

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

Monday, February 8, 2010

1.0 CALL TO ORDER AND OPENING REMARKS

The meeting was called to order at 10:00 a.m. CDT by Chairman Ryan Calkins. Those in attendance were: Tom Carr, Rick Church, Erin Soger, Chris Widener, Doug Hayes, Ryan Calkins, Jim Daugherty, Bill Ives, Rick Baldini and Frank Donahue.

Mr. Calkins reviewed the goals of the meeting.

2.0 ANNOUNCEMENTS

Ms. Soger announced that the Spring Committee meetings will be held on Monday April 26th at the Rosen Centre Hotel in Orlando, FL.

3.0 LEGAL REPORT

There was no legal report.

4.0 APPROVAL OF MINUTES OF OCTOBER 26, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the October 26, 2009 meeting.

5.0 CTDA 2009 METRICS

Mr. Calkins outlined the status of the 2009 thrusts and metrics.

**5.1 Increase Management Conference attendance by distributor companies to 45
and by manufacturer companies to 45**

The Committee discussed an appropriate goal for 2010.

Several members reported on their impressions of Surfaces 2010. The consensus was that attendance was up and there was a feeling of optimism compared to last year.

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After much discussion the Committee agreed to keep the CTDA member company attendance goal at 45 distributor member companies and 45 associate member companies.

5.2 Create a Joint Management Conference

Mr. Church reviewed the history and summarized the progress on creating a joint conference including why TCAA has dropped out. Ms. Soger outlined the registration rates noting that spouses cannot attend all sessions.

5.2.1 2010 Total Solutions Plus

The Committee reviewed and discussed the schedule. Below are comments and suggestions for changes.

The Committee believes the CTDA Board of Directors meeting should be moved to Wednesday, ideally after the Committee meetings. The Executive Committee meeting should be held via conference call prior to the conference. CTDA staff will integrate these suggestions into the schedule.

Opening Keynote: General Economist – The Committee would like to move forward with Don Reynolds.

Breakout: Warehousing & Logistics – The Committee would like CTDA staff and Ryan Calkins to meet with Jason Bader prior to moving forward.

Breakout: E-commerce – Mr. Church recommended inviting a representative from Floor Covering B2B to explain their industry standard and then make a panel of software companies including Mitch Dancik.

Breakout: Post Recession/New Marketing Approach – The Committee would like CTDA staff to look into using Jack Daly.

Breakout: Social Networking – The Committee would like CTDA staff to look into using Seth Godin or an associate of his. Mr. Calkins volunteered to research additional possibilities. The Committee does not wish to use Kelly McDonald, Jeff Risley, or Ted Janusz. The session should focus on how someone has managed to use social networking successfully.

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Breakout: Distributor's Forum – The Committee indicated that several members have issues participating in a discussion with competitors in their region. CTDA staff will assign attendees to specific tables so they will not be seated with their competitors.

Breakout: Greenbuilding – The Committee discussed the necessity for the technical aspect of the presentation to focus on LEED changes by a credible speaker who understands how greenbuilding relates to our industry. CTDA staff will contact Fred Jackson from Estudio Group to present the sales side of the session. CTDA staff will also ask Howard Pryor for his input.

Breakout: Showroom Design/Layout – CTDA staff will move forward with Jim Dion.

Breakout: Company Performance Report – After much discussion the Committee agreed to eliminate Al Bates' session at Total Solutions Plus. The Company Performance Report should be conducted via webinar in November 2010.

Breakout: Ask the CEO – The Committee suggested the following CEOs to represent Distributors; Brian Knies, Tom Kotel, Bob Traxler, Jonathan Zanger, Harold Yarborough, or CEO from Zumpano Enterprises, Inc. There should be Distributor, Manufacturer and Contractor CEOs, each will have a few minutes to speak on why they are successful. They will then take questions. The session should be fluid and integrated. This could possibly be a benefit of Manufacturer sponsorship. The Committee agreed that the Total Solutions Plus Planning Committee can determine the specifics of the session.

The Committee would also like the Total Solutions Plus Planning Committee to consider videotaping the sessions.

Final Keynote: Motivational – The Committee would like CTDA to look into the possibility of using Marcus Luttrell. If Marcus does not fit into the budget or is unavailable CTDA staff will move forward with Tom Flick.

Ms. Soger noted there will be some form of entertainment at the final dinner. The Committee prefers this to be music and dancing.

6.0 2009 MANAGEMENT CONFERENCE

This item was previously discussed.

7.0 OTHER BUSINESS

There was no other business.

8.0 SUMMARY

Mr. Calkins briefly summarized the meeting.

10.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 12:00 p.m. CDT.

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