



Ceramic Tile Distributors Association
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December 8, 2009

TO: All Members
FROM: Rick Church, Executive Director
REGARDING: **2010 DUES**

2009 was a challenging year for the construction industry and therefore, the ceramic tile industry. All indications are 2010 may be just as challenging. CTDA recognizes this and has created a plan for the year to help assure CTDA MEMBER COMPANIES CONTINUE TO SURVIVE.

At this time each year, we outline what benefits a CTDA member receives throughout the year. The list below contains only a few of the tangible CTDA benefits. Perhaps the greatest CTDA benefit is intangible: networking with industry peers. It comes out of the many events CTDA holds during the year and depends on your participation in those events. Please note items in **BOLD** which will focus on helping your company survive.

- ◆ **2010 Total Solutions Plus – first ever industry combined conference with CTDA, NTCA, TCAA and TCNA**
- ◆ Free *TileDealer* magazine subscription
- ◆ CTDA Membership Online Directory
- ◆ Listing on CTDA and TileDealer's Websites and Search Engines
- ◆ CTDA Electronic Resource Center
- ◆ **CTDA Events during Coverings**
- ◆ Ceramic Tile Salesperson Certification (CCTS)
- ◆ **Discounted Educational Webinars**
- ◆ **Company Performance Report**
- ◆ Freight Savings
- ◆ Insurance Programs
- ◆ Educational Products such as Tile Training in a Box and Shade Variation Guide
- ◆ Online Education Program
- ◆ Discounts on Education Materials from a variety of Sources (NAW, etc.)
- ◆ Monthly CTDA E-Newsletter

These are all excellent benefits and alone justify your membership in CTDA. But our goal is to increase the overall consumption of tile and specifically the market share for distributors. This is where the real value to your business can be seen. How did we work toward that goal in 2009?

- CTDA has certified nearly 300 people in the Certified Ceramic Tile Salesperson program
- There are currently almost 300 companies and branches in CTDA
- CTDA hosted monthly educational Webinars in 2009
- CTDA provided the lowest registration rate in Management Conference history

You may review and pay your 2010 dues invoice online at www.ctdahome.org/onlinedues. If you would like to have your 2010 dues invoice emailed to you to pay by check or to pay in two installments contact CTDA staff at info@ctdahome.org. We are looking forward to making 2010 a successful year! Thank you for your continued support of and participation in CTDA.

Will you help support Tile Partners for Humanity, our industry partnership with Habitat for Humanity, with a contribution of \$50, \$100, or another amount? With your tax-deductible donation, we can continue tiling homes for deserving families around the country! To make a donation go to: <http://www.tpfh.com/dform.html>.

INSTRUCTIONS

1. The 2010 CTDA Dues Structure is a form indicating all dues levels of the association for 2010. Please file with your record of dues payment.
2. CTDA strongly recommends paying your 2010 dues online. Go to www.ctdahome.org/onlinedues. Note: You will be prompted to login, only principal company contacts have access to pay your 2010 dues online. If you have troubles obtaining your login and password contact CTDA at info@ctdahome.org.
3. After logging in review your company information and branch listings adding any additional branches for which you did not receive a billing.
4. After entering in payment information you will be emailed a confirmation of payment and will be prompted to update your company information. This information will be used to create the 2010 online membership directory.
5. Update your company information at www.ctdahomenet.org/custserv. Note: You will be prompted to login again, only principal company contacts have access to update your company listing. You will use the same login and password used to pay your dues.
6. Please be sure to update your company products and employee email addresses.
7. If you would like to have your 2010 dues invoice emailed to you to pay by check or to pay in two installments contact CTDA staff at info@ctdahome.org.

Please complete your 2010 dues payment and update your company information **NO LATER THAN JANUARY 29, 2010.**

2010 DUES DEDUCTIBILITY SUMMARY

You may be aware that the tax law disallows deduction of that portion of association dues used for "lobbying." CTDA has an obligation to estimate the percentage of your dues, to be paid for 2010, that may be used for "lobbying." It is this estimated portion that will not be deductible.

Based on a review of CTDA's 2010 budget, we estimate that no portion of CTDA's dues will be used for lobbying and they therefore remain fully deductible. If our estimate proves to be incorrect, our estimate for 2011 will be adjusted accordingly.

CTDA 2010 DUES STRUCTURE

Regular Member	\$600
Associate Member (under \$10 million in sales)	\$600
Associate Member (over \$10 million in sales)	\$1100
Allied Member (under \$10 million in sales)	\$600
Allied Member (over \$10 million in sales)	\$1100
Independent Agent	\$200
Tile Artisan	\$200
Branch listing (per branch)	\$100