

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.