

**BOARD OF DIRECTORS MEETING**

**DATE:** Monday, April 26, 2010      **TIME:** 12:30 p.m. – 4:30 p.m. Eastern  
**PLACE:** Rosen Centre Hotel      **ROOM:** Salon 1

**PURPOSE:** To make decisions regarding the overall CTDA policies and activities

**Points of Action:** Please note those items requiring action are designated by an asterisk (\*).

- 1.0      **CALL TO ORDER AND ARTICULATION OF MEETING GOALS**      Carr
- 2.0      **ANNOUNCEMENTS**      Anyone
- 3.0      **LEGAL REPORT**      Ives
- \*4.0      **CONSENT AND INFORMATION ITEMS**      Carr
- 4.1      **February 11, 2010 Board of Directors Meeting Minutes**      Carr  
             Note: Approve Minutes
- \*5.0      **TREASURER'S REPORT**      Donahue  
             Note: Mr. Donahue will report on the CTDA financial statements as of March 2010 and on the 2009 annual audit. Refer to Attachments 5.0a and 5.0b.
- 6.0      **CTDA 2010 METRICS**      Carr  
             Note: CTDA's Board approved a strategic plan for 2010 and beyond. The 2010 thrusts and metrics are listed below.

Thrusts:

- 1. Create a Joint Management Conference with one or more of the following industry associations: NTCA, TCNA, TCAA, NAFCD, TTMAC
- 2. Participate in the Sustainable Building Movement
- 3. Continue/Expand Webinar Programs
- 4. Surviving Economic Times
- 5. ~~Rebrand CTDA by Coverings~~

Metrics:

- 1. Increase actively engaged members to 75 (17)
- 2. CCTS – 300 total CCTS' by 2009 year end (308 to date)
- 3. 200 Online Education tuitions sold (35 in 2009, 5 in 2010)
- 4. Achieve 300 distributor companies and branches in 2010 (173 as of 4/9/2010. Note: CTDA is still receiving dues payments.)
- 5. Average 20 webinar sites per webinar (In 2010 we are averaging; 3 purchased and 10 participants. Overall, 9 purchased and 22 participants.)
- 6. Management Conference Distributor Member company attendance of 45 (33)

7. Management Conference Associate Member company attendance of 45  
(31)

6.1 **Create Joint Management Conference** Church

Note: CTDA has partnered with NTCA and TCNA in conducting the 2010 Total Solutions Plus. The purpose of the conference is, “To annually bring any and all ceramic tile industry organizations together to network and learn from each other as well as related business professionals. To provide a source of net revenue to the associations involved.”

The website will be launched and registration will open at Coverings.

Attachment 6.1 is the working schedule. The schedule may be slightly changed between the writing of this agenda and the spring Board meeting.

\*6.1.2 **Total Solutions Plus “Ask the Leader” Session** Church

Note: A session entitled, “Ask the Leader” will be held during Total Solutions Plus. It will include 3 high level contractor executives, 3 high level manufacturer executives and 3 high level distributor executives. Each person will be given 5-10 minutes to describe the 3 most important things their company is dealing with in the next 5 years and 5-10 minutes for Q&A. There will be a moderator to facilitate the session. NTCA, TCNA and CTDA must identify 3 high level executives to sit on the forum by the end of Coverings. The Board should provide suggestions to CTDA staff.

6.2 **Webinars** Church

Note: 6 webinars were held in 2008 and 11 were held in 2009 (The December webinar was postponed to January to accommodate the speaker). As of the writing of this agenda 3 webinars have been held in 2010. CTDA staff plans to hold 12 webinars in 2010. (13 including the 2009 delayed webinar)

Attachment 6.2 is a summary of the 2008-2010 schedule and survey results to date. To view complete survey results contact CTDA staff. In order to access the webinar links you must type out the link or contact CTDA staff (as listed, the link is broken and will not work).

The upcoming webinars currently scheduled for 2010 are:

April – Pricing in the New Economy by Al Bates, Profit Planning Group

May – The Top 40 Things You Didn’t Know You Could Do With Google by Ted Janusz, Janus Presentations

June – From Chaos to Calm: Transform Cluttered Tile Shops into Serene Showrooms by Kim Bernard, Walker Zanger

July – How Tile Is Made by Noah Chitty, StonePeak Ceramics

November – Company Performance Report by Al Bates, Profit Planning Group

6.3 **Sustainable Building Movement** Church

Note: In 2009 the Greenbuilding Committee decided the White Paper be compiled of two parts. The first part, a Marketing Piece and second part, a Technical Piece.

The Marketing Piece has been completed and is available for download on the CTDA website. It will also be available at CTDA’s booth at Coverings.

At the Fall Committee meeting Howard Pryor, Kirby Davis and Noah Chitty volunteered to begin drafting the Technical Piece of the White Paper. Ms. Davis is currently working on a green product standard certification for the tile industry

through the TCNA's GIC. The volunteers agreed that the technical paper would be best served to follow along the same lines and in conjunction with that standard (currently in draft form). Ms. Davis will keep the Committee updated with the status as the standard progresses.

The Greenbuilding Committee is also developing a plan to exhibit at green tradeshow.

6.4 **Surviving Challenging Economic Times** Church

Note: This item is being pursued through several programs:

Surviving Economic Times

- a. Education
  - i. Webinars
  - ii. Tile Dealer articles
  - iii. 2009 Management Conference/2010 Total Solutions Plus
- b. Credit Bureau
- c. Peer Group
- d. Buying Group for office supplies, freight, etc
- e. Mergers/Acquisition speakers/presenters
- f. Expert consultations
  - i. Bates to provide up to 30 minutes consultation for each member at no cost

7.0 **METRICS** Carr

Note: The following metrics have been developed to measure success in achieving CTDA's one, three and ten year plan.

7.1 **Achieve 300 CCTS' by 2009 year end.** Church

Note: There are currently 308 CCTS'. Staff and the Committee members continue to promote and pursue additional private testing opportunities.

Testing Scheduled:

Mannington Mills originally scheduled testing for the end of December 2009. To date, the testing has been postponed until the second quarter of 2010. Ames Tile & Stone hosted Private Testing on January 21<sup>st</sup>, 2010 for 25 people.

5 people are signed up to take the exam at Coverings: Larry Seymour and Greg Royle with Florida Tile, Bridget Brea with Roca Tile Group, Nathan Rieck with Syverson Tile & Stone, and Lynn Wilson with Cepac Tile.

7.2 **Increase active member companies to 75.** Church

Note: Active member companies are defined by the Board as any company achieving five or more points based on participation in CTDA activities and programs. Points are given as follows:

- Board Participation 5 points
- Committee Chairmanship 4 points
- Committee Meeting Attendance 1 point
- Management Conference Attendance 1 point
- Management Conference Sponsorships 2 points
- Certified Ceramic Tile Salesperson 1 point
- Online Education Participation 1 point
- TileDealer Advertiser 1 point
- Trade Mission to China Attendance 1 point

- Webinar Participation 1 point
- CPR Survey Participation 1 point

As of April 12<sup>th</sup> there are 17 Active Members in 2010. All Board members are asked to help encourage companies to become more active.

- 7.3 **Obtain 200 tuitions for online education by year end.** Church  
 Note: The metric for 2009 was to sell 200 online tuitions. We sold 36 online education tuitions in 2009. The Stone Course was launched on March 4<sup>th</sup>, 2010. To date 5 tuitions have been sold for the “Understanding the Basics of Ceramic Tile” course and 0 have been sold for the “Understanding the Basics of Stone” course.  
  
 The program will be advertised at CTDA’s booth at Coverings. In addition to TileDealer magazine and several issues of CTDA This Week.
- 7.4 **Achieve 300 distributor company and branch memberships in 2009** Church  
 Note: As of April 9<sup>th</sup> CTDA has received payment from 230 companies and branches out of 292 that were invoiced. Dues were due January 29<sup>th</sup>. CTDA has sent several emails and one hard copy mailing reminding members to pay dues. The Membership Committee is continuing to make phone calls to any company not renewed. Any companies not renewed will be officially dropped on May 1<sup>st</sup>.
- 8.0 **CTDA 2011 PLAN** Church/Carr  
 Note: The planning process for 2010 will be different than the last few years. Because of the economic challenges presented in 2009.  
  
 Recently, a survey was distributed to CTDA members and non-members for help in development of the 2011 plan. Preliminary results may be distributed at the meeting.
- 9.0 **CTDA: ANNUAL STAFF EVALUATION** Carr  
 Note: At the winter Board meeting the Board approved implementing an annual staff evaluation program. The survey was sent to the Board at the beginning of March. Mr. Carr will summarize the results.
- 10.0 **CTDA: CERTIFICATION PROGRAM ROYALTIES** Church/Carr  
 Note: The Board will discuss the current royalty agreement between Doug Adamson and CTDA for Doug’s contributions to the Certification program. Attachment 10.0 is the current agreement.
- 11.0 **TILEDEALER UPDATE** Arden  
 Note: Ms. Arden will update the Board on TileDealer online. The second issue received 23% click through to the TileDealer magazine online site and 1% clicked through to the CTDA website.
- 12.0 **OTHER BUSINESS** Anyone
- 13.0 **SUMMARY** Carr  
 List the Board’s recommendations regarding action items during this meeting.
- 14.0 **ADJOURNMENT** Carr

**MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA) BOARD OF DIRECTORS MEETING**

**Thursday, February 11, 2010**

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

The meeting was called to order at 10:00 a.m. CDT by President Carr. Those in attendance were: Erin Soger, Rick Church, Bill Ives, Rob Henry, Barbara Vasquez, Ryan Calkins, Mark Carlson, Frank Donahue, Kevin Donlan, Harold Yarborough, Howard Pryor, Tom Carr, Robert DeAngelis, Noah Chitty and Lila Tully.

**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. Carr noted that personal and business bests will be given in person at the Spring Meeting.

**3.0 LEGAL REPORT**

There was no legal report.

**4.0 CONSENT AND INFORMATION ITEMS**

**4.1 November 5, 2009 Board of Directors Meeting Minutes**

*A motion was made, seconded and unanimously passed to approve the minutes of the November 5, 2009 Board of Directors meeting.*

**5.0 TREASURER’S REPORT**

For the purposes of this Treasurer’s Report, we will be discussing the December, 2009 financial statements.

As of December 31, 2009 the Association has assets totaling \$196,000. Accounts Receivable and accrued interest receivable total \$106,000; cash and investments total \$164,000; and prepaid expenses and insurance total \$6,000. There is also an allowance of \$82,000 for bad debts.

Liabilities total \$94,000. These consist of \$75,000 in accounts payable; and \$14,500 in deferred revenue from 2010 Dues.

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Total Net Assets at the end of 2009 were: \$102,000.

Regarding the income statement, let me begin with the "bottom line". The unaudited December 31, 2009 statement shows expenses over revenues of \$175,000. For this same time period, we had budgeted to have expenses over revenues of \$8,300. The main reasons for this are less than budgeted revenues almost across all areas, especially from Management Conference, Coverings, Webinars and Tile Dealer ad sales and greater than anticipated expenses for TileDealer. This is of course one of the main reasons TileDealer is being published in electronic format only in 2010.

Looking at the revenue side of the statement, we see that total revenue was \$619,664, approximately \$116,000 less than budget.

With regard to expenses, we see that Education expenses total approximately \$83,856; approximately \$25,000 less than budget.

On-Line Opportunities expenses total approximately \$18,167; \$2,900 under budget.

Create Recognition expenses total approximately \$4,726; \$800 over budget.

Networking Opportunities expenses total approximately \$523,726; approximately \$100,000 over budget.

Finally, Operations Expenses total approximately \$165,000; approximately \$21,000 under budget.

Overall, as of December 31, 2009, total expenses were approximately \$51,000 over budget. Grand total revenues were approximately \$115,000 under budget.

In closing, the bottom line of the December 31, 2009 financial statement indicates CTDA ended the year with \$175,000 expenses over revenues.

Mr. Church reported on the reasons for being over budget, specifically reduced Management Conference revenues and less than anticipated revenue from advertisers. He also reported on the actions being taken for 2010 to avoid the challenges experienced in 2009.

Mr. Church explained the registration fee and budget for Total Solutions Plus noting Table Top Exhibit fees help to lower the registration fee to \$350.

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Mr. Donahue suggested the budget be published to account for the loss. Mr. Church explained it will be discussed at the Association's Annual Meeting at Total Solutions Plus in November. Ms. Soger reminded the Board that all meeting minutes are stored on the member's only website.

Mr. Church responded to several questions on specific budget items and explained the creation and purpose of 'Sam's Fund'.

CTDA staff will add a prior year column to financial documents to make comparison more convenient.

The treasurers report was received by the Board.

## **6.0 UPDATE ON CTDA ONE YEAR THRUSTS**

Mr. Carr updated the Board on the status of the 2009 metrics.

### **6.1 Create Joint Management Conference**

Mr. Church reported on the status of the 2010 joint Management Conference to be called Total Solutions Plus. To date the schedule has been finalized, the budget has been developed and approved and sponsor categories have been approved. The Committee plans to launch the meeting website and open registration prior to Coverings.

Mr. Church explained why the TCAA has dropped out. Specifically, because they did not feel the schedule that was developed would appeal to their members.

CTDA staff will send a revised schedule to the Board.

### **6.2 Webinars**

Mr. Church reported that the webinars continue to be well received, averaging 20 people per webinar from an average of 5 companies.

Mr. Carr explained the Convention Planning Committee's suggestion to have Al Bates' annual Company Performance Report be held via webinar in November as opposed to at Total Solutions Plus. The reasoning behind this idea is to keep all sessions throughout Total Solutions Plus open to all attendees.

Mr. Yarborough expressed that he does not have any concerns on allowing contractors to attend the Al Bates session.

Mr. Carlson explained to the Board that Century Tile would not send 1-2 people if Mr. Bates' is not at the Conference.

After much discussion the Board would like CTDA staff to discuss the issue with Al Bates and ask for his input on the following.

1. Can he customize/generalize his presentation to appeal to contractors and distributors?
2. Does he have data from NTCA to do this?
3. Could he split his session in half, the first part be for distributor attendees and the second part for contractor attendees.

CTDA will send Al's suggestions to the Board.

### **6.3 Sustainable Building Movement**

Mr. Church reported on the availability of the Marketing piece for download and noted that a draft of the standard that the Technical piece will be based off of will be available for the Committee to review in the spring.

Mr. Church asked for the Board's input on CTDA exhibiting at regional/national green tradeshows to help accomplish the thrust of participating in the sustainable building movement.

The Board agreed that it is a great idea and that the Greenbuilding Committee should come up with a plan for implementation.

### **6.4 Surviving Economic Times**

Mr. Church reported that significant effort has been put toward this objective in 2009 and will continue in 2010.

### **6.5 Rebrand CTDA**

Mr. Church reported that this item is still on hold.

## **7.0 METRICS**

### **7.1 Achieve 300 CCTS' by 2009 year end**

Mr. Church reported there are currently 288 CCTS'. In addition, at its meeting this week the Certification Committee suggested its goal for 2010 be a total of 375 CCTSs.

## **7.2 Increase active member companies to 75**

This item was previously discussed.

## **7.3 Obtain 200 tuitions for online education by year end**

Mr. Church noted the Stone Course should be launched in the next week.

## **7.4 Achieve 300 distributor company and branch memberships in 2009**

This item was previously discussed.

## **8.0 CTDA 2010 PLAN**

Mr. Carr proposed a member survey be conducted in 2010 to gain further input on the plan for 2011. Mr. Carr suggested the survey outline the thrusts and metrics and ask for ranking and comments on each. He asked that the survey include questions on what a realistic goal is and what is important to the membership. Prior to sending the survey Mr. Carr will draft a letter to the membership asking them to respond to the survey.

CTDA staff will draft the survey and send to Mr. Carr for approval prior to distributing.

## **9.0 OTHER BUSINESS**

Mr. Church updated the Board on the future of Coverings. Coverings 2011 will be held in Las Vegas and Coverings 2012 will be held in Orlando. Coverings would ultimately like to rotate between Las Vegas and an east coast venue. In addition, Mr. Church reported there are discussions on Coverings merging with other tradeshow (Kitchen and Bath Industry Show, Surfaces, smaller shows). Mr. Church does not see this happening in the near future.

Mr. Church explained that after discussion with Mr. Carr they suggest the Board implement an annual staff evaluation program. After some discussion the Board agreed it is a great idea. CTDA staff will draft the evaluation and send to Mr. Carr for approval. After the evaluation has been approved staff will send it to the Board explaining that all evaluations should be returned directly to Mr. Carr for compilation. After Mr. Carr reviews and compiles the evaluations results will be presented to CTDA staff.

Mr. Church reported on the resignation of Mike Robbins from the Board. After some discussion the Board concluded that it will not nominate any additional members at this time.

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CTDA staff will send a Board and Committee roster with the final minutes.

**10.0 SUMMARY**

Mr. Carr summarized the meeting.

**11.0 ADJOURNMENT**

There being no further business to come before the Board, the meeting was adjourned at 11:40 a.m. CDT.

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**Ceramic Tile Distributors Association**  
**Balance Sheet**  
**For the Twelve Months Ending December 31, 2009**

	<i>As of</i> <i>1/1/2009</i>	<i>As of</i> <i>12/31/09</i>	<i>Change</i>	<i>As of</i> <i>Previous Year</i>
<b>Current Assets</b>				
Accounts Receivable	\$130,943.01	\$58,710.99	(\$72,232.02)	\$130,943.01
Allowance for Doubtful Accounts	(81,588.78)	(37,070.85)	44,517.93	(81,588.78)
Accrued Interest Receivable	3,273.00	0.00	(3,273.00)	3,273.00
Cash (Community Bank Checking)	14,790.06	52,951.14	38,161.08	14,790.06
Cash (Merrill Lynch Money Market)	1,685.01	432.57	(1,252.44)	1,685.01
Cash (Merrill Lynch Bonds)	148.65	129.21	(19.44)	148.65
Cash (M.L. Fund)	102,654.63	111,698.39	9,043.76	102,654.63
Investments/CD's	230,000.00	0.00	(230,000.00)	230,000.00
Investment in PTCA	0.00	6,429.43	6,429.43	0.00
Prepaid Expense	6,002.00	3,200.00	(2,802.00)	6,002.00
Prepaid Insurance	2,744.90	2,585.00	(159.90)	2,744.90
<b>Total Current Assets</b>	<b>410,652.48</b>	<b>199,065.88</b>	<b>(211,586.60)</b>	<b>410,652.48</b>
<b>Total Assets</b>	<b>410,652.48</b>	<b>199,065.88</b>	<b>(211,586.60)</b>	<b>410,652.48</b>
<b>Current Liabilities</b>				
Accounts Payable	41,330.01	93,435.22	52,105.21	41,330.01
Due to CM Services	24,885.94	3,643.33	(21,242.61)	24,885.94
Prepaid Income-ITSE 2009	65,000.00	0.00	(65,000.00)	65,000.00
Prepaid Income-ITSE 2010	0.00	32,000.00	32,000.00	0.00
Prepaid Income-2009 Dues	10,400.00	0.00	(10,400.00)	10,400.00
Prepaid Income-2010 Dues	0.00	14,500.00	14,500.00	0.00
<b>Total Current Liabilities</b>	<b>141,615.95</b>	<b>143,578.55</b>	<b>1,962.60</b>	<b>141,615.95</b>
<b>Total Liabilities</b>	<b>141,615.95</b>	<b>143,578.55</b>	<b>1,962.60</b>	<b>141,615.95</b>
<b>Unrestricted Net Assets</b>				
Undesignated	166,381.90	166,381.90		
Designated Fund	102,654.63	111,698.39		
<b>Change in Net Assets-Undesignated</b>		<b>(222,592.96)</b>		
<b>Total Unrestricted Net Assets</b>	<b>269,036.53</b>	<b>55,487.33</b>		
<b>Total Liabilities &amp; Net Assets</b>	<b>410,652.48</b>	<b>199,065.88</b>		

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**Ceramic Tile Distributors Association**  
**Statement of Revenues and Expenses**  
**For the Twelve Months Ending December 31, 2009**

Ceramic Tile Distributors Association

	<i>Current Month Actuals</i>	<i>YTD Actuals</i>	<i>YTD Budget</i>	<i>YTD Variance</i>	<i>Annual Budget</i>
<b>Revenue</b>					
Dues	\$9,600.00	\$115,100.00	\$120,000.00	(\$4,900.00)	\$120,000.00
Interest	(3,266.72)	5,022.21	10,000.00	(4,977.79)	10,000.00
IT&SE/Coverings	(12,667.00)	200,000.00	250,000.00	(50,000.00)	250,000.00
PTCA Income	6,429.43	6,429.43	0.00	6,429.43	0.00
Management Conference	(75.00)	92,180.00	125,000.00	(32,820.00)	125,000.00
On-Line Education	65.00	1,235.00	10,000.00	(8,765.00)	10,000.00
Miscellaneous	150.51	763.91	15,000.00	(14,236.09)	15,000.00
Education	0.00	0.00	500.00	(500.00)	500.00
Company Performance Reports	0.00	100.00	3,400.00	(3,300.00)	3,400.00
Training in a Box	0.00	1,088.00	5,000.00	(3,912.00)	5,000.00
Shade Variation	0.00	369.80	0.00	369.80	0.00
Tile Dealer Magazine	29,862.83	140,570.77	150,000.00	(9,429.23)	150,000.00
Certification	950.00	21,155.00	22,500.00	(1,345.00)	22,500.00
Trade Mission	0.00	0.00	0.00	0.00	0.00
Webinars	0.00	6,892.00	24,000.00	(17,108.00)	24,000.00
	<u>31,049.05</u>	<u>590,906.12</u>	<u>735,400.00</u>	<u>(144,493.88)</u>	<u>735,400.00</u>
<b>Revenue</b>					
	<b>31,049.05</b>	<b>590,906.12</b>	<b>735,400.00</b>	<b>(144,493.88)</b>	<b>735,400.00</b>
<b>Expenses</b>					
<b>Education</b>					
Education/Webinars	685.00	11,914.79	25,220.00	(13,305.21)	25,220.00
Certification Program	2,418.24	56,565.38	44,900.00	11,665.38	44,900.00
Online Educational Programs	177.08	2,124.96	7,125.00	(5,000.04)	7,125.00
Training in a Box	141.67	1,700.04	12,000.00	(10,299.96)	12,000.00
Company Performance Report	35.49	1,925.88	5,175.84	(3,249.96)	5,175.84
Compensation Survey	0.00	4,800.00	0.00	4,800.00	0.00
Distributor Profile Survey	0.00	0.00	0.00	0.00	0.00
Surviving Tough Economic Times	362.50	4,350.00	14,350.00	(10,000.00)	14,350.00
Shade Variation Guide	35.42	475.04	425.00	50.04	425.00
	<u>3,855.40</u>	<u>83,856.09</u>	<u>109,195.84</u>	<u>(25,339.75)</u>	<u>109,195.84</u>
<b>Education</b>					
	<b>3,855.40</b>	<b>83,856.09</b>	<b>109,195.84</b>	<b>(25,339.75)</b>	<b>109,195.84</b>
<b>Online Opportunities</b>					
Electronic Resource Center	185.42	2,225.04	425.00	1,800.04	425.00
Website	948.50	11,577.00	16,382.00	(4,805.00)	16,382.00
Tile Dealer Website	354.17	4,364.99	4,250.00	114.99	4,250.00
	<u>1,488.09</u>	<u>18,167.03</u>	<u>21,057.00</u>	<u>(2,889.97)</u>	<u>21,057.00</u>
<b>Online Opportunities</b>					
	<b>1,488.09</b>	<b>18,167.03</b>	<b>21,057.00</b>	<b>(2,889.97)</b>	<b>21,057.00</b>

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**Ceramic Tile Distributors Association  
Statement of Revenues and Expenses  
For the Twelve Months Ending December 31, 2009**

Ceramic Tile Distributors Association

	<i>Current Month Actuals</i>	<i>YTD Actuals</i>	<i>YTD Budget</i>	<i>YTD Variance</i>	<i>Annual Budget</i>
<b>Create Recognition</b>					
Showroom Design	\$327.67	\$4,725.71	\$3,932.00	\$793.71	\$3,932.00
<b>Create Recognition</b>	<b>327.67</b>	<b>4,725.71</b>	<b>3,932.00</b>	<b>793.71</b>	<b>3,932.00</b>
<b>Networking Opportunities</b>					
Membership Development	3,043.97	41,391.23	36,942.04	4,449.19	36,942.04
Management Conference	80,720.34	180,306.04	199,923.80	(19,617.76)	199,923.80
Coverings	19,475.00	56,534.53	43,700.00	12,834.53	43,700.00
TileDealer Magazine	2,250.17	256,348.26	136,749.24	119,599.02	136,749.24
Dues and Directory	497.92	6,733.66	6,775.00	(41.34)	6,775.00
Surfaces	0.00	412.40	0.00	412.40	0.00
<b>Networking Opportunities</b>	<b>105,987.40</b>	<b>541,726.12</b>	<b>424,090.08</b>	<b>117,636.04</b>	<b>424,090.08</b>
<b>Association Operations</b>					
Association Management	4,056.88	47,794.51	49,353.00	(1,558.49)	49,353.00
Financial Management	3,329.81	39,957.72	39,957.90	(0.18)	39,957.90
Audit	97.00	7,819.00	6,765.00	1,054.00	6,765.00
Office Supplies	202.56	1,331.97	2,500.00	(1,168.03)	2,500.00
Subscriptions	500.00	1,500.00	500.00	1,000.00	500.00
Printing and Postage	203.21	2,043.35	3,000.00	(956.65)	3,000.00
Miscellaneous and Bank Charges	331.11	6,842.71	7,000.00	(157.29)	7,000.00
Telephone/Fax	328.87	4,804.75	5,300.00	(495.25)	5,300.00
Bad Debt Expense	0.00	0.00	10,000.00	(10,000.00)	10,000.00
Insurance	487.92	2,987.00	3,000.00	(13.00)	3,000.00
Legal Services	0.00	9,390.25	7,000.00	2,390.25	7,000.00
NAW-Liaison	0.00	1,575.00	1,500.00	75.00	1,500.00
Future Meeting Locations	112.50	1,350.00	1,350.00	0.00	1,350.00
Winter Leadership Meeting	468.75	5,625.00	8,575.00	(2,950.00)	8,575.00
Spring Leadership Meeting	433.33	8,027.49	7,700.00	327.49	7,700.00
Strategic Planning	175.00	2,100.00	2,100.00	0.00	2,100.00
Summer Leadership Meeting	433.33	5,199.96	11,200.00	(6,000.04)	11,200.00
Fall Leadership Meeting	433.33	6,617.46	8,200.00	(1,582.54)	8,200.00
Order Filling	70.83	849.96	850.00	(0.04)	850.00
8% of Dues Income	96.00	9,208.00	9,600.00	(392.00)	9,600.00
<b>Association Operations</b>	<b>11,760.43</b>	<b>165,024.13</b>	<b>185,450.90</b>	<b>(20,426.77)</b>	<b>185,450.90</b>

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**Ceramic Tile Distributors Association**  
**Statement of Revenues and Expenses**  
**For the Twelve Months Ending December 31, 2009**

Ceramic Tile Distributors Association

	<i>Current Month Actuals</i>	<i>YTD Actuals</i>	<i>YTD Budget</i>	<i>YTD Variance</i>	<i>Annual Budget</i>
<b>SUBTOTAL EXPENSE</b>	<b>\$123,418.99</b>	<b>\$813,499.08</b>	<b>\$743,725.82</b>	<b>\$69,773.26</b>	<b>\$743,725.82</b>
<b>SUBTOTAL REVENUE</b>	<b>31,049.05</b>	<b>590,906.12</b>	<b>735,400.00</b>	<b>(144,493.88)</b>	<b>735,400.00</b>
<b>NET INCOME (DEFICIT)-REG OPERATIONS</b>	<b>(92,369.94)</b>	<b>(222,592.96)</b>	<b>(8,325.82)</b>	<b>(214,267.14)</b>	<b>(8,325.82)</b>

## 2010 Total Solutions Plus Working Schedule

DATE	TIME	FUNCTION
<b>Monday, November 1, 2010</b>		
	7:00 a.m. to 11:00 a.m.	ASTM C21 Meeting
	8:00 a.m. - Noon	NTCA Executive Committee Meeting
	11:00 a.m. - 6:00 p.m.	ANSI & ISO TAG Meeting
	1:00 p.m. - 3:00 p.m.	NTCA Membership Committee Meeting
	3:00 p.m. to 5:00 p.m.	NTCA Business Development Committee Meeting
<b>Tuesday, November 2, 2010</b>		
	8:00 a.m. – 10:00 a.m.	NTCA Standards and Methods Meeting
	8:00 a.m. – 10:00 a.m.	NTCA Convention Planning Committee Meeting
	10:00 a.m. - Noon	NTCA Training and Education Meeting
	Noon – 6:00 p.m.	NTCA Board Meeting
<b>Wednesday, November 3, 2010</b>		
	8:00 a.m. – 12:30 p.m.	CTDA Committee Meetings
	9:00 a.m. - Noon	CTDA CCTS Testing
	9:00 a.m. - 4:00 p.m.	NTCA Technical Committee Meeting
	Noon – 5:00 p.m.	NTCA Technical Committee Meeting
	1:30 p.m. - 4:30 p.m.	CTDA Board of Directors Meeting
	3:00 p.m. - 6:00 p.m.	TCNA Executive Committee Meeting
	5:00 p.m. - 6:00 p.m.	CTDA New Member Orientation
	5:00 p.m. - 6:00 p.m.	NTCA New Member Welcome
	6:00 p.m. – 7:30 p.m.	Opening Reception
<b>Thursday, November 4, 2010</b>		
	7:30 a.m. – 8:30 a.m.	Thursday Breakfast
	8:30 a.m. – 10:00 a.m.	Opening Keynote: Global Economic Update – The New Normal, Don Reynolds
	10:00 a.m. – 10:30 a.m.	Coffee Break
	10:00 a.m. - Noon	TCNA Board Meeting
	10:30 a.m. – Noon	Breakout: Warehousing & Logistics, Jason Bader
	10:30 a.m. – Noon	Breakout: 2010 TCA Handbook, Stephanie Samulski
	10:30 a.m. – Noon	Breakout: Best Practices for Securing Federal Government Work, Marian Enriquez
	10:30 a.m. – Noon	Breakout: Learn How to Use B2B/EDI For A Competitive Advantage, Pamela Bowe
	12:00 p.m. - 1:30 p.m.	Awards Lunch
	1:30 p.m. - 3:30 p.m.	TCNA Board Meeting
	1:30 p.m. – 2:00 p.m.	CTDA & NTCA Annual Meetings

	2:00 p.m. – 3:30 p.m.	Breakout: Growing your Business in Challenging Times, Larry Mersereau
	2:00 p.m. – 3:30 p.m.	Breakout: Everything You Ever Wanted to Know About Membranes, But Were Afraid to Ask, MMSA
	2:00 p.m. – 3:30 p.m.	Breakout: Social Networking, Shauna Causey
	3:30 p.m. – 7:30 p.m.	Table Top Reception
<b>Friday, November 5, 2010</b>		
	7:30 a.m. – 8:30 a.m.	Friday Breakfast
	8:30 a.m. – Noon	TCNA Board Meeting
	8:30 a.m. - 10:00 a.m.	Breakout: Distributor's Forum
	8:30 a.m. - 10:00 a.m.	Breakout: Contractor's Forum, Running a Financially Effective Company, Michael Stone
	10:00 a.m. - 12:00 a.m.	Breakout: Ceramic and Porcelain Tile vs Stone Tile Installations: Similarities and Differences, Gerald Sloan
	10:00 a.m. - 12:00 a.m.	Breakout: Greenbuilding. Sales will be conducted by Fred Jackson. Technical will be conducted by Bill Griese.
	10:00 a.m. - Noon	Breakout: Creating A Store, Jim Dion
	Noon – 1:00 p.m.	Friday Lunch
	1:00 p.m. - 3:30 p.m.	TCNA Board Meeting
	1:00 p.m. – 3:00 p.m.	Breakout: Ask the Leader Forum
	3:30 p.m. – 5:00 p.m.	Final Keynote: Motivational, Byron Pitts
	6:00 p.m. - 7:00 p.m.	Closing Reception
	7:00 p.m. – 9:00 p.m.	Final Dinner, Beach Theme
<b>Saturday, November 6, 2010</b>		
	7:30 a.m. - 12:30 p.m.	Off Shore Fishing
	8:30 a.m. - 12:45 p.m.	Ten Thousand Islands Nature Tour
	12:30 p.m. - 4:30 p.m.	Everglades Ecological Tour
	1:00 p.m. - 5:00 p.m.	Golf Tournament
	6:30 p.m. - 8:30 p.m.	CTDA President's Reception
	6:30 p.m. - 8:30 p.m.	NTCA President's Reception

## 2008 CTDA Webinars

#	Date Presented	Webinar Title	Presenter	Purchased Webinar	Logged into Webinar	Total attendance (not all companies have responded to the survey)	New Links	How Many People Responded to Survey?	How would you rate the overall experience of the webinar?	Would you attend another webinar?
1	5/16/2008	Recession Issues	Al Bates, Profit Planning Group	14	13	21	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/May_2008/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/May_2008/lib/playback.html</a>	6	100% gave 5	100% said yes
2	6/20/2008	Trends and Challenges of Large Format Tiles	Eric Pucilowski, Laticrete	18	17	57	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/June_2008/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/June_2008/lib/playback.html</a>	10	50% gave 4; 40% gave 3; 10% gave 2	89% said yes
3	7/18/2008	What Exactly is a Good Leader	James Dion, Dionco, Inc.	11	12	32	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/July_2008/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/July_2008/lib/playback.html</a>	7	14.29% gave 3; 71.43% gave 4; 14.29% gave 5	100% said yes
4	8/15/2008	Greenbuilding	Howard Pryor, Conestoga Ceramic Tile Dist., Inc.	42	59	71	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/August_2008/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/August_2008/lib/playback.html</a>	19	10.53% gave 2; 26.32% gave 3; 47.37% gave 4; 15.79% gave 5	100% said yes
5	9/19/2008	Profiting with Ceramic Tile and Stone	Mike Ferris, Dal Tile/Mohawk	22	19	20	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/September_2008/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/September_2008/lib/playback.html</a>	6	66.67% gave 4; 33.33% gave 5	100% said yes
6	12/19/2008	Software System Implementation	Jim Vogel & Harold Yarborough, D&B Tile Distributors	6	5	4	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/December_2008/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/December_2008/lib/playback.html</a>	2	100% gave 3	50% said yes and 50% said no

\*\*No Webinars will be held in November due to the Management Conference

\*\*Numbers do not include CTDA staff or Presenter

\*\*No Webinar was held in October due to no commitment from a speaker

## 2009 CTDA Webinars

#	Date	Webinar Title	Presenter	Purchased Webinar	Logged into Webinar	Total attendance (not all companies have responded to the survey)	New Links	How Many People Responded to Survey?	How would you rate the overall experience of the webinar?	Would you attend another webinar?
1	1/23/2009	The Mystery of Porcelain	Tom Facca, American Olean	6	9	15	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/January_2009/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/January_2009/lib/playback.html</a>	4	25% gave 3; 50% gave 4; 25% gave 5	100% said yes
2	2/20/2009	ISO Standards 13007	Cris Bierschank, MAPEI	5	9	26	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/February_2009/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/February_2009/lib/playback.html</a>	2	50% gave 3; 50% gave 4	100% said yes
3	3/20/2009	New Generation Sound Control Products for Hard Surface Flooring	Kirby Davis, Laticrete	5	12	27	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/March_2009/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/March_2009/lib/playback.html</a>	2	50% gave 4; 50% gave 5	100% said yes

4	4/17/2009	Getting Back to the Good Old Days	Al Bates, Profit Planning Group	10	13	24	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/April_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/April_2009/lib/playlistback.html</a>	6	17% gave 1; 50% gave 4; 33% gave 5	100% said yes
5	5/15/2009	Mold Free Tile Installations: Tricks of the Trade	Morrie Newell, Mold Coalition	3	14	14	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/May_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/May_2009/lib/playlistback.html</a>	3	100% gave 5	100% said yes
6	6/18/2009	Doing Business in Today's Economy: Collections	Al Dias, Allied Collection Resources	8	10	18	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/June_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/June_2009/lib/playlistback.html</a>	4	33% gave 3; 67% gave 4	67% said yes
7	7/16/2009	Understanding & Moving into the Green Market Place	Jerry Yudelson, Yudelson Associates	2	17	5	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/July_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/July_2009/lib/playlistback.html</a>	4	75% gave 4; 25% gave 5	100% said yes
8	8/21/2009	Minding Your Business From the Front Door to the Back Door	Mark Krawczyk, Czyk & Associates	2	6	28	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/August_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/August_2009/lib/playlistback.html</a>	4	25% gave 2; 25% gave 3; 50% gave 4	100% said yes
9	9/25/2009	Causes and Preventions of Ceramic Tile and Stone Failures	Donato Pompo, Ceramic Tile & Stone Consultants	9	13	23	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/September_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/September_2009/lib/playlistback.html</a>	2	100% gave 4	100% said yes
10	10/16/2009	Web 2.0: How to Harness the Power of Social Networking	Ted Janusz, Janus Presentations	7	13	41	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/October_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/October_2009/lib/playlistback.html</a>	7	14% gave 4; 86% gave 5	100% said yes
11	11/20/2009	Driving Business Value in an Uncertain Economy	Mark Jordan, VERCOR	3	5	2	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/November_2009/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/November_2009/lib/playlistback.html</a>	1	100% gave 4	100% said yes
12	Postponed to: 1/19/2010	Greenbuilding: Life Cycle Analysis of Tile	Bill Griese, TCNA	4	5	1	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playlistback.html</a>	1	100% gave 5	100% said yes

\*\*Numbers do not include CTDA staff or Presenter

## 2010 CTDA Webinars

#	Date	Webinar Title	Presenter	Purchased Webinar	Logged into Webinar	Total attendance (not all companies have responded to the survey)	Link to Webinar Recording	How Many People Responded to Survey?	How would you rate the overall experience of the webinar?	Would you attend another webinar?
1	1/15/2010	Bounce Back!	Barry Thomsen, Small Business Marketing Ideas	3	8	5	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/January1_2010/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/January1_2010/lib/playlistback.html</a>	1	100% gave 2	100% said yes
2	Postponed to: 1/19/2010	Greenbuilding: Life Cycle Analysis of Tile	Bill Griese, TCNA	4	4	1	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playlistback.html">http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playlistback.html</a>	1	100% gave 5	100% said yes

3	2/19/2010	Medium Bed Mortars: The Future Adhesives for Large Format Tile	Cris Bierschank, MAPEI	4	4	2	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/February_2010/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/February_2010/lib/playback.html</a>	1	100% gave 4	100% said yes
4	3/19/2010	Team Communication	John Tinghitella, Humble Confidence	3	3	24	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/March_2010/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/March_2010/lib/playback.html</a>	3	1	67% gave 4; 33% gave yes
5	4/23/2010	Pricing in the New Economy	Al Bates, Profit Planning Group							
6	5/21/2010	The Top 40 Things You Didn't Know You Could Do with Google	Ted Janusz, Janus Presentations							
7	6/17/2010	From Chaos to Calm: Transform Cluttered Tile Shops into Serene Showrooms	Kim Bernard, Walker Zanger							
8	7/15/2010	How Tile Is Made	Noah Chitty, StonePeak Ceramics							
9	8/19/2010	TBD								
10	9/17/2010	TBD								
11	10/15/2010	TBD								
12	11/19/2010	Company Performance Report	Al Bates, Profit Planning Group							
13	12/17/2010	TBD								

\*\*Numbers do not include CTDA staff or Presenter

May 22, 2003

Via Email  
Mr. Doug Adamson

Dear Doug:

Thank you for communicating with me regarding the CTDA certification program and its related curriculum. As you know, CTDA has been in the process of developing a certification program for ceramic tile salespeople for several years. The intent of the program is to train people to effectively sell ceramic tile at any level (manufacturer, distributor, dealer, contractor, etc).

During your involvement as a volunteer leader of CTDA, you worked with CTDA to develop the certification program including that curriculum. We would like to utilize the curriculum you developed with potential modifications.

The curriculum we intend to use would be three-fold: Selling Basics, Selling Tile by Design and Installation Basics. You have developed curriculum that could be used for the first two segments.

Here is what we propose:

1. CTDA will develop recommended edits to the two segments of the curriculum you developed. You will have the opportunity to review them for accuracy. If they are inaccurate, you may suggest alternate modifications.
2. Upon your approval of these two segments of the curriculum, you will provide CTDA with electronic versions authorizing full use by CTDA in its certification program.
3. Quarterly, CTDA will pay you \$100 per student enrolling in the program (and therefore receiving the materials). CTDA's books are audited annually. Upon completion of the audit, you will be provided with the page from the audit indicating how many students enrolled in the program during the previous fiscal year.

If these terms are acceptable to you, please sign below. Thank you and we look forward to working with you for years to come.

Signed and Accepted:

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Rick Church  
Executive Director  
CTDA

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Doug Adamson  
(for himself)