



CTDA Staff is continuously contacting the below companies to set up Private Testing.

- MAPEI, Ben Thomas: CTDA last contacted on 12/1/09, not currently interested. Follow up with at the end of 2010.
- TEC, Marc Mularoni: CTDA last contacted on 7/19/10. Working with CTDA to set up a date for testing in 2010.
- Arizona Tile, Bob Traxler: CTDA last contacted on 4/12/10, they are conducting their own training. Will look into in the future.
- Robert F. Henry Tile, Rob Henry/Ronny Ervin: Sent two people to Louisville's Private Testing. Have not currently scheduled own Private Testing. Follow up with at the end of 2010.
- Gulf Tile, Frank John Garcia: Follow up with at the end of 2010.
- Custom Building Products, Dean Leffler: Follow up with at the end of 2010.
- Conestoga, Howard Pryor: Expressed interest, asked CTDA to follow up in fall 2010.
- Laticrete, Anna Carlson/Ron Nash: CTDA last contacted on 9/1/09, at this time they will not conduct another private testing. Follow up with at the end of 2010.
- Hamilton Parker, Dave Sammons/Adam Lewin: CTDA last contacted on 4/12/10. Not ready to conduct another set. Focusing on recertification. Follow up in 2011.
- Crossville, Frank Douglas: Follow up with at the end of 2010.
- American Olean, Jon Shedlosky: Follow up with at the end of 2010.
- D&B Tile Distributors, Dennis McLennand: Follow up with at the end of 2010.
- Jaeckle Distributors, Rich Deutsch: Have 3 people they want to certify may send them to CTDA's office in Glen Ellyn, IL. Last contact was on 4/12/10. Would like staff to follow up at the end of 2010.

Staff is continuing to attempt to schedule private testing with these companies. The Committee should identify additional companies to target for private testing.

## 6.0 **CERTIFICATION STATISTICS**

Zolman

Attachment 6.0 is the historical certification statistics report, 311 people have been certified with at 61.71% pass rate.

## \*7.0 **PROMOTIONAL PLAN UPDATE**

Soger

- CCTS was promoted in every issue of TileDealer magazine in 2009 and will continue to be in 2010.
- CTDA staff sent a survey to all CCTS's asking for testimonials to be used in promotions. Several have been received and will appear in 2010 issues of TileDealer.
- Targeted emails promoting CCTS and private testing have been and are being sent regularly to all CTDA members and non members. Both personalized emails and promotional emails have been sent.
- The CTDA website promotes CCTS.
- All people who have previously taken and not passed the exam have been contacted to encourage re-taking the exam.
- All people who passed the exam in 2006-2007 were contacted for Re-Certification.
- CTDA staff has sent a Study Guide to the Ceramic Tile Educational Foundation for review. They are currently determining if they would like to promote the CCTS program. They would like CTDA staff to follow up at the end of 2010.
- All CCTS companies are listed at:  
<http://www.ctdahome.org/education/CertificationTestInformation.shtml>.

- CTDA staff will target members of the TCNA and NTCA to take the exam at 2010 Total Solutions Plus.
- CTDA will send out email promotions to all CCTS members asking them to promote the program on their website.
- CTDA has drafted a one page sheet outlining specific skills CCTS's have mastered for members to use in their marketing materials and as handouts at tradeshow. The Committee should approve the document. See attachment 7.0.

The Committee should discuss additional ways to promote the program.

8.0	<b><u>CCTS WEBINAR</u></b> Dennis McLennand from D&B Tile Distributors has agreed to present a webinar on CCTS. An outline for the presentation was developed by CTDA staff with input from this Committee. The webinar will be put on hold until the exam/study guide updates have been completed.	Soger
*9.0	<b><u>POP DISPLAY</u></b> CTDA staff has continuously promoted the display through both personalized and commercial emails. To date one company, Florida Tile, has asked for the display. The Committee should discuss why the display is not being utilized.	Soger
10.0	<b><u>FINANCIAL REPORT</u></b> To date the Certification Revenues are \$3,499 and Expenses are \$19,647.66. This is largely due to the money paid per study guide to Doug Adamson.	Church
11.0	<b><u>PROGRAM REVIEW</u></b> A Certification Review Task Force has been created to discuss the Tile By Design section of the CCTS study guide originally written by Doug Adamson. In addition, the Task Force will discuss reviewing the program as a whole.	Soger/Zolman
*11.1	<b><u>Certification Program Stone Section</u></b> At the meeting of the Certification Review Task Force it was suggested that upon updating the program a stone section be included. The Committee should discuss the suggestion.	Zolman
12.0	<b><u>RECERTIFICATION</u></b> As of July 19th, 16 out of 33 2006 CCTS' have recertified. They had until 12/31/09. CTDA has emailed and/or mailed out several reminders. In addition, 3 out of 85 2007 CCTS's have recertified. Attachment 12.0 is a recertification summary.	Zolman
13.0	<b><u>CCTS IN SPANISH</u></b> This item has been put on hold until the CCTS exam and study guide updates have been completed.	Soger
*14.0	<b><u>CCTS SURVEY</u></b> Attachment 14.0 are survey results. The Committee should review the survey results and determine if any action is necessary.	Zolman
15.0	<b><u>OTHER BUSINESS</u></b> Committee Member Recruiting	Anyone

16.0 **SUMMARY – LIST THE COMMITTEE’S  
RECOMMENDATIONS REGARDING ACTION ITEMS DURING  
THIS MEETING.** Zolman

\*17.0 **ADJOURNMENT** Zolman

**MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)  
CERTIFICATION ADVISORY COMMITTEE MEETING**

**Monday, April 26, 2010**

**1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS**

The meeting was called to order at 9:45 a.m. EDT by Mr. Church. Those in attendance were: Fred Schmidt, Curt Higham and Rick Church.

**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 27<sup>th</sup> from 4:30-5:30pm. Please take a drink ticket.
- Smoothies will be given out at the booth on Thursday, April 29<sup>th</sup> while supplies last.

**3.0 LEGAL REPORT**

There was no legal report.

**4.0 APPROVAL OF MINUTES OF FEBRUARY 9, 2010 MEETING**

*A motion was made, seconded and unanimously passed to approve the minutes of the February 9, 2010 meeting.*

**5.0 CTDA 2010 METRICS**

**5.1 Achieve 300 CCTS' by end of 2009**

Mr. Church noted there are currently 208 CCTS'.

**6.0 CERTIFICATION STATISTICS**

The group reviewed current certification statistics. The group discussed the low pass percentage for the test (61%). The group felt the pass rate should be between 70-75%.

Ways to achieve this might be:

1. Require each participant to have a study guide

## 2. Update the materials

The group surmised that one of the reasons for a lower pass rate is that retail salespeople don't use the standards and specifications materials on a daily basis with their customers. Some discussion was held regarding the possibility of creating a separate certification for retail focused salespeople.

The group discussed the need for retail salespeople to have tools and training on color and design. It was also suggested a backsplash template would be valuable for CTDA members.

### **7.0 TESTING AT COVERINGS**

Mr. Church reported there will be five people taking the CCTS exam at Coverings.

### **8.0 PROMOTIONAL PLAN UPDATE**

Mr. Church updated the group on the promotional plan for CCTS in 2010. There was some discussion about the testimonials provided from current CCTS' and opportunities to use these testimonials at Total Solutions Plus and in advertisements to promote CCTS.

It was suggested that CCTS have a tabletop at Total Solutions Plus to promote the certification program.

It was suggested CTDA develop a one page sheet (outlining) specific skills CCTS' have mastered for members to use in their marketing materials and handouts at tradeshow.

### **9.0 CCTS WEBINAR**

Mr. Church reported that staff continues to work with Mr. McLennand on development of a webinar regarding the CCTS program.

### **10.0 POP DISPLAY**

Mr. Schmidt updated the group on the status of his company's use of the POP display.

### **11.0 FINANCIAL REPORT**

Mr. Church reported to date in 2010 there are \$1,724 in revenues and \$13,212 in expenses. Approximately \$12,000 of the expenses relate to a royalty paid to Mr. Adamson for some of the study guide content.

### **12.0 RECERTIFICATION**

The group discussed recertification numbers to date. Sixteen of the thirty three people eligible have recertified to date. Staff has and is following up with the people who haven't recertified.

### **13.0 CCTS IN SPANISH**

Staff is in the process of obtaining quotes for translating the study materials and tests into Spanish.

### **14.0 CCTS SURVEY**

Mr. Church described the results of the CCTS survey.

### **15.0 OTHER BUSINESS**

The group discussed challenges with the content in the Tile By Design section of the Study Guide. Representatives from Ames Tile will provide some specific feedback on these challenges in the next few weeks. Staff will also identify the number of questions from the exam related to the Tile by Design book. A Task Force will hold some conference calls between now and the summer meetings to develop a solution.

### **16.0 SUMMARY**

No summary was necessary.

### **17.0 ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 11:00 a.m. EDT by Rick Church.

**CCTS Year to Date Statistics**

	<u>Took Exam</u>	<u>Used Study Guide</u>	<u>Passed</u>	<u>No Show</u>	<u>Failed</u>	<u>Retakes</u>	<u>Retakes Passed</u>	<u>Retakes Failed</u>
Coverings 2006	46	0	20	0	26	0	0	0
MC 2006	21	0	13	0	8	2	0	2
Surfaces 2007	16	16	14	1	2	0	0	0
Coverings 2007	23	23	13	1	10	1	1	0
Laticrete Testing 2007	46	46	34	0	12	0	0	0
Hamilton Parker 2007	35	35	21	0	14	0	0	0
MC 2007	5	5	5	0	0	0	0	0
Surfaces 2008	2	2	2	0	0	0	0	0
Laticrete Testing 2008	22	22	15	3	7	10	6	4
Coverings 2008	12	12	11	0	1	2	1	1
Century Tile May 2008	60	60	21	0	39	5	2	3
Century Tile June 2008	32	32	7	2	23	24	6	18
D&B Tile Distributors August 2008	26	26	11	0	15	0	0	0
Hamilton Parker 2008	9	9	5	1	4	5	4	1
MC 2008	2	2	2	1	0	0	0	0
Florida Tile December 2008	15	15	11	0	4	0	0	0
Florida Tile January 2009 Retest	3	3	0	1	3	3	0	3
Florida Tile March 2009 Retest	2	2	0	0	2	2	0	2
Florida Tile March 2009	15	15	15	2	0	0	0	0
Florida Tile April 2009	11	11	10	0	1	0	0	0

Coverings 2009	7	7	6	1	1	3	2	1
Florida Tile April 28 2009	1	1	0	0	1	0	0	0
Florida Tile May 2009	16	16	12	0	4	0	0	0
Florida Tile May 12, 09 Retest	2	2	1	0	1	2	1	1
Florida Tile May 20, 09 Retest	1	1	1	0	0	1	1	0
Florida Tile May 26, 09 Retest	1	1	0	0	1	1	0	1
Florida Tile June 9, 2009	5	5	3	0	2	3	1	2
Florida Tile Summer 2009	6	6	4	0	2	3	2	1
Louisville Tile September 2009	27	27	26	0	1	0	0	0
MC 2009	6	6	5	1	1	0	0	0
Ames Tile & Stone January 21, 2010	25	25	20	0	5	0	0	0
Coverings 2010	4	4	3	1	1	0	0	0
TOTAL	504	437	311	15	191	67	27	40

Total Pass %	61.71%
--------------	--------

*Put your knowledge to the test . . .*



**GET CCTS CERTIFIED!**



***The benefits are significant:***

- Raises professionalism
- Promotes focus on product features and benefits
- Increases employee pride
- Provides a competitive edge
- Increases profits
- Establishes the CTDA as an important standard-setting body for professional competence in the ceramic tile industry.

**Certified Ceramic  
Tile Salesperson (CCTS)**

For more information, visit:  
[www.ctdahome.org](http://www.ctdahome.org)

**CTDA**

**2006 - 2007 Recertification**

	<b>Company</b>	<b>Lastname</b>	<b>Firstname</b>	<b>Recert Year</b>	<b>Recertified</b>	<b>Next Recert Year</b>
1	American International Tile Co., Inc.	Bieschke	Kenneth	2009	no	
2	Century Tile & Supply Co.	Blanchard	Dale	2009	x	2012
3	Century Tile & Supply Co.	Carlson	Keith	2009	x	2012
4	Century Tile & Supply Co.	Kern	Tom	2009	x	2012
5	Century Tile & Supply Co.	Schmidt	Frederick M.	2009	x	2012
6	Conestoga Ceramic Tile Dist., Inc.	Griffie	Edgar	2009	no	
7	Conestoga Ceramic Tile Dist., Inc.	Pryor	Howard	2009	x	2012
8	D & B Tile Distributors	McLennand	Dennis	2009	no	
9	East Coast Tile Imports, Inc.	Abruzzo	Ryan	2009	no	
10	East Coast Tile Imports, Inc.	Duffield	Renee	2009	no	
11	Henry Tile Co., Robert F.	Henry	Fred	2009	x	2012
12	Henry Tile Co., Robert F.	Henry	Robert F.	2009	x	2012
13	Miles Distributors, Inc.	Walter	Cindy	2009	x	2012
14	Miles Distributors, Inc.	Zolman	John	2009	x	2012
15	Pan American Ceramics, Inc.	Moon	Troy	2009	x	2012
16	Seamark, LLC	van der Linde	Bruce	2009	no	
17	Statements Inc. Distinctive Tile & Stone	Calkins	Ryan	2009	no	
18	Sunderland Bros. Company	Bird	Pete	2009	no	
19	Tiles International	Schwenk	Dale	2009	x	2012
20	Florida Tile (changed from Aqua Mix, Inc.)	Hayes	Doug	2009	x	2012
21	Distinctive Tile & Stone Inc.	Collins	Mike	2009	no	
22	East Coast Tile Imports, Inc.	Donahue	Frank	2009	x	2012
23	Focus4Sales, Inc.	Cooper	Derick	2009	no	
24	Garden State Tile Dist.	Snyder-Scanlan	Nancy	2009	no	
25	Louisville Tile Dist., Inc.	Beck	Adam	2009	no	
26	Mediterranea LLC	Mohan	Jim	2009	no	
27	Miles Distributors, Inc.	Wykoff	Scott	2009	x	2012
28	Syverson Tile & Stone, Inc.	Syverson	Steve	2009	x	2012
29	Aqua Mix, Inc.	Magallanes	Michael	2009	no	
30	Laticrete International, Inc.	Cox	Vernon C.	2009	no	
31	StonePeak Ceramics	Chitty	Noah	2009	no	
32	TEC	Renner	Charlie	2009	x	2012
33	MAPEI Corporation	Daniels	Michael	2009	no	
34	Louisville Tile Dist., Inc.	Moschell	Doug	2010		
35	Louisville Tile Dist., Inc.	Humphrey	Steve	2010		
36	Louisville Tile Dist., Inc.	Kincaid	Don	2010		

37	Louisville Tile Dist., Inc.	Mindling	Scott	2010		
38	Louisville Tile Dist., Inc.	Parker	Randy	2010		
39	Louisville Tile Dist., Inc.	Stermeyer	Scott	2010		
40	Laticrete International, Inc.	Macrino	Nick	2010	no	
41	Laticrete International, Inc.	McKeon	Peter	2010		
42	Laticrete International, Inc.	Nash	Ron	2010		
43	Laticrete International, Inc.	Nelson	Anthony	2010		
44	Laticrete International, Inc.	Pucilowski	Eric	2010		
45	Laticrete International, Inc.	Stivers	Walter	2010		
46	Laticrete International, Inc.	Wright	Victoria	2010		
47	United States Gypsum Corporation	Miceli	Tom	2010		
48	American International Tile Co., Inc.	Alkofer	Jim	2010		
49	American International Tile Co., Inc.	Mech	Greg	2010		
50	ROBERT F HENRY TILE CO	Buchanan	Andrew	2010	X	2013
51	American International Tile Co., Inc.	Wolowich	Janice	2010		
52	American International Tile Co., Inc.	Wachowiak	Patricia	2010		
53	Syverson Tile & Stone, Inc.	Dirk	Lisa	2010		
54	United Tile	Cook	Paul	2010		
55	American International Tile Co., Inc.	Voss	Chris	2010		
56	Sunderland Bros. Company	Goranson	Dan	2010		
57	Sunderland brothers co	Casey	Rob	2010		
58	Henry Tile Co., Robert F.	Ervin	Ronny	2010		
59	Florida Tile Industries, Inc.	Ketcham	Todd	2010		
60	Laticrete International, Inc.	Sparkman	Matthew	2010		
61	Laticrete International, Inc.	Bob	Cutting	2010		
62	Laticrete International, Inc.	Bunszel	Matt	2010		
63	Laticrete International, Inc.	Day	Matthew	2010		
64	Laticrete International, Inc.	McKeon	Thomas	2010		
65	Laticrete International, Inc.	McManus	Francis	2010		
66	Laticrete International, Inc.	Muzzin	Leo	2010		
67	Laticrete International, Inc.	Ard	Joseph (Chris)	2010		
68	Laticrete International, Inc.	Bartosz	Todd	2010		
69	Laticrete International, Inc.	Bazan	Arturo	2010		
70	Laticrete International, Inc.	Brodersen	Tom	2010		
71	Laticrete International, Inc.	Carlson	Brian	2010		
72	Laticrete International, Inc.	Davis	Kirby	2010		
73	Laticrete International, Inc.	Duke	Bob	2010		
74	Laticrete International, Inc.	Evans	Tim	2010		
75	Laticrete International, Inc.	Faso	Michael	2010		

76	Laticrete International, Inc.	Foster	Dave	2010		
77	Laticrete International, Inc.	Getzlaf	Michael	2010		
78	Laticrete International, Inc.	Malmquist	Lee	2010		
79	Laticrete International, Inc.	Meyers	David	2010	X	2013
80	Laticrete International, Inc.	Meyers	Gerard	2010		
81	Laticrete International, Inc.	Miranda	Frank	2010		
82	Laticrete International, Inc.	Mitchell	Robert	2010		
83	Laticrete International, Inc.	Musser	Kevin	2010		
84	Laticrete International, Inc.	Noveck	Ben	2010		
85	Laticrete International, Inc.	Sherwood	Greg	2010		
86	Laticrete International, Inc.	Simoni	Dan	2010		
87	Laticrete International, Inc.	Swann	Brian	2010		
88	Laticrete International, Inc.	Werner	Mike	2010		
89	Laticrete International, Inc.	Weber	Kurt	2010		
90	Laticrete International, Inc.	McLawhorn	Mike	2010		
91	Laticrete International, Inc.	Martin	Gary	2010		
92	Laticrete International, Inc.	McMahon	Brian	2010		
93	Laticrete International, Inc.	Weber	Kyra	2010		
94	Laticrete International, Inc.	Striednig	John	2010		
95	Hamilton Parker Company	Alger	Susan	2010		
96	Hamilton Parker Company	Balsimo	Amy	2010		
97	Hamilton Parker Company	Cantrell	Gabriel	2010		
98	Hamilton Parker Company	Clark	Douglas	2010		
99	Hamilton Parker Company	Garrett	Jane	2010		
100	Hamilton Parker Company	Harris	Michele	2010		
101	Hamilton Parker Company	Jobin	Lenny	2010		
102	Hamilton Parker Company	Koob	Joanna	2010		
103	Hamilton Parker Company	Inskeep	Lynn	2010		
104	Hamilton Parker Company	Oehmig-Henning	Anita	2010		
105	Hamilton Parker Company	Oneill	Bonnie	2010		
106	Hamilton Parker Company	Parsons	Paul	2010		
107	Hamilton Parker Company	Reed	Kathie	2010		
108	Hamilton Parker Company	Ring	Lori	2010		
109	Hamilton Parker Company	Rodriguez	Chris	2010		
110	Hamilton Parker Company	Sammons	David	2010		
111	Hamilton Parker Company	Schwenker	Erik	2010		
112	Hamilton Parker Company	Spinning	Tina	2010		
113	Hamilton Parker Company	Swieterman	Doug	2010		
114	Hamilton Parker Company	Watters	Steve	2010		

115	Hamilton Parker Company	Wooster	Rick	2010		
116	Florida Tile Industries, Inc.	Milanowycz	David	2010	X	2013
117	Florida Tile Industries, Inc.	Centers	Blake	2010		
118	Florida Tile Industries, Inc.	Shope	James	2010		
119	Mid-America Tile	Tuzik	Dan	2010		
120	Tilestone Imports	Jurik	Brad	2010		



# CTDA CERTIFIED CERAMIC TILE SALESPERSON EVALUATION

As of July 13, 2010, a total of 47 applicants have completed a program evaluation after taking the CTDA Certified Ceramic Tile Salesperson exam. {Note: Every applicant did not answer every question}

## ABOUT YOURSELF

**Title:** *Manager (2), Assistant Manager (3); Sales Rep (11); President (2); Inside Sales; Managing Partner; Architectural & Design Rep; Branch Manager (5); Showroom Manager; Designer; VP (2); Sales Manager; Operations Manager; Outside Sales Rep (6); Sales Consultant; Architectural Consultant; Regional Sales Manager (2); Technical Services Manager; Arch Spec Manager; CSR; Office Manager; Corporate Operations Manager*

**Years in Tile Industry:** 2; 3 (2); 4; 5; 6 (3); 8 (3); 9 (2); 12 (4); 13; 15 (2); 17 (2); 19; 20 (5); 22 (3); 23; 24; 25 (2); 27; 28; 29; 30 (2); 32 (2); 33; 34; 41; 45

Distributor: 31  
Other: 3-retail; sales

Manufacturer: 12

### Why did you participate in the program? (Check all that apply)

34	it was requested by my supervisor/company	2	increased monetary compensation
4	my co-workers have become/plan to become certified	1	promotion/career advancement
24	pride/personal satisfaction	23	increased credibility by other professionals
29	to increase knowledge/skill base	28	increased credibility in the industry
8	recognition from peers	7	increased networking opportunities
13	recognition from employer	14	employer expectation
8	improved job security	23	to provide effective service and solutions for my company
18	increased marketability		Other: <i>credibility with customers</i>

### How did you hear about the program?

4	CTDA direct mail piece	2	My co-workers
4	Via CTDA newsletters	2	CTDA Website
40	My company/CTDA member		Other: <i>Tile Dealer Magazine</i>

## THE APPLICATION PROCESS

Was the certification application easy to understand?	40	Yes	No
Did the application provide the necessary information to make an informed decision about participating in the CCTS program?	39	Yes	No
Were the program requirements made clear in the application?	39	Yes	No

## Comments on how to improve the application process

- Signed up at corporate.
- I only took the test, Jim Cuthbertson took care of the official paperwork.
- Did not fill out an application – employer had them done.
- N/A – employer handled

## EXAMINATION PREPARATION/CCTS STUDY GUIDE

Approximately how much time did you study for the exam: 1 hr (2); 1.5 hrs; 2 hrs (2); 3 hrs (3); 4-6 hrs; 5 hrs (4); 6 hrs (3); 8 hrs; 8-10 hrs; 10 hrs (3); 14 hrs; 12-18 hrs (2); 15-20 hrs; 20 hrs (2); 45 hrs; 1 week (2); 2 weeks (2); 3 weeks; 6 weeks (2); 1 month (2); 3 months; 30 yrs; hours; a few hours

Is the CCTS Study Guide informative?	42 Yes	3 No
Do you like the format?	34 Yes	9 No
Did it adequately prepare you for the exam?	37 Yes	8 No
Did you use the study guide to prepare for the exam?	42 Yes	3 No

Do you have suggestions for additions/revisions to the CCTS Study Guide?

- *I took the test without any prior notice that I was taking it and finish in one hour and passed first time.*
- *Make the questions on the study guide the test be of the same material.*
- *The guide could have been more organized. We were missing 1/4 of the info, but didn't realize it until the test. A big disorganized in making sure we have correct info.*
- *Maybe some proof reading. A couple of the slides should be updated (one says porcelain is "the wave of the future" & another says "porcelain" is different than "glazed". The following describes a type of tile "Mexican terracotta tile marble"?*
- *Have someone else redesign the test and study guide. Many topics were vague and even incorrect or incomplete.*
- *Some questions were not worded correctly to correspond to our industry. Several answers could be right but was labeled wrong on the tests. Verbage needs to improve.*
- *The study guides are outdated and need to be updated. I do not think a 8.8 is a large format tile.*
- *Stop using Latacrete*
- *Explain and demo use of TCNA book*
- *The info covered was good however I personally felt that the format lacked consistence in appearance from page to page.*
- *Its over 3 yrs since I have taken but from what I remember page references were off on some questions and I think I was missing one of the sources.*
- *It just need to be updated.*
- *I am a CTC graduate and did not study for the 1<sup>st</sup> test given. A section on the green movement.*

## EXAMINATION PREPARATION/TILE TRAINING IN A BOX

Is the Tile Training in a Box informative?	39 Yes	3 No
--	--------	------

Do you like the format?	37 Yes	6 No
Did it adequately prepare you for the exam?	30 Yes	11 No
Did you use Tile Training in a Box to prepare for the exam?	42 Yes	3 No

Do you have suggestions for additions/revisions to the Tile Training in a Box?

- *Make sure books were complete before shipping out. Maybe a webinar would help too.*
- *It was too silly, too outdated, and too “cartoonish”. I thought it was a waste of time.*
- *I completed all portions of the study packet. The material in the “tile training in a box” was outdated & sometimes contradictory.*
- *Didn’t use tile training in a box at all. For someone with 30+ yrs in industry tile training in box not as useful.*
- *Have someone else redesign the tile training in a box. Many topics were vague and even incorrect or incomplete.*
- *A lot of mine did not print or not clearly*
- *Felt the color brochures in the back were outdated and therefore didn’t read. Figured if pictures are outdated, the info covered was as well.*
- *It just needs to be updated.*
- *How “going green” is now a facet of our industry.*

## TAKING THE EXAM

Did the proctor provide clear instructions on the day of the exam?	46 Yes	1 No
Was the testing facility conducive for taking the exam?	46 Yes	1 No
Did you have enough time to complete the exam?	45 Yes	1 No
Would you recommend the testing facility for future examinations?	41 Yes	4 No

Where did you take the exam?\_

- 3 - CTDA, Glen Ellyn, IL
- Coverings, Chicago
- 5 - Coverings, Orlando
- 2 - CTDA Conference, Tucson
- 2 - CTDA conference, ??
- 2 - Surfaces, Las Vegas
- 2 - Crossville Holman Center
- 5 - D&B Tile
- 2 - Hamilton Parker
- 3 - Sheraton Cincinnati Airport Hotel (Northern Kentucky)
- Crowne Plaza Orlando
- Florida Tile Cincinnati
- 2 - Holiday Inn Raleigh
- Holiday Inn Express
- 2 - Yearly sales conference in Vancouver
- 3 - Owl Creek Country club
- Denver
- Florstar
- Work

### Specific comments on testing:

- *Test took almost all of the time allotted. Participants should be advised to not waste time.*

- *The test was difficult forme, because I was little overconfident. I knew bullet points, and didn't focus on a lot of fine detail. I was afraid I flunked it. You really have to have your thinking cap on.*
- *Lots of questions were open to interpretation. Not just yes or no answers.*
- *The pattern book very confusing; was missing part of study guide.*
- *Found out I needed glasses.*

## OVERALL COMMENTS

Did you feel the CCTS program was beneficial?	45 Yes	2 No
Would you consider CCTS re-certification?	43 Yes	4 No

### Overall comments on CCTS program:

*Most of the material studied was very interesting but rarely came up in regular daily operations. Almost all of the people in our location scored high on the practice test but poorly on the test given at the central. Better coordinator needed between these two.*

*There were 2-3 questions that could have 2 different answers. This was frustrating because I wasn't sure which answer you wanted. I didn't think the test applied to what I did but I was required to take it. I think the webinars are good ways to learn about installation and selling materials, something I need to know more about. Theres nothing like hands on learning for me. How about a 2 day training program for sales people so that I advise homeowners or architects confidently.*

*Great program; very informative.*

*I think recertification so soon is unnecessary, I also would hope it is not the same test, in fact, I don't think it should involve retesting, just some scro of continued education.*

*Out of date info in test & text provided; terrible videos*

*There were some small conflicting answers as to what they wanted as opposed to the study guide. Some of the tile patterns were called different things also.*

*It was wonderful to have the ANSI books and the TCNA handbook included.*

*I would like to know test score not just pass or fail.*

*CCTS is a great program. At my age it is tough to retain knowledge as I did 20 years ago. The fact of having your resources at your finger tips through internet and manuals at your desk is a great advantage.*

*Needs a lot of re-working both – questions and study guides*

*Great program, glad I took the test*

*While I think I learned a few things I have had no increase in others asking for, or heading my advice any more than before (which is quite a bit). Perhaps changing the certification to a more substantial title the certified ceramic tile sales person would bring more credibility to the testing*

*I took this test in May of 2008, this is really late to ask for comments I don't really remember.*

*I am available to proctor an exam if needed.*

*I think everyone in the tile industry should take this test from installers to architects, designers, dealers.*

*Thought the info covered in both binders was beneficial, although as fine as recognition & increased credibility, I felt that most people in the industry in my area I came in contact with, didn't even know a designation existed.*

*Materials need to be updated.*

*I think it is important for those that are CCTS to continue staying engaged in our industry, but I do not think we should need to retest.*

*I enjoyed it! It was great remembering thing that I forgot.*