

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

Wednesday, February 10, 2010

1.0 CALL TO ORDER AND OPENING REMARKS

The meeting was called to order at 10:00 a.m. CDT by Chairman Pompo. Those in attendance were: Erin Soger, Donato Pompo, Marc Mularoni and Steve Rausch.

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 28, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the October 28, 2009 meeting.

5.0 CTDA 2009 METRICS

Mr. Pompo reviewed the 2009 thrusts and metrics and commented on the current status of each item.

6.0 ONLINE EDUCATION

Mr. Pompo stated that 36 online education tuitions were sold in 2009. Mr. Pompo explained that the Stone Course is in its final stages of review and should be launched by the end of next week.

CTDA staff will email all Education Committee members telling them to contact Donato Pompo ASAP if they would like to review the course before its launch. After the launch Mr. Pompo will work with CTDA staff to advertise the program.

7.0 WEBINARS

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Mr. Pompo updated the Committee on the current webinars scheduled for 2010. Mr. Pompo noted that CTDA must do a better job of emphasizing the fact that all webinars are still available for purchase. He suggested using a flyer to help advertise.

7.1 Webinar Schedule

Mr. Pompo summarized the topics CTDA staff is currently pursuing. Mr. Pompo will send CTDA John Turner Sr.'s contact information.

Ms. Soger noted Al Bates may be asked to conduct two webinars in 2010. One of which will replace the Company Performance Report he typically gives at the Management Conference.

7.2 Webinar Sponsor Agreement

The Committee reviewed the draft sponsorship agreement and Ms. Soger explained the categories and benefits.

After much discussion the Committee would like CTDA staff to determine if we can get a lower fee from ReadyTalk or another web conferencing system such as Go To Meetings and Webex. Mr. Pompo is currently using Webex for 25 computer links with unlimited use at \$50 per month.

The Committee decided to put the sponsorship program on hold until CTDA speaks with ReadyTalk and other web conferencing systems.

Upon launching the sponsor program CTDA should have a Limited Time Only or Introductory Offer for the Inclusive Sponsorship category to determine the response we will receive.

The Committee suggested that once a year all CTDA members will receive one free webinar to be used in the first 3 months of the year. Any branches that are listed as members will also receive the webinar.

8.0 TILE TRAINING IN A BOX TASK FORCE

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Mr. Pompo updated the Committee on the progress of the Task Force. He noted they will meet again next week to continue their review. Mr. Pompo would like CTDA staff to follow up with Russell King weekly to ensure he stays on schedule.

9.0 SHADE VARIATION PROGRAM TASK FORCE

Mr. Pompo explained that a Task Force has been created to review the shade variation program. Their first meeting is scheduled for the end of February.

10.0 OTHER BUSINESS

There was no other business.

11.0 SUMMARY

Mr. Pompo summarized the meeting.

12.0 ADJOURNMENT

There being no further business to come before the committee, the meeting was adjourned at 10:55 a.m. CDT.