

developed a Showroom Competition. The program was announced in the July 22nd issue of CTDA This Week. Submissions are due September 1st. Voting will be open to the public and will run from September 1 – October 15. The winner will be announced at Total Solutions Plus.

- | | | |
|-------|--|------------|
| *6.0 | <p><u>CTDA WEBSITE STATISTICS</u>
 At the Spring Committee meeting the Committee requested CTDA provide a CTDA website statistics report. The report compares 1/1/2009 – 7/1/2009 to 1/1/2010 – 7/1/2010. The Committee should review and discuss attachment 6.0.</p> | Soger |
| 7.0 | <p><u>CTDA TILEDEALER MAGAZINE</u></p> | Arden |
| *7.1 | <p>Editorial Feedback
 Typically the Marketing Committee provides feedback regarding the editorial content of TileDealer at this point in the meeting.</p> | Arden |
| 7.2 | <p>TileDealer Update/Statistics
 With the help of this Committee CTDA staff has compiled a list of TileDealer online FAQs. The FAQs will be posted to the TileDealer website. Attachment 7.2 are TileDealer website statistics for 1/1/2010 – 7/1/2010.</p> | Arden |
| 7.3 | <p>Courtesy Copies of TileDealer
 CTDA staff will continue to promote the program. As of July 21st 3 companies have resubmitted lists containing email addresses (Crossville, 42; Vasquez Enterprises, 66; and Pan American Ceramics, 137).</p> | Soger |
| 8.0 | <p><u>NEWSLETTER ADVERTISEMENTS</u>
 Attachment 8.0 is a list of companies who have taken advantage of the product announcement promotion.</p> | Soger |
| 9.0 | <p><u>SOCIAL NETWORKING</u>
 CTDA launched a Facebook group in July 2009. To date 83 members have joined the group and 19 topics are being discussed. CTDA continues to promote.</p> | Soger |
| 10.0 | <p><u>OTHER BUSINESS</u>
 Committee Member Recruiting
 Website Review</p> | Anyone |
| 11.0 | <p><u>SUMMARY – LIST THE COMMITTEE’S RECOMMENDATIONS REGARDING ACTION ITEMS DURING THIS MEETING.</u></p> | Yarborough |
| *12.0 | <p><u>ADJOURNMENT</u></p> | Yarborough |

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
MARKETING/PUBLIC RELATIONS COMMITTEE

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 Chairman Harold Yarborough. Those in attendance were: Harold Yarborough, Rick Baldini, Marc Rosenkrantz, Nick Willard, Barbara Vasquez, Cindy Bell, Frank Donahue, Rob Henry, Janet Arden, Bill Ives (call in) and Erin Soger.

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

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

Mr. Yarborough and Ms. Soger outlined the CTDA 2010 thrusts and metrics along with the current status of each item.

5.1 Showroom Idea Center

Mr. Yarborough noted the Showroom Idea Center was launched on October 1st, 2009. CTDA staff will continue to promote the site via CTDA This Week emails.

The Committee would like CTDA staff to begin recording and reporting on all CTDA website click throughs/statistics.

Mr. Donahue suggested CTDA conduct a showroom contest. If approved by the Board CTDA staff will implement a showroom contest program in which members submit pictures of their showroom. The winner of the contest can be given the award at Total Solutions Plus. The prize could be 50% off membership dues. The Committee also suggested the Showroom Idea Center be moved to the public site to increase hits.

A motion was made, seconded and unanimously passed to recommend to the Board of Directors that the Showroom Idea Center be moved to the public site and a showroom contest be implemented.

6.0 CTDA TILEDEALER MAGAZINE

6.1 Editorial Feedback

After some discussion Mr. Yarborough suggested CTDA conduct a free webinar on how to best utilize online newsletters.

6.2 TileDealer Update

Ms. Arden updated the Committee on the feedback and statistics of the second digital issue of TileDealer. She noted that 23% clicked through to the magazine and 1% clicked through to the CTDA website.

6.3 Courtesy Copies of TileDealer

Ms. Soger updated the Committee on the current status of the project. To date 3 companies have submitted lists containing email addresses (Crossville, 42, PanAmerican Ceramics, 137 and, Vasquez Enterprises, 66).

7.0 NEWSLETTER ADVERTISEMENTS

Ms. Soger explained the background of this program. To date 9 companies have submitted announcements to appear in CTDA This Week.

8.0 MEMBER INFORMATION UPDATE

Ms. Soger explained that members have been asked to update their company information. They will be asked again in June. Mr. Donahue asked that East Coast Tile's update be sent to him.

9.0 SOCIAL NETWORKING

The Committee discussed the necessity of getting young people involved in the social networking site. After some discussion the Committee suggested the Generations Committee explain to the Marketing Committee the best ways to utilize Facebook for CTDA.

10.0 CTDA THIS WEEK

Ms. Soger asked for input on the format and content of CTDA This Week. The consensus of the Committee was that it is a great format and they look forward to receiving it every week. Ms. Nichols suggested adding a joke to the newsletter.

11.0 TOTAL SOLUTIONS MARKETING PLAN

Ms. Soger outlined the marketing plan for Total Solutions Plus.

12.0 OTHER BUSINESS

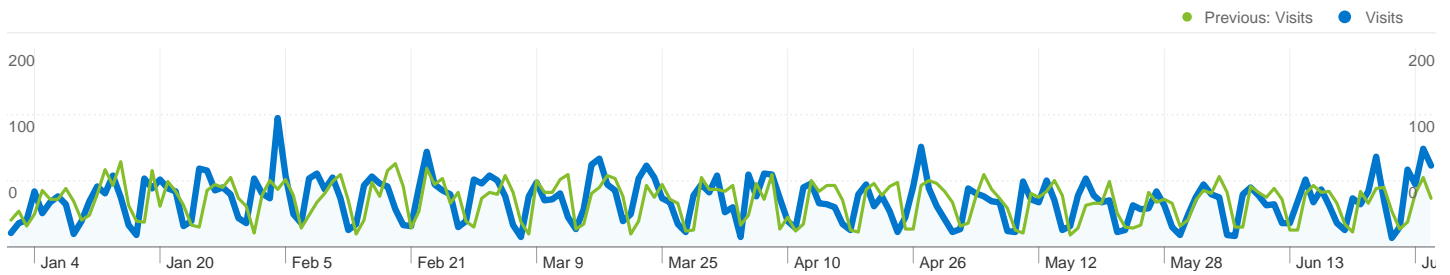
There was no other business.

13.0 SUMMARY

Mr. Yarborough summarized the meeting.

14.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 10:45 a.m. EDT by Mr. Yarborough.



Site Usage

 **8,545 Visits**


Previous: 8,416 (1.53%)

 **55.59% Bounce Rate**

Previous: 52.54% (5.80%)

 **23,496 Pageviews**

Previous: 24,071 (-2.39%)

 **00:02:15 Avg. Time on Site**

Previous: 00:02:16 (-1.06%)

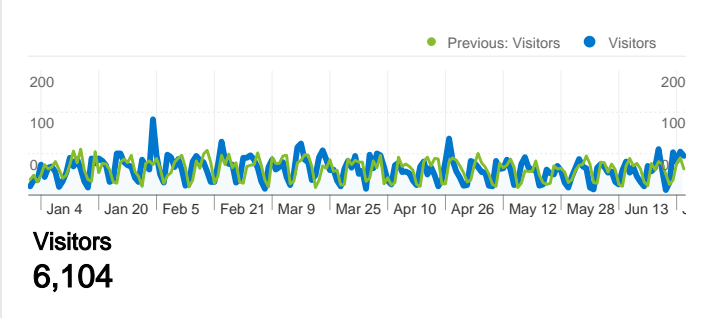
 **2.75 Pages/Visit**

Previous: 2.86 (-3.86%)

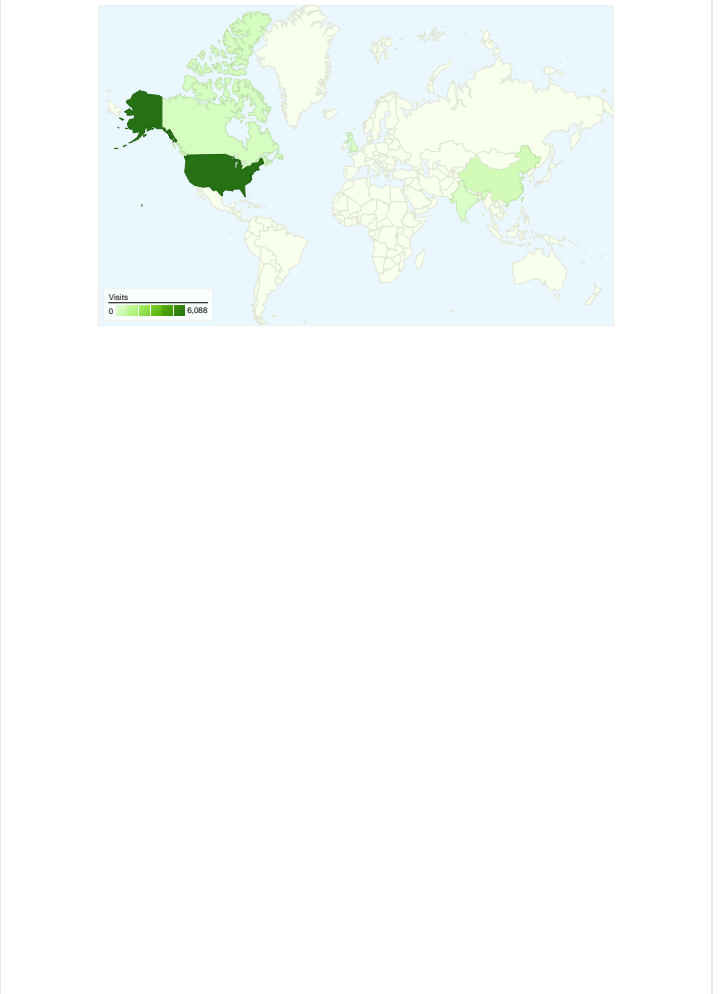
 **68.46% % New Visits**

Previous: 72.52% (-5.59%)

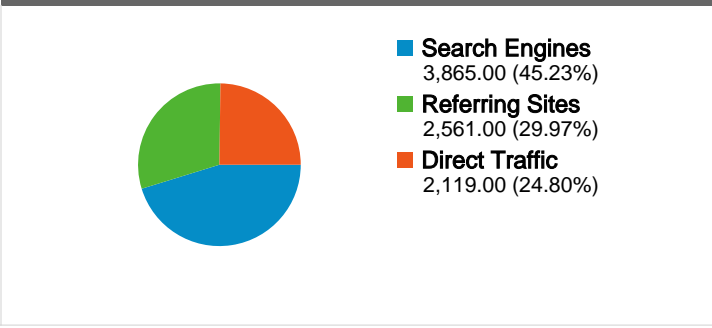
Visitors Overview



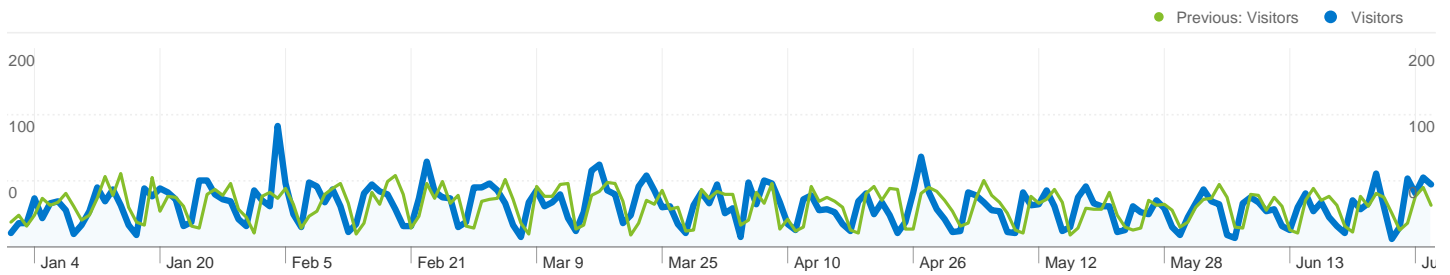
Map Overlay



Traffic Sources Overview



Content Overview		
Pages	Pageviews	% Pageviews
/		
Jan 1, 2010 - Jul 1, 2010	7,977	33.95%
Jan 1, 2009 - Jul 1, 2009	8,625	35.83%
% Change	-7.51%	-5.25%
/dsearch/		
Jan 1, 2010 - Jul 1, 2010	2,626	11.18%
Jan 1, 2009 - Jul 1, 2009	3,310	13.75%
% Change	-20.66%	-18.72%
/membership/index.shtml		
Jan 1, 2010 - Jul 1, 2010	1,362	5.80%
Jan 1, 2009 - Jul 1, 2009	1,177	4.89%
% Change	15.72%	18.55%
/board/index.shtml		
Jan 1, 2010 - Jul 1, 2010	1,029	4.38%
Jan 1, 2009 - Jul 1, 2009	1,365	5.67%
% Change	-24.62%	-22.77%
/resources/index.shtml		
Jan 1, 2010 - Jul 1, 2010	848	3.61%
Jan 1, 2009 - Jul 1, 2009	1,019	4.23%
% Change	-16.78%	-14.74%



6,104 people visited this site

 **8,545 Visits**

Previous: 8,416 (1.53%)

 **6,104 Absolute Unique Visitors**


Previous: 6,313 (-3.31%)

 **23,496 Pageviews**

Previous: 24,071 (-2.39%)

 **2.75 Average Pageviews**


Previous: 2.86 (-3.86%)

 **00:02:15 Time on Site**

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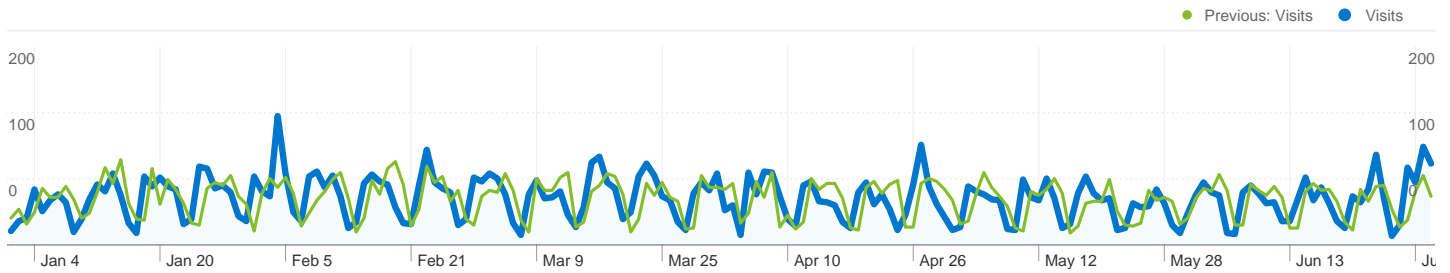
Previous: 72.52% (-5.59%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jan 1, 2010 - Jul 1, 2010	5,916	69.23%	Jan 1, 2010 - Jul 1, 2010	2,604	30.47%
Jan 1, 2009 - Jul 1, 2009	6,391	75.94%	Jan 1, 2009 - Jul 1, 2009	3,167	37.63%
% Change	-7.43%	-8.83%	% Change	-17.78%	-19.02%
Firefox			Cable		
Jan 1, 2010 - Jul 1, 2010	1,618	18.94%	Jan 1, 2010 - Jul 1, 2010	2,341	27.40%
Jan 1, 2009 - Jul 1, 2009	1,523	18.10%	Jan 1, 2009 - Jul 1, 2009	2,268	26.95%
% Change	6.24%	4.63%	% Change	3.22%	1.66%

Safari		
Jan 1, 2010 - Jul 1, 2010	592	6.93%
Jan 1, 2009 - Jul 1, 2009	306	3.64%
% Change	93.46%	90.54%
Chrome		
Jan 1, 2010 - Jul 1, 2010	326	3.82%
Jan 1, 2009 - Jul 1, 2009	90	1.07%
% Change	262.22%	256.75%
Mozilla		
Jan 1, 2010 - Jul 1, 2010	35	0.41%
Jan 1, 2009 - Jul 1, 2009	59	0.70%
% Change	-40.68%	-41.57%

DSL		
Jan 1, 2010 - Jul 1, 2010	2,227	26.06%
Jan 1, 2009 - Jul 1, 2009	2,195	26.08%
% Change	1.46%	-0.07%
T1		
Jan 1, 2010 - Jul 1, 2010	1,142	13.36%
Jan 1, 2009 - Jul 1, 2009	495	5.88%
% Change	130.71%	127.22%
Dialup		
Jan 1, 2010 - Jul 1, 2010	170	1.99%
Jan 1, 2009 - Jul 1, 2009	205	2.44%
% Change	-17.07%	-18.33%



All traffic sources sent a total of 8,545 visits

24.80% Direct Traffic

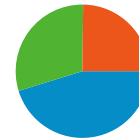
Previous: 22.45% (10.47%)

29.97% Referring Sites

Previous: 29.41% (1.90%)

45.23% Search Engines

Previous: 47.83% (-5.44%)



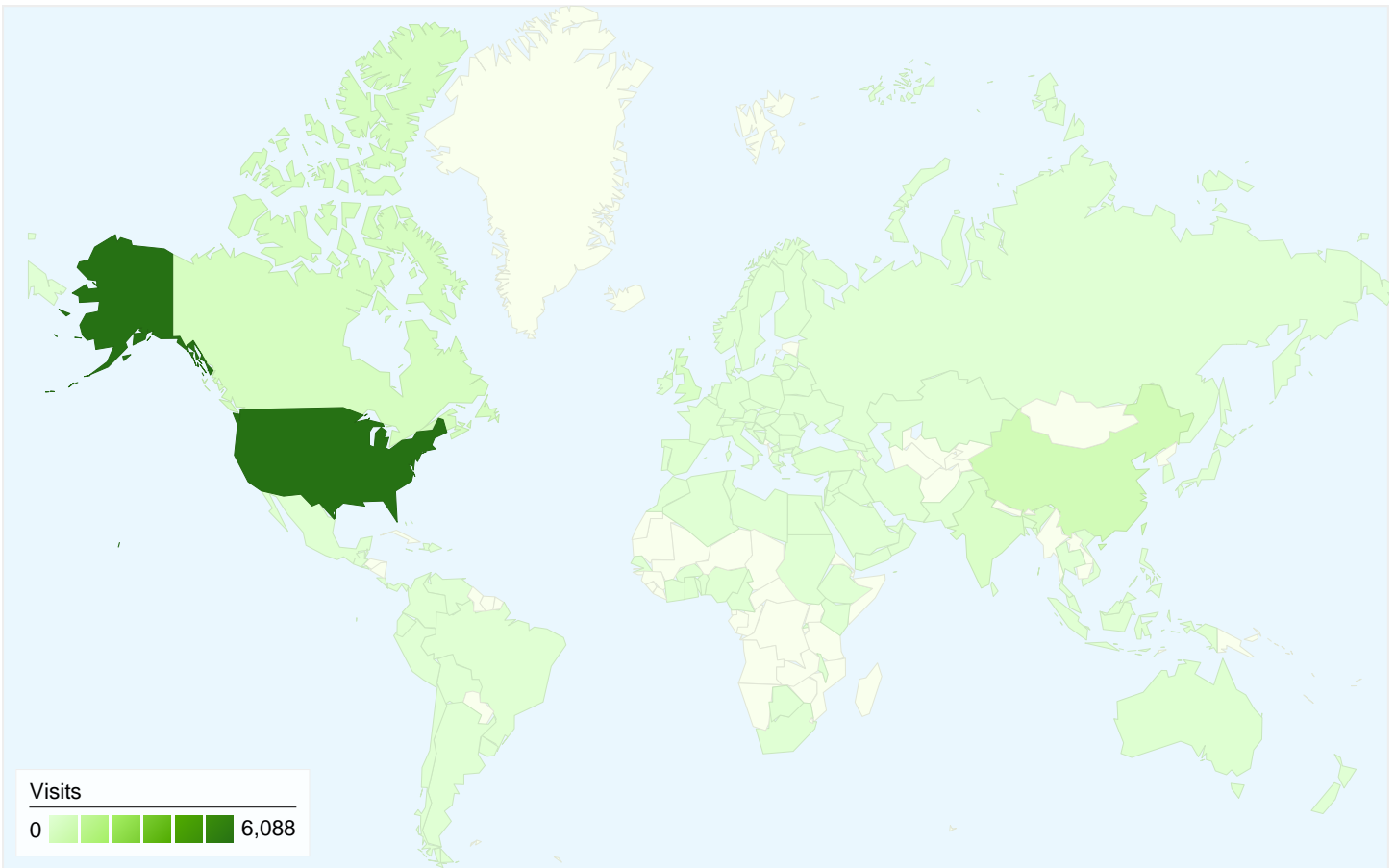
- **Search Engines**
3,865.00 (45.23%)
- **Referring Sites**
2,561.00 (29.97%)
- **Direct Traffic**
2,119.00 (24.80%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			ctda		
Jan 1, 2010 - Jul 1, 2010	3,235	37.86%	Jan 1, 2010 - Jul 1, 2010	487	12.60%
Jan 1, 2009 - Jul 1, 2009	3,324	39.37%	Jan 1, 2009 - Jul 1, 2009	549	13.57%
% Change	-2.68%	-3.85%	% Change	-11.29%	-7.12%
(direct) ((none))			ceramic tile distributors association		
Jan 1, 2010 - Jul 1, 2010	2,119	24.80%	Jan 1, 2010 - Jul 1, 2010	230	5.95%
Jan 1, 2009 - Jul 1, 2009	1,904	22.55%	Jan 1, 2009 - Jul 1, 2009	266	6.57%
% Change	11.29%	9.95%	% Change	-13.53%	-9.46%
ctdahome.org (referral)			tile distributors		
Jan 1, 2010 - Jul 1, 2010	400	4.68%	Jan 1, 2010 - Jul 1, 2010	154	3.98%
Jan 1, 2009 - Jul 1, 2009	310	3.67%	Jan 1, 2009 - Jul 1, 2009	144	3.56%
% Change	29.03%	27.48%	% Change	6.94%	11.98%
bing (organic)			ceramic tile distributors		
Jan 1, 2010 - Jul 1, 2010	242	2.83%	Jan 1, 2010 - Jul 1, 2010	142	3.67%
Jan 1, 2009 - Jul 1, 2009	28	0.33%	Jan 1, 2009 - Jul 1, 2009	181	4.47%
% Change	764.29%	753.87%	% Change	-21.55%	-17.85%
tiledealer.org (referral)			ceramic tile		

Jan 1, 2010 - Jul 1, 2010	196	2.29%
Jan 1, 2009 - Jul 1, 2009	60	0.71%
% Change	226.67%	222.73%

Jan 1, 2010 - Jul 1, 2010	118	3.05%
Jan 1, 2009 - Jul 1, 2009	350	8.65%
% Change	-66.29%	-64.70%



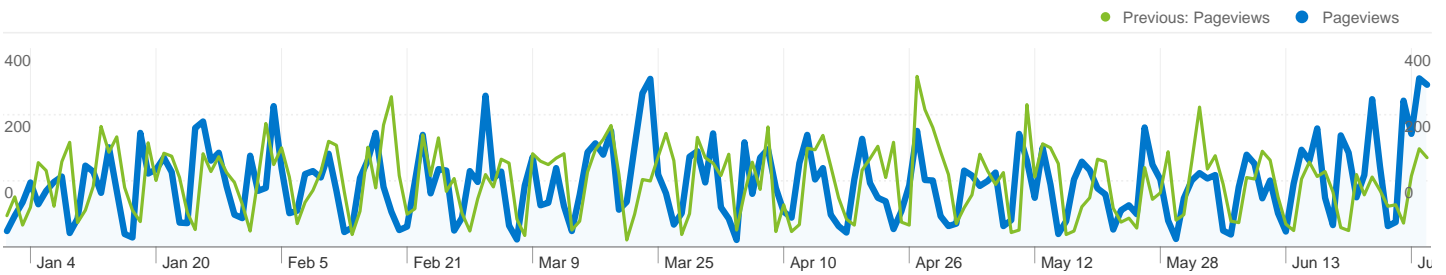
8,545 visits came from 130 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
8,545 Previous: 8,416 (1.53%)	2.75 Previous: 2.86 (-3.86%)	00:02:15 Previous: 00:02:16 (-1.06%)	68.52% Previous: 72.55% (-5.56%)	55.59% Previous: 52.54% (5.80%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
January 1, 2010 - July 1, 2010	6,088	2.83	00:02:20	64.13%	55.21%
January 1, 2009 - July 1, 2009	6,496	2.85	00:02:16	69.60%	53.46%
% Change	-6.28%	-0.61%	2.75%	-7.86%	3.26%
China					
January 1, 2010 - July 1, 2010	522	2.93	00:03:24	68.58%	48.28%
January 1, 2009 - July 1, 2009	398	2.82	00:02:52	65.33%	44.72%
% Change	31.16%	4.04%	18.40%	4.98%	7.94%
Canada					
January 1, 2010 - July 1, 2010	355	2.58	00:01:37	84.79%	56.62%

January 1, 2009 - July 1, 2009	303	3.11	00:01:55	84.82%	45.87%
% Change	17.16%	-17.09%	-15.63%	-0.04%	23.42%
United Kingdom					
January 1, 2010 - July 1, 2010	251	1.82	00:00:51	70.52%	69.32%
January 1, 2009 - July 1, 2009	186	2.68	00:01:25	89.25%	53.23%
% Change	34.95%	-32.00%	-40.40%	-20.99%	30.24%
India					
January 1, 2010 - July 1, 2010	216	2.20	00:01:50	93.06%	62.50%
January 1, 2009 - July 1, 2009	129	3.45	00:02:40	86.82%	39.53%
% Change	67.44%	-36.12%	-31.22%	7.18%	58.09%
Spain					
January 1, 2010 - July 1, 2010	85	3.40	00:02:46	82.35%	44.71%
January 1, 2009 - July 1, 2009	76	3.29	00:03:11	77.63%	39.47%
% Change	11.84%	3.36%	-13.14%	6.08%	13.25%
Australia					
January 1, 2010 - July 1, 2010	69	2.13	00:00:45	85.51%	59.42%
January 1, 2009 - July 1, 2009	41	3.05	00:03:35	90.24%	51.22%
% Change	68.29%	-30.12%	-78.97%	-5.25%	16.01%
Turkey					
January 1, 2010 - July 1, 2010	64	3.11	00:01:38	75.00%	48.44%
January 1, 2009 - July 1, 2009	49	3.14	00:01:37	79.59%	51.02%
% Change	30.61%	-1.07%	1.55%	-5.77%	-5.06%
Italy					
January 1, 2010 - July 1, 2010	64	2.36	00:01:07	90.62%	57.81%
January 1, 2009 - July 1, 2009	81	3.86	00:02:54	86.42%	46.91%
% Change	-20.99%	-38.94%	-61.74%	4.87%	23.23%
Mexico					
January 1, 2010 - July 1, 2010	42	2.24	00:01:05	85.71%	61.90%
January 1, 2009 - July 1, 2009	31	3.26	00:01:05	93.55%	45.16%
% Change	35.48%	-31.31%	0.31%	-8.37%	37.07%

1 - 10 of 130




Pages on this site were viewed a total of 23,496 times

 **23,496 Pageviews**

Previous: 24,071 (-2.39%)

 **16,533 Unique Views**

Previous: 16,856 (-1.92%)

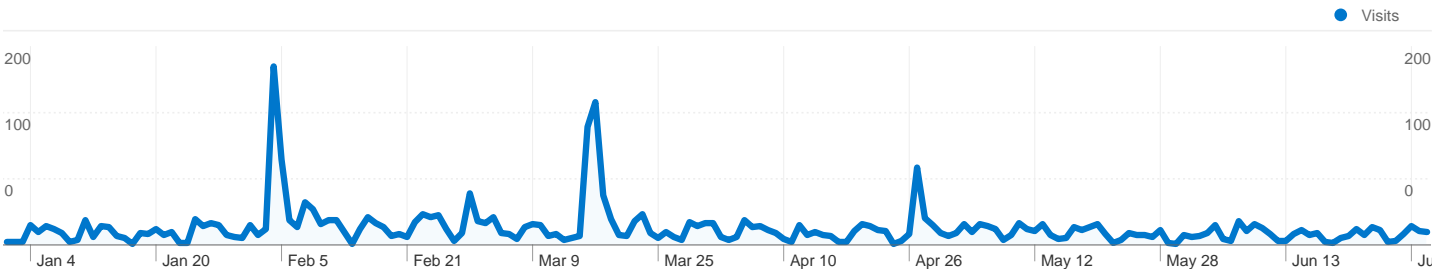
 **55.59% Bounce Rate**

Previous: 52.54% (5.80%)

Top Content

Pages	Pageviews	% Pageviews
/		
Jan 1, 2010 - Jul 1, 2010	7,977	33.95%
Jan 1, 2009 - Jul 1, 2009	8,625	35.83%
% Change	-7.51%	-5.25%
/dsearch/		
Jan 1, 2010 - Jul 1, 2010	2,626	11.18%
Jan 1, 2009 - Jul 1, 2009	3,310	13.75%
% Change	-20.66%	-18.72%
/membership/index.shtml		
Jan 1, 2010 - Jul 1, 2010	1,362	5.80%
Jan 1, 2009 - Jul 1, 2009	1,177	4.89%
% Change	15.72%	18.55%
/board/index.shtml		
Jan 1, 2010 - Jul 1, 2010	1,029	4.38%
Jan 1, 2009 - Jul 1, 2009	1,365	5.67%
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/resources/index.shtml		

Jan 1, 2010 - Jul 1, 2010	848	3.61%
Jan 1, 2009 - Jul 1, 2009	1,019	4.23%
% Change	-16.78%	-14.74%



Site Usage

3,085 Visits

45.71% Bounce Rate

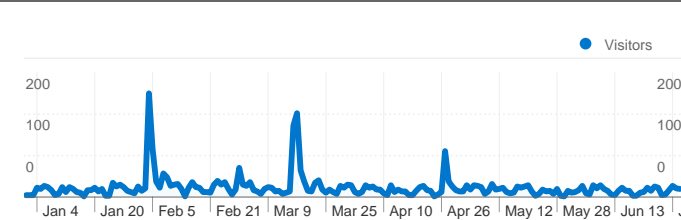
11,877 Pageviews

00:03:38 Avg. Time on Site

3.85 Pages/Visit

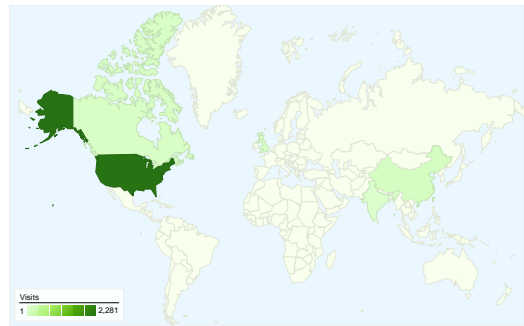
66.22% % New Visits

Visitors Overview

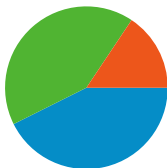


Visitors
2,117

Map Overlay



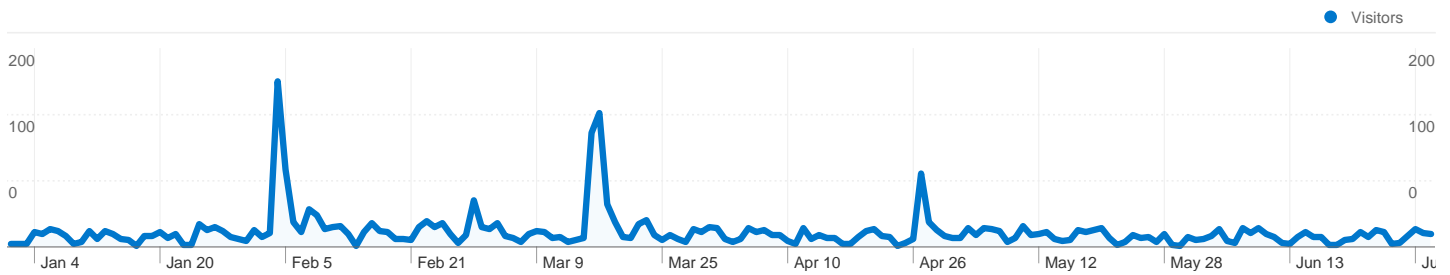
Traffic Sources Overview



- **Direct Traffic**
1,315.00 (42.63%)
- **Referring Sites**
1,288.00 (41.75%)
- **Search Engines**
482.00 (15.62%)

Content Overview

Pages	Pageviews	% Pageviews
/isapi/dsearch.isa/results	4,625	38.94%
/	1,926	16.22%
/dsearch/index.shtml	1,307	11.00%
/archives/index.shtml	694	5.84%
/subscribe.shtml	403	3.39%




2,117 people visited this site


 **3,085** Visits


 **2,117** Absolute Unique Visitors

 **11,877** Pageviews

 **3.85** Average Pageviews

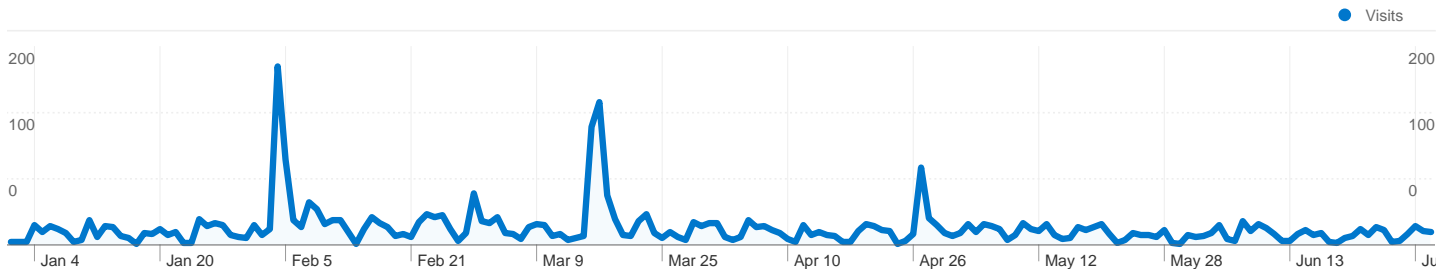
 **00:03:38** Time on Site

 **45.71%** Bounce Rate

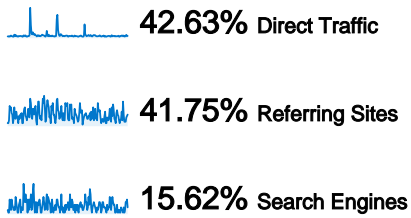
 **66.22%** New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	1,881	60.97%	Unknown	965	31.28%
Firefox	738	23.92%	Cable	837	27.13%
Safari	307	9.95%	DSL	813	26.35%
Chrome	131	4.25%	T1	379	12.29%
Mozilla Compatible Agent	10	0.32%	Dialup	65	2.11%



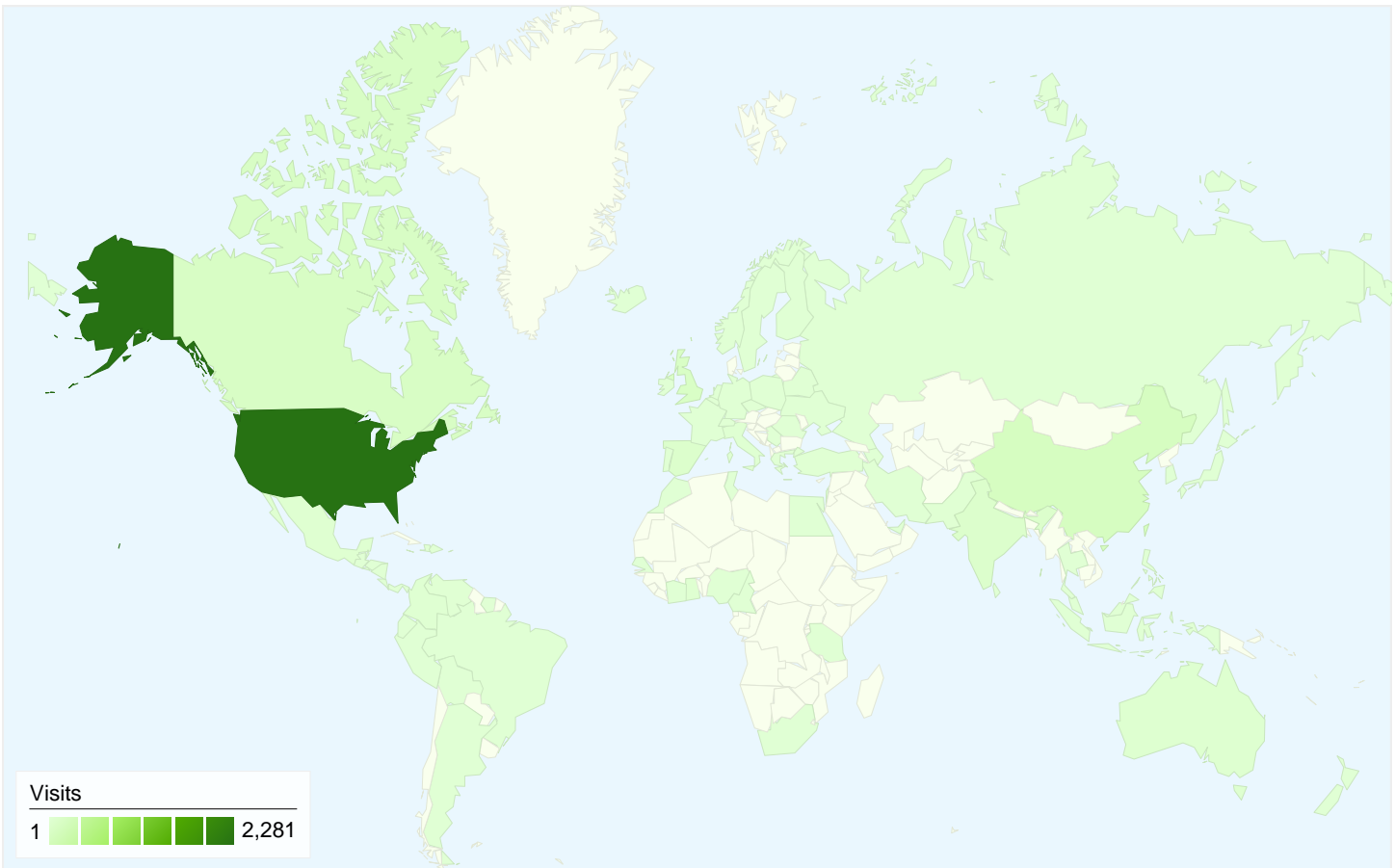
All traffic sources sent a total of 3,085 visits



- Direct Traffic**
1,315.00 (42.63%)
- Referring Sites**
1,288.00 (41.75%)
- Search Engines**
482.00 (15.62%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	1,315	42.63%	tile dealer magazine	127	26.35%
ctdahome.org (referral)	1,131	36.66%	tiledealer	80	16.60%
google (organic)	430	13.94%	tile dealer	73	15.15%
tiledealer.com (referral)	41	1.33%	tile dealers	36	7.47%
australiantilecouncil.com.au	23	0.75%	tile magazine	25	5.19%

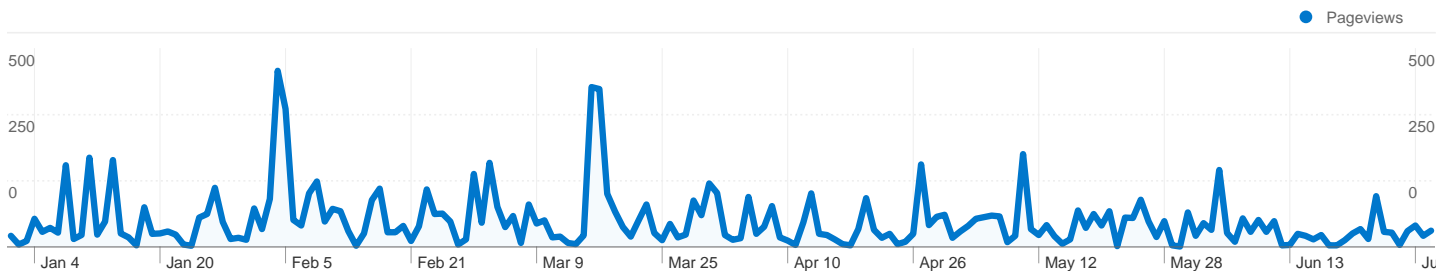


3,085 visits came from 86 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 3,085 % of Site Total: 100.00%	Pages/Visit 3.85 Site Avg: 3.85 (0.00%)	Avg. Time on Site 00:03:38 Site Avg: 00:03:38 (0.00%)	% New Visits 66.29% Site Avg: 66.22% (0.10%)	Bounce Rate 45.71% Site Avg: 45.71% (0.00%)	
United States	2,281	3.51	00:02:59	62.60%	46.03%
China	130	8.13	00:12:35	54.62%	36.92%
Canada	108	3.02	00:02:17	87.96%	43.52%
United Kingdom	96	2.24	00:02:00	85.42%	57.29%
India	61	2.90	00:03:28	91.80%	42.62%
Spain	57	8.35	00:07:29	49.12%	40.35%
Australia	31	1.55	00:00:17	87.10%	83.87%
Mexico	23	2.48	00:01:13	78.26%	52.17%
Ghana	22	10.23	00:08:43	72.73%	31.82%


Italy	18	3.50	00:04:17	88.89%	27.78%
					1 - 10 of 86



Pages on this site were viewed a total of 11,877 times

 11,877 Pageviews

 5,610 Unique Views

 45.71% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/isapi/dsearch.isa/results	4,625	38.94%
/	1,926	16.22%
/dsearch/index.shtml	1,307	11.00%
/archives/index.shtml	694	5.84%
/subscribe.shtml	403	3.39%

CTDA Member Email Advertisements

First Promotion sent on 1/21/2010

	Company	Contact	Email	Date Submitted	Issue to Appear	Done
1	SunTouch	Jennifer Henry	henryje@watts.com	1/21/2010	1/28/2010	X
2	Vitromex USA	Massimo Ballucchi	massimo.ballucchi@gis.com.mx	1/21/2010	2/4/2010	X
3	The Tile Doctor	M.H. Hanley	mhh@thetiledoctor.com	1/21/2010	2/11/2010	X
4	USG	Amanda Stewart	amanda.stewart@gyrohsr.com	1/26/2010	2/18/2010	X
5	SGM	Christine D. Pacetti	cpacetti@sgm.cc	1/28/2010	2/25/2010	X
6	StarGrass Partners	Jeanne Nichols	jeannenicholssgp@aol.com	2/18/2010	3/4/2010	X
7	Mapei	Diane Choate	DChoate@mapei.com	3/12/2010	3/25/2010	X
8	Florim	Jana Manzella	jmanzella@florimusa.com	3/16/2010	4/1/2010	X
9	Ceramic Consulting Corp.	Scott Alpert	scott@ceramicconsultingcorp.com	4/7/2010	4/8/2010	X
10	Statements	Ryan Calkins	ryan@statementstile.com	5/17/2010	5/20/2010	X
11	Vitromex USA	Massimo Ballucchi	massimo.ballucchi@gis.com.mx	6/22/2010	6/24/2010	X
12	Florida Tile	Sean Cilona	sean.cilona@floridatile.com	7/8/2010	7/8/2010	X
13	Grace Construction Products	Christine L. Welby	Christine.Welby@grace.com	7/15/2010	7/15/2010	X