

## **MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)**

### **MEMBERSHIP AND BENEFITS COMMITTEE MEETING**

**Monday, February 8, 2010**

#### **1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS**

The meeting was called to order at 3:10 p.m. CDT by Erin Soger. Those in attendance were: Jim Daugherty, Erin Soger, Jeanne Nichols, Rick Church, Steve Rausch, Troy Moon, Chris Widener, Bill Ives, Bill Prescott.

#### **2.0 ANNOUNCEMENTS**

Ms. Soger announced that the Spring Committee meetings will be held on Monday April 26<sup>th</sup> at the Rosen Centre Hotel in Orlando, FL. Mr. Rausch noted that the Committee meetings will conflict with ASTM meetings.

#### **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 INFORMATIVE ITEMS**

##### **5.1 Review Membership Report**

Ms. Soger reviewed the Membership Report noting there are currently 290 company and branch members of CTDA.

##### **5.2 Review Retention Report**

Ms. Soger reviewed the retention report. As of January 21<sup>st</sup> there were a total of 171 parent company members. The retention rate is 67% from 2009 to 2010 due to many companies not renewing.

Mr. Church asked the Committee how many have paid their dues online with the new system. Those who have used it agreed that it is very convenient to be able to pay dues online with a credit card.

## **6.0 CTDA 2009 METRICS**

Ms. Soger summarized the thrusts and metrics for 2009 indicating the metrics that this Committee is responsible for.

### **6.1 Increase Active Member Companies to 75**

Ms. Soger explained that the 2009 active members are currently being reviewed and the 2010 active members were emailed to the Committee last week. As soon as the 2009 numbers are available CTDA staff will distribute them to the Committee.

The Committee reviewed the get active campaign and discussed adding the following.

1. Article/advertisement listing all active members in at least one issue of TileDealer in 2010.
2. CTDA staff should handout the Get Active buttons at Coverings 2010.
3. CTDA staff will continue to send emails to the membership outlining the benefits of membership in CTDA.
4. CTDA will provide CTDA members with placards they can place in their booths at Coverings noting they are CTDA members.
5. The points system will be updated to include receiving a point for using associate member services.

Ms. Nichols provided her input noting that the message must be reinforced. She believes that people are not sure how to get involved.

Mr. Rausch noted that the phone campaign was not successful in recruiting companies to become active.

### **6.2 Achieve 300 distributor companies and branch members in 2009**

The Committee brainstormed ways to ensure all members renew in 2010. All members who have not paid their dues by February 12<sup>th</sup> will be divided between Committee members to contact. CTDA staff will include a script for Committee members to use on their calls.

CTDA staff will also assign at least two prospective members to each Committee member to try to recruit. CTDA staff will include a script to help in recruiting.

The Committee discussed NTCA's use of coupons. They provide members with coupons to offset the cost of their dues. The group wondered whether CTDA should look into implementing a similar program.

Committee members could use the coupon idea when making their renewal phone calls. Those companies that are interested in a program like this will be referred to CTDA staff to further discuss. CTDA staff can implement the program on a test/individual basis to see how it will work before making it an official program.

### **6.3 Surviving Challenging Economic Times**

Ms. Soger briefly updated the committee on the status of this thrust.

## **7.0 NEW MEMBERS: CTDA GENERATIONS COMMITTEE**

Ms. Soger summarized the background of the idea. After some discussion the Committee agreed that CTDA staff should get input from the people who have shown interest in participating on the Committee.

## **8.0 MEMBERSHIP DISTRIBUTOR DEFINITION**

Mr. Ives explained the background and purpose of considering expanding CTDA's membership to include retailers. After some discussion the Committee agreed that no changes need to be made to the current distributor member definition.

The Committee discussed at great length the pros and cons of opening CTDA membership to retail dealers. After much discussion the Committee agreed that CTDA staff should work with Mr. Ervin to develop a Task Group that will discuss moving forward with a retail dealer membership type. If it is decided to be a positive addition they will work out some of the specifics and present to the Board for approval in moving forward. The Task Group must answer the question of what do we have to offer them and what do they offer the association.

## **9.0 OTHER BUSINESS**

There was no other business.

## **10.0 SUMMARY**

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Membership and Benefits Committee

Page 3 of 4

Final Draft Minutes

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No summary was necessary.

## **10.0 ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 4:25 p.m. by Ms. Soger.