

EDUCATION COMMITTEE MEETING

DATE: Wednesday, August 11, 2010 **TIME:** 10:00 a.m. – 11:00 a.m. Central
CALL IN: 866-740-1260 **ACCESS CODE:** 3376505

Purpose: To develop and recommend educational programs for the benefit of the ceramic tile distributor and prepare and circulate to the membership and media those programs and other materials which will promote the use of ceramic tile.

Points of Action: Please note that those items requiring action are designated by an asterisk (*).

- *1.0 **CALL TO ORDER AND ARTICULATION OF MEETING GOALS** Pompo
- 2.0 **ANNOUNCEMENTS** Anyone
- 3.0 **LEGAL REPORT** Ives
- *4.0 **APPROVAL OF MINUTES OF APRIL 26, 2010 MEETING** Pompo
- 5.0 **CTDA 2010 METRICS** Pompo
 CTDA’s Board approved a strategic plan for 2010 and beyond. The 2010 thrusts and metrics are listed below.

 Thrusts:
 - 1. Create a Joint Management Conference with one or more of the following industry associations: NTCA, TCNA, TCAA, NAFCD, TTMAC
 - 2. Participate in the Sustainable Building Movement
 - 3. Continue/Expand Webinar Programs
 - 4. Surviving Economic Times
 - 5. ~~Rebrand CTDA by Coverings~~
 Metrics:
 - 1. Increase actively engaged members to 75 (21 as of 7/22/2010)
 - 2. CCTS – 300 total CCTS’ by 2010 year end (311 as of 7/22/2010)
 - 3. 200 Online Education tuitions sold (18 in 2009, 17 in 2010)
 - 4. Achieve 300 distributor companies and branches in 2010 (192 as of 7/22/2010)
 - 5. Average 20 webinar sites per webinar (8 overall)
 - 6. Management Conference Distributor Member company attendance of 45 and Associate Member company attendance of 45 (52 attendees registered as of 7/20/2010)
- *6.0 **ONLINE EDUCATION** Pompo
 The metric for 2010 is to sell 200 online tuitions. We sold 18 online education tuitions in 2009. The Stone Course was launched on March 4th, 2010. 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. The Committee should discuss ways to increase sales.

- *6.1 **Online Education and Tile Training in a Box/CCTS Study Guide** Pompo
The University of Ceramic Tile and Stone is in the process of updating the “Understanding the Basics of Ceramic Tile” course and would like the Committee to discuss including the course with the purchase of Tile Training in a Box/CCTS Study Guide.

- 7.0 **WEBINARS** Pompo
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 7.0 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).

Note: There has been an upward trend of webinar attendees over the past two months. The Committee should discuss the possible cause of this (i.e. is it the topic, day, etc.).

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. More information to follow.

- *7.1 **Webinar Schedule** Pompo
Below are topics CTDA Staff is pursuing for 2010.

Topic	Suggested Speaker	Results
Economist: On the Future Economy & Building Industry	NAHB Economist	NAHB has referred staff to their Online Speaker Directory. For a directory of their speakers go to: http://www.ctdahome.org/NAHB_Speaker_Options.pdf . The Committee should select 2-3 for CTDA staff to contact.
How to Sell Tile over other Floor Covering Materials	Century Tile (someone who sells all tile lines, Mark Carlson)	Mark Carlson is not interested.
How to Develop an Architectural Sales Program	Dave Leal at Spec, John Turner Sr. at Dal-Tile, or Patty Connolly at Louisville Tile.	Dave Leal is not interested. John Turner Sr. is not interested.
Developing an Effective Advertising/Promotional Plan & How to Develop a Marketing Plan for your Business	Sean Cilona at Florida Tile or Frank Douglas at Crossville.	Sean Cilona does not believe he is a good candidate because most of his business is B2B.

Floor Heating Systems	Kirby Davis at Laticrete at Earl Maicus at Schluter	CTDA is working with Kirby to determine the best month.
Where the Industry Came From and Where it is Going in regards to Green Building	Kirby Davis at Laticrete and Bill Griese at TCNA	CTDA is working with Kirby to determine the best month.

Additional topics/speakers suggested by webinar participants in which CTDA is pursuing: B2B, Selling on the Internet, Sales Strategies and Negotiation and National Association of Credit Management.

- 7.2 **Webinars: Jack Daly** Pompo
The Committee previously agreed to offer CTDA members bimonthly Jack Daly webinars. However, Jack Daly’s webinars are held sporadically throughout the year. CTDA will schedule 2-3 Jack Daly webinars in 2011 after his schedule is published.
- *7.3 **CEU Credits: LEED Webinar** Soger
Lila Tully suggested updating and accrediting Howard Pryor’s “LEED Certification with Ceramic Tile” webinar. The Committee should discuss how to proceed.
- 8.0 **TILE TRAINING IN A BOX TASK FORCE** Pompo/Soger
The Task Force continues to make progress. The group hopes to have the program completed in 2010.
- 9.0 **SHADE VARIATION PROGRAM TASK FORCE** Soger
The Task Force has been put on hold until the Tile Training in a Box update is complete.
- 10.0 **OTHER BUSINESS** Pompo
Committee Member Recruiting
Primco – Tile Training in a Box
- 11.0 **SUMMARY – LIST THE COMMITTEE’S RECOMMENDATIONS REGARDING ACTION ITEMS DURING THIS MEETING** Pompo
- *12.0 **ADJOURNMENT** Pompo

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

Monday, April 26, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 11:10 a.m. EDT by Mr. Pompo. Those in attendance were: Donato Pompo, Dennis McLennand, Cindy Bell, Harold Yarborough, Marc Mularoni, Russell King, Kim Gawecki, Fred Jackson 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 10, 2010 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the February 10, 2010 meeting.

5.0 CTDA 2010 METRICS

Mr. Pompo reviewed the 2010 CTDA metrics.

6.0 ONLINE EDUCATION

Mr. Pompo noted the goal for 2010 is to sell 200 online tuitions. To date, five courses have been sold. He noted the stone course is getting some interest. It will be promoted at Coverings, in upcoming trade publication advertisements and through emails. We should have a better idea during the summer whether 200 tuitions is a reasonable goal.

7.0 WEBINARS

The Committee discussed CTDA's webinar program.

7.1 Webinar Schedule

Mr. Pompo reviewed the webinar schedule for 2010. It was noted that the August webinar will be Rod Sigman of Aqua Mix on Cleaning, Maintaining and Sealing Tile and Stone.

Mr. Church suggested providing one free webinar registration to all companies renewing their membership in 2011.

The Committee discussed the drop off in participation in the webinars. All present felt the lack of participation is a result of less time being available for the members. The Committee felt continued emphasis on the ability of companies to utilize the webinar links after the fact.

Others suggested holding 6-12 webinars that are well liked and repeat them.

A suggestion for a future webinar topic might be "You think you know how to use the internet, but you don't".

It was also suggested that a preview of recorded webinars be available to help promote the use of them.

7.2 Webinars: Jack Daly

The Committee discussed the possibility of providing discounted access to Jack Daly's monthly webinars. After discussion, all agreed to provide access to the Jack Daly webinars at a discounted rate on a bi-monthly basis and to complement them with CTDA webinars on the alternate months.

7.3 Webinar Sponsor Agreement

Mr. Church reported staff is pursuing possibly changing the webinar system CTDA is using. ReadyTalk (the current provider) and WebEx are the two finalists in consideration.

7.4 Total Solutions Plus Webinar Sponsorship

Mr. Church outlined the Total Solutions Plus webinar sponsorship opportunity. After discussion, the Committee agreed if a Total Solutions Plus Webinar is going to be held, staff may consider cancelling one of the previously scheduled CTDA webinars or not, based on the content.

8.0 TILE TRAINING IN A BOX TASK FORCE

Mr. Pompo updated the group on the status of the Tile Training in a Box Task Force.

9.0 SHADE VARIATION PROGRAM TASK FORCE

Mr. Pompo updated the group on the status of the Shade Variation Task Force.

10.0 OTHER BUSINESS

There was no other business.

11.0 SUMMARY

No summary was necessary.

12.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 12:30 p.m. EDT by Mr. Pompo.

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