

**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.