc.	0	0	0	0	0	0	0	0	0	0	0

EGE Seramik America	1	0	0	0	0	0	0	0	1	0	0
Elegantz Tile & Stone, Inc.	0	0	0	0	0	0	0	0	0	0	0
EuroTile Bermuda	0	0	0	0	0	0	0	0	0	0	0
Ferre Express International	0	0	0	0	0	0	0	0	0	0	0
Fin Pan, Inc.	7	5	0	0	1	0	0	0	1	0	0
Florida Brick & Clay Company, Inc.	0	0	0	0	0	0	0	0	0	0	0
Florida Tile, Inc.	7	0	0	1	0	2	2	0	1	1	0
Florim USA	2	0	0	1	0	0	0	0	1	0	0
Forensic Tile Consultants	0	0	0	0	0	0	0	0	0	0	0
Garden State Tile Dist.	0	0	0	0	0	0	0	0	0	0	0
Genesee Ceramic Tile Dist., Inc.	0	0	0	0	0	0	0	0	0	0	0
Great Lakes Tile Products, Inc.	1	0	0	0	0	0	0	0	1	0	0
Gulf Tile	2	0	0	0	0	0	0	1	0	0	1
Hakatai Enterprises, Inc.	1	0	0	0	0	0	0	0	0	0	1
Hamilton Parker Company	5	0	0	0	0	0	0	0	0	5	0
Iberia Tiles Corporation	0	0	0	0	0	0	0	0	0	0	0
Insulation & Supply Company	0	0	0	0	0	0	0	0	0	0	0
Interceramic Tile & Stone Gallery	1	0	0	0	0	0	0	0	1	0	0
International Ceramics Ltd.	0	0	0	0	0	0	0	0	0	0	0
International Tile & Mrbl. Ltd.	0	0	0	0	0	0	0	0	0	0	0
International Wholesale Tile	1	0	0	0	0	0	0	0	0	1	0
Ironrock Capital, Inc.	1	0	0	0	0	0	0	0	1	0	0
Italian Tile Imports	0	0	0	0	0	0	0	0	0	0	0
Jaeckle Distributors	2	0	0	0	0	0	0	0	0	1	1

John Valentine & Associates	0	0	0	0	0	0	0	0	0	0	0
K.M.B., Inc. dba Cactus Stone & Tile	0	0	0	0	0	0	0	0	0	0	0
Keraben/Metropol Grupo USA, LLC	0	0	0	0	0	0	0	0	0	0	0
LATICRETE International, Inc.	6	0	0	1	1	2	0	0	1	1	0
Latin Accents Inc.	0	0	0	0	0	0	0	0	0	0	0
Lexco Tile & Supply Co.	0	0	0	0	0	0	0	0	0	0	0
Louisville Tile Distributors, Inc.	10	5	0	1	1	0	0	0	1	2	0
MAPEI Corporation	4	0	0	0	1	2	0	0	1	0	0
Master Tile	0	0	0	0	0	0	0	0	0	0	0
Mediterranea	1	0	0	0	0	0	0	0	1	0	0
Mees Distributors, Inc.	0	0	0	0	0	0	0	0	0	0	0
Mees Tile & Marble	0	0	0	0	0	0	0	0	0	0	0
Melcer Tile Co., Inc.	0	0	0	0	0	0	0	0	0	0	0
Merola Tile	0	0	0	0	0	0	0	0	0	0	0
Mid-America Tile	6	5	0	0	0	0	0	0	0	1	0
Miles Distributors, Inc.	5	0	4	1	0	0	0	0	0	0	0
Millers Wholesale, Inc.	0	0	0	0	0	0	0	0	0	0	0
Minnesota Tile Supply	0	0	0	0	0	0	0	0	0	0	0
Mohawk Tile & Marble	0	0	0	0	0	0	0	0	0	0	0
Morris Tile Dist. Of Richmond Inc.	0	0	0	0	0	0	0	0	0	0	0
Morris Tile Dist., Inc.	0	0	0	0	0	0	0	0	0	0	0
MS International, Inc.	1	0	0	0	0	0	0	1	0	0	0
National Applied Construction Products (NAC)	1	0	0	0	0	0	0	0	1	0	0
National Gypsum Company	3	0	0	0	0	2	0	0	1	0	0

Noble Company	4	0	0	0	0	2	0	0	1	1	0
NS Converters, LLC	2	0	0	1	0	0	0	0	1	0	0
Orchid Ceramics Inc.	1	0	0	0	0	0	0	0	0	1	0
Pan American Ceramics, Inc.	7	5	0	1	1	0	0	0	0	0	0
PCC Tile Distributors & Imports	0	0	0	0	0	0	0	0	0	0	0
Pembroke Tile & Stone Co. Ltd.	1	0	0	0	0	0	0	0	1	0	0
Primco (PWL) Ltd.	1	0	0	0	0	0	0	0	0	1	0
Prof Altius Management	0	0	0	0	0	0	0	0	0	0	0
Protecto Wrap	0	0	0	0	0	0	0	0	0	0	0
Quarry Tile Co.	0	0	0	0	0	0	0	0	0	0	0
RAK Ceramics	0	0	0	0	0	0	0	0	0	0	0
RBC Tile & Stone	0	0	0	0	0	0	0	0	0	0	0
Robert F. Henry Tile Co.	12	5	4	1	0	0	0	0	0	1	1
Roma Tile Company, Inc.	1	0	0	0	0	0	0	0	0	0	1
Rubble Tile	11	5	0	1	0	0	0	0	0	4	1
Schechner Lifson Corporation	1	0	0	0	1	0	0	0	0	0	0
Schluter Systems L.P.	3	0	0	0	1	2	0	0	0	0	0
SGM	2	0	0	0	1	0	0	0	1	0	0
Specialty Tile Products	1	0	0	0	0	0	0	0	0	0	1
SpongaUSA, LLC	1	0	0	1	0	0	0	0	0	0	0
StarGrass Partners	1	0	0	1	0	0	0	0	0	0	0
Statements Inc. Distinctive Tile & Stone	12	5	4	1	0	0	0	1	0	0	1
StonePeak Ceramics	12	5	0	1	1	2	0	0	0	3	0
Sunderland Bros. Company	1	0	0	0	0	0	0	0	0	1	0

SunTouch	2	0	0	0	0	2	0	0	0	0	0
Super-Tek Products, Inc.	0	0	0	0	0	0	0	0	0	0	0
Synergy Holdings, Inc.	0	0	0	0	0	0	0	0	0	0	0
Syverson Tile & Stone, Inc.	5	0	0	1	0	0	1	0	0	3	0
TEC/SCB	4	0	0	1	0	2	0	0	1	0	0
Texas Cement Products, Inc.	1	0	0	0	0	0	0	0	1	0	0
The Mosaic Tile Company of Virginia, Inc.	0	0	0	0	0	0	0	0	0	0	0
The Tile Doctor	1	0	0	1	0	0	0	0	0	0	0
The Tile Shop	0	0	0	0	0	0	0	0	0	0	0
Tile Dist. of America, Inc.	0	0	0	0	0	0	0	0	0	0	0
Tile of Spain	0	0	0	0	0	0	0	0	0	0	0
Tile Shop	0	0	0	0	0	0	0	0	0	0	0
Tile Town Ltd. (ROBMOR)	0	0	0	0	0	0	0	0	0	0	0
Tile Wholsalers of Rochester, Inc.	0	0	0	0	0	0	0	0	0	0	0
Tiles International	1	0	0	0	0	0	0	0	0	1	0
Tiles of Distinction Inc.	0	0	0	0	0	0	0	0	0	0	0
Timeless Tiles	0	0	0	0	0	0	0	0	0	0	0
Traditions In Tile	0	0	0	0	0	0	0	0	0	0	0
Trinity Tile Group, Inc.	1	0	0	0	0	0	0	0	0	0	1
Tutto Tile International, LLC	0	0	0	0	0	0	0	0	0	0	0
Unique Tile, Ltd.	1	0	0	0	0	0	0	0	0	0	1
United Distributors Tile Group	1	0	0	1	0	0	0	0	0	0	0
United States Gypsum Corporation	3	0	0	1	0	2	0	0	0	0	0
United Tile	2	0	0	0	0	0	0	0	0	1	1

VanHearron Inc.	0	0	0	0	0	0	0	0	0	0	0
Vasquez Enterprises	7	5	0	1	0	0	0	0	0	1	0
Venture Tape Corporation	0	0	0	0	0	0	0	0	0	0	0
Vestal Tile Dist., Inc.	1	0	0	0	0	0	0	0	0	0	1
Via Dell'Arte, Inc.	0	0	0	0	0	0	0	0	0	0	0
Viking Distributors, Inc.	0	0	0	0	0	0	0	0	0	0	0
Virginia Tile Company	1	0	0	0	0	0	0	0	0	0	1
Vitra USA	1	0	0	0	0	0	0	0	1	0	0
Vitromex USA	0	0	0	0	0	0	0	0	0	0	0
W.R. Grace & Co.	0	0	0	0	0	0	0	0	0	0	0
Wedi Corporation	0	0	0	0	0	0	0	0	0	0	0
Westside Tile & Stone, Inc.	0	0	0	0	0	0	0	0	0	0	0
Winco, Inc.	2	0	0	1	0	0	0	0	0	0	1
Zimair Displays	0	0	0	0	0	0	0	0	0	0	0

TOTAL: 21 Active Members as of 7/22/2010

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)

CERTIFICATION REVIEW TASK FORCE MEETING

Tuesday, July 27, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 10:00 a.m. CDT by Erin Soger. Those in attendance were: Erin Soger, Curt Higham and John Zolman.

2.0 ANNOUNCEMENTS

Mr. Higham explained to the Task Force that Terrazzo Tile & Marble Association of Canada is near completion of a training program targeted for distributors of tile. Mr. Higham will send a copy of the course to CTDA staff.

3.0 TILE BY DESIGN

The Task Force discussed the main issues with the Tile By Design section: It is outdated and poorly printed.

The consensus of the Task Force is to create a new Tile by Design section without the help of Doug Adamson.

Mr. Higham has developed a Tile and Stone 101 course. The Task Force agreed it will be a good starting point. Mr. Higham will send the courses to CTDA staff to distribute to the Task Force.

Mr. Higham noted that Carol Harrison has agreed to assist in the development and updates of the program.

The Task Force discussed including a stone section. The group agreed to include this item in the Certification Summer Meeting agenda for discussion by the Committee.

The Task Force agreed the goal to finish the new Tile By Design section is February 2011. If completed the updated program should be heavily promoted before and at Coverings.

3.1 Adamson Materials

It was not necessary to discuss this item.

3.2 Certification Committee Comments

It was not necessary to discuss this item.

4.0 COMPLETE PROGRAM REVIEW

The Task Force agreed a full review of the program is necessary. A review of the remainder of the program will begin upon completion of the Tile By Design update.

5.0 OTHER BUSINESS

There was no other business.

6.0 SUMMARY

No summary was necessary.

10.0 ADJOURNMENT

There being no further business to come before the Task Force, the meeting was adjourned at 10:30 a.m. central by Ms. Soger.