

1. 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

5.2.1 **2010 Total Solutions Plus Schedule Update**

Calkins

The Ask the Leader session will consist of 2-3 speakers from each association. Tom Kotel will serve on the panel as a representative from CTDA. CTDA is waiting for confirmation from Bob Traxler and Brian Knies. Ryan Calkins volunteered to moderate the session. Submit your questions to Ryan Calkins.

Pamela Bowe, FCB2B is coordinating a B2B session and panel. She may attend this conference call to ask the Committee for suggestions.

To view the current schedule go to: <http://www.ctdahome.org/tsp/schedule/>.

5.2.2 **2010 Total Solutions Plus Marketing Plan**

Calkins

Total Solutions Plus Marketing Plan:

1. One promotional mailing to all memberships. The Committee reviewed the draft printed promotion and decided to add a section for Table Tops and Sponsors. The promotion is scheduled to be distributed August 1st. Sponsors will be given a drop date of Friday, July 16th to have their paperwork submitted to appear in the printed promotion.
2. Meeting Website, Advertisements in TileLetter, TileDealer and any additional newsletters or publications sent out by the Associations, Monthly emails from January through March, Biweekly emails from April through June, and Weekly emails from July until the Conference. The email campaign will focus on different educational sessions.
3. Whichever organization is managing the event will also manage the promotional plan.
4. Each association will promote items of specific interest to their members.
5. One targeted mailing will be sent to all potential attendees (Distributors/Contractors) within 100 miles of the event. CTDA will obtain a list of local distributors to find out how many of them are willing to promote the event with a sign and brochures. CTDA will also contact Florida members such as D&B and Gulf Tile to either do a mailing for us or to provide us with their local mailing lists.
6. Phone calls from each CTDA and NTCA's board of directors will be made to encourage attendance.
7. Posters and brochures will be created and given to suppliers to spread the word. CTDA should print approximately 100.
8. As the event draws closer sponsors will be featured in promotional emails (i.e. Come to the Conference to see XXX sponsor). Only platinum and higher speakers will be featured.
9. Each association will mail their members and nonmembers a registration and sponsorship packet including a letter from the association's executive director/president. Scheduled to occur after the first mailing.
10. The event could be promoted on LinkedIn, Facebook and Twitter. NTCA

volunteered to be the point on this effort.

11. CTDA will send sponsors a template to use in promoting Total Solutions Plus to their customers.
12. CTDA will budget for a door to door sales campaign that could occur two months before the conference in which a representative from CTDA and NTCA recruit local attendees (Distributors/Retailers). Posters and brochures will also be distributed on the door to door sales campaign. CTDA will contact Harold Yarborough to see if he would be interested in being the CTDA representative. If so, they will find a date in late August/early September. Jim Olson will be the NTCA representative.

5.2.3	2010 Total Solutions Plus Sponsors Attachment 5.2.3 is a summary of sponsorships as of July 20, 2010.	Calkins
5.2.4	2010 Total Solutions Plus Table Top Attachment 5.2.4 is a summary of table tops as of July 20, 2010.	Calkins
5.2.5	Designer/Specifier Session The TCNA is coordinating a Designer/Specifier session to be held on Thursday, November 4 th from 1:00 – 3:30pm. The following are tentative speakers and topics; Patti Fasan (Tile vs. Other Products), Bill Griese (Sustainability), and American Marazzi (Ceramic Tile as an Exterior Cladding Product). The session will offer CEU credits and will be promoted separately from Total Solutions Plus.	Calkins
6.0	<u>2011 TOTAL SOLUTIONS PLUS</u> 2011 Total Solutions Plus will be held at the Sheraton Wild Horse Pass Resort & Spa in Chandler, AZ November 9-12, 2011. The room rate will be \$199/night. This hotel has been contracted by the NTCA.	Calkins
7.0	<u>OTHER BUSINESS</u> Committee Member Recruiting	Anyone
8.0	<u>SUMMARY – LIST THE COMMITTEE’S RECOMMENDATIONS REGARDING ACTION ITEMS DURING THIS MEETING.</u>	Calkins
*9.0	<u>ADJOURNMENT</u>	Calkins

**MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
CONVENTION PLANNING COMMITTEE**

Monday, April 26, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 8:00 a.m. EDT by Mr. Calkins. Those in attendance were: Ryan Calkins, Frank Donahue, Rob Henry, Rick Baldini, Fred Schmidt, Alex Llerena, Curt Rapp and Rick Church.

2.0 ANNOUNCEMENTS

Mr. Church 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

There was no legal report.

4.0 APPROVAL OF MINUTES OF FEBRUARY 8, 2010 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the February 8, 2010 meeting.

5.0 CTDA 2010 METRICS

5.1 Increase Total Solutions Plus attendance by distributor companies to 45 and manufacturer companies to 45

Mr. Calkins reminded the Committee of the metrics for Total Solutions Plus.

The group discussed ways to entice both manufacturers and distributors to attend the Total Solutions Plus meeting.

For manufacturers, all agreed to the following:

1. This is the one event manufacturers should attend because of the combined nature of the event and the table top opportunities.
2. Discuss with NTCA the number of contractors they expect to attend Total Solutions Plus and promote that to potential manufacturer attendees.
3. Each Committee member agreed to send sponsorship and table top information to their suppliers. Staff will provide the Committee members with materials via pdf to do so.

The group next discussed how to get additional distributors to attend. Some ideas were:

1. Committee members will reach out to distributors in their markets to encourage participation in Total Solutions Plus.
2. Ask NTCA to coordinate having their members who are attending to send a letter to their distributors to encourage their attendance.
3. Committee members were asked to discuss attendance at Total Solutions Plus with distributors they see during Coverings.

5.2 Create a Joint Management Conference

Mr. Calkins reminded the Committee that a Joint Conference is being produced for 2010 in conjunction with NTCA and TCNA.

5.2.1 2010 Total Solutions Plus

Mr. Church updated the Committee on the planning Committee's progress.

5.2.2 2010 Total Solutions Plus Schedule

The group discussed the 2010 Total Solutions Plus schedule. Specifically they discussed the B2B panel discussion and identified a few potential panelists. Suggested panelists were:

Mitch Dancik, Terry Wheat (RFMS), Someone from Florida Tile.

The Committee also suggested adding spouse events on Thursday and Friday.

5.2.3 2010 Total Solutions Plus Sponsors

The Committee discussed sponsorship opportunities available for Total Solutions Plus.

5.2.4 2010 Total Solutions Plus Table Top

The Committee discussed table top opportunities and costs available at Total Solutions Plus.

6.0 2011 TOTAL SOLUTIONS PLUS

Mr. Church announced that the 2011 Total Solutions Plus will be held from November 9-12, 2011 at the Wild Horse Pass Resort in Chandler, Arizona.

7.0 OTHER BUSINESS

There was no other business.

8.0 SUMMARY

Mr. Calkins summarized the actions from the meeting.

9.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 9:00 a.m. EDT.

Attendee

American Olean

Tom Facca	Director of Sales	
Joe Lundgren	Vice President Marketing	Kate Lundgren

Bonsal American

Kevin McFadden	V.P. Construction Products	
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Century Tile & Supply Co. - Lombard

Mark Carlson	VP/General Manager	Elaine Carlson
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Cubesantelopes W/A Ltd.

Frank Edobor Okenwa		Esther Nwakaku Okenwa
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Custom Building Products

Dale Roberts	Business Development Manager	
Rod Sigman	Technical Services Manager	
Steve Taylor		

Cutting Edge of Toldedo

Dave Rogers	Owner	
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Fin Pan, Inc.

Jeff Ketterer	National Sales Manager	Amy Ketterer
Lisa Schaffer	Vice President of Human Resources	Douglas Schaffer

LATICRETE International, Inc.

Kirby Davis	Sr. Architectural Specialist	
Ed Metcalf	President, North America Division	Susan Metcalf
Ron Nash	Director of Sales, North America	Tiffany Nash
David Rothberg	Chairman/CEO	

Louisville Tile Dist., Inc.

Robert DeAngelis	President	
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Mapei Corporation, U.S.A.

Cris Bierschank	Technical Resource/Multimedia Specialist	
Kevin Carroll	Regional Sales Manager	
Pierre Hebert	Technical Services Director	
Jeff Leone	Strategic Marketing Director	
Neil McMurdie	Director of Research and Development	
Mike Micalizzi	Technical Services Manager	
Judy Pugatch	Product Manager	
Ben Thomas	TSIS Product Manager	

Pan American Ceramics, Inc.

Tom Carr	President	Darla Carr
Marilyn Comitz		
Troy Moon	Vice President/Sales and Marketing	

PROFLEX - Lakeland

Timothy Abbot		Terry Riggins
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Rustic

Rafik Gad		Rustic Co.
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Schechner Lifson Corporation

Marc Rosenkrantz	President	
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Attendee

Schluter Systems L.P.

Sean Gerolimos	Technical Services Manager
Dale Kempster	Technical Director
Russell King	Territory Manager
Peter Nielsen	Technical Director

SGM

Jason Eckenrod	Technical Sales Representative
Tim O'Hara	Technical Sales Representative

StonePeak Ceramics

Noah Chitty	Director of Tech. Services & Quality Assurance	Elizabeth Chitty
Rodolfo Panisi	CEO	

Speakers

Mapei Corporation, U.S.A.

Sam Biondo

Staff

CM Services, Inc.

Richard W. Church, II	CTDA Executive Director
Erin Soger	Association Manager

Total Attendees 41

Total Spouses 11

Grand Total 52

2010 Total Solutions Plus Sponsors as of 7/20/2010

Company	Amount
American Olean Tile	\$6,000
Bostik	\$10,000
Bonsal American - Prospec	\$10,000
Ceramic Tile and Stone Consultants	\$200
Ceramic Tiles of Italy	\$5,000
Coverings	\$10,000
Custom Building Products	\$10,000
Dal Tile	\$15,000
Florida Tile	\$6,000
Foshan China Ceramics City Development Ltd.	\$10,000
Interceramic	\$15,000
Laticrete	\$20,000
Mapei	\$40,000
Marazzi & Ragno	\$5,000
Merkrete	\$5,000
MMSA	\$10,000
National Gypsum Company	\$2,000
Noble Company	\$1,000
Pearl Abrasive Co.	\$2,000
Proflex Products Inc.	\$10,000
Schluter - Systems	\$6,000
StonePeak	\$10,000
SunTouch	\$300
TEC/HB Fuller Construction Products	\$11,000
University of Ceramic Tile and Stone	\$200
USG	\$4,000
Crossville, Inc.	\$10,000
Total Sponsorship Amount:	\$233,700
Budgeted:	\$293,000
Difference:	\$59,300

2010 Total Solutions Plus Table Top Exhibits as of 7/20/2010

Table Top	Amount	Primary Contact	Email	Phone
International Wholesale Tile, LLC	\$750	Grey Perna	gperna@iwttesor.com	772-223-5151
National Applied Construction Products, Inc.	\$750	Thomas Duve	tduve@nacproducts.com	800-633-4622
Alpha Professional Tools	\$1,500	Mindy Wessel	mwessel@alpha-tools.com	201-337-3343
American Marazzi Tile	\$1,500	Neil Sims	nsims@marazzitile.com	972-226-0110 ext. 2360
Bostik, Inc.	\$1,500	Christine Krisko	christine.krisko@bostik-us.com	978-750-7321
Ceramic Tile & Stone Consultants	\$1,500	Donato Pompo	donato@ctasc.com	619-669-2967
Dancik Internationl	\$1,500	Mark Mashewske	mmashewske@dancik.com	
Fin Pan, Inc.	\$1,500	Lisa Schaffer	lisa@finpan.com	
Florida Tile	\$1,500	Carla Laneave	carla.laneave@floridatile.com	863-284-4155
Foshan China Ceramics City Development Ltd.	\$1,500	Gregory Zhao	l.s.zero@163.com	86-1-392-311-7441
Foshan China Ceramics City Development Ltd.	\$1,500	Gregory Zhao	l.s.zero@163.com	86-1-392-311-7441
Foshan China Ceramics City Development Ltd.	\$1,500	Gregory Zhao	l.s.zero@163.com	86-1-392-311-7441
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Foshan China Ceramics City Development Ltd.	\$1,500	Gregory Zhao	l.s.zero@163.com	86-1-392-311-7441
Georgia - Pacific Gypsum	\$1,500	Warren Barber	wbarber@gapac.com	404-652-3146
Mediterranea	\$1,500	Paul Young	paul@architecturalimports.com	305-718-5091
Merkrete (Parex USA, Inc.)	\$1,500	Mark Cooke	mark.cooke@parexusa.com	714-778-2266
Metropolitan Ceramics	\$1,500	Dianne Young	dyoung@ironrock.com	330-484-4887
National Gypsum Company	\$1,500	Eddie Neel	reneel@nationalgypsum.com	
Noble Company	\$1,500	Toni Perfect	toni@noblecompany.com	231-799-8000 ext. 115
Pan American Ceramics	\$1,500	Troy Moon	troy@panamericanceramics.com	
Pearl Abrasive Company	\$1,500	Ted Skaff	ted.skaff@pearlabrasive.com	560-927-5561
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Ragno USA	\$1,500	Neil Sims	nsims@marazzitile.com	972-226-0110 ext. 2360
Schluter Systems	\$1,500	Elizah Hatch	ehatch@schluter.com	800/472-4588
SGM, Inc.	\$1,500	Christine Pacetti	cpacetti@sgm.cc	954-943-2288
StarQuartz Industries, Inc.	\$1,500	Scott Rueter	s.rueter@starquartz.com	513-218-4778
USG	\$1,500	Steve Rausch	srausch@usg.com	404-281-2218

W.R. Grace & Co.	\$1,500	Christine Welby	christine.welby@grace.com	617-498-4976
Wedi	\$1,500	Mitchell Louch	mitchell.louch@wedincorp.com	678-906-0034
TEC/H.B. Fuller Construction Products, Inc.	Complimentary	Kristin Cattaneo	kristin.cattaneo@hbfuller.com	630-952-1280
Women In Tile	Complimentary	Jeanne Nichols	jeanne@stargrasspartners.com	303-956-6209
Bonsal American - Prospec	Sponsorship	Kevin McFadden	kevin.mcfadden@oldcastleapg.com	704-525-1621
Coverings	Sponsorship	Ally Jenkins	ajenkins@ntpshow.com	703-706-8249
Crossville Inc.	Sponsorship	Rita Christmas	rchristmas@crossvilleinc.com	931-484-2110
Custom Building Products	Sponsorship	Elva Santillan	elva@cbpmail.net	562-598-8808
Dal Tile	Sponsorship	John Turner Sr.	john.turner.sr@daltile.com	214-309-4535
Interceramic	Sponsorship	Rosario Almeida	ralmeida@interceramic.com	214-503-5543
Laticrete	Sponsorship	Ed Metcalf	edmetcalf@laticrete.com	203-393-0010
Laticrete	Sponsorship	Ed Metcalf	edmetcalf@laticrete.com	203-393-0010
Mapei Corporation	Sponsorship	Julie Travis	jtravis@mapei.com	954-246-8792
Mapei Corporation	Sponsorship	Julie Travis	jtravis@mapei.com	954-246-8792
MMSA	Sponsorship	Steven Fine	sbfine@laticrete.com	203-393-4547
Proflex Products, Inc.	Sponsorship	Tim Abbott	tabbott@proflex.us	239-253-5652
StonePeak High Tech Porcelain	Sponsorship	Noah Chitty	nchitty@stonepeakceramics.com	312-506-2814

Total Amount Secured: \$51,000
Budgeted: \$123,750
Difference: \$72,750

Total Table Tops: 94
Table Tops Sold: 50
Remaining Table Tops: 44

Sponsorship Categories that receive Table Tops:

Opening Keynote - 1
Closing Keynote - 1
Titanium - 2
Platinum - 1