

CERTIFICATION ADVISORY COMMITTEE MEETING

DATE: Monday, April 26, 2010 **TIME:** 9:30 a.m. – 11:00 a.m. Eastern
PLACE: Rosen Centre Hotel **ROOM:** Salon 2

Purpose: To develop and oversee implementation of a certification program for ceramic tile salespeople.

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

- *1.0 **CALL TO ORDER AND ARTICULATION OF MEETING GOALS** Church
- 2.0 **ANNOUNCEMENTS** Anyone
- 3.0 **LEGAL REPORT** Ives
- *4.0 **APPROVAL OF MINUTES OF FEBRUARY 9, 2010 MEETING** Church
- 5.0 **CTDA 2010 METRICS** Church

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)

- *5.1 **Achieve 300 CCTS’ by end of 2009** 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 21st, 2010 for 25 people.

CTDA Staff is continuously contacting the below companies to set up Private Testing.

- MAPEI, Ben Thomas: CTDA last contacted on 12/1/09, not currently interested. Follow up with at the end of 2010.
- TEC, Marc Mularoni: CTDA last contacted on 4/14/10. Working with CTDA to set up a date for testing in 2010.
- Arizona Tile, Bob Traxler: CTDA last contacted on 4/12/10, they are conducting their own training. Will look into in the future.
- Robert F. Henry Tile, Rob Henry/Ronny Ervin: Sent two people to Louisville's Private Testing. Have not currently scheduled own Private Testing. CTDA last contacted on 4/12/10.
- Gulf Tile, Frank John Garcia: CTDA last contacted on 4/12/10.
- Custom Building Products, Dean Leffler: CTDA last contacted on 4/12/10.
- Conestoga, Howard Pryor: Expressed interest, asked CTDA to follow up in fall 2010.
- Laticrete, Anna Carlson/Ron Nash: CTDA last contacted on 9/1/09, at this time they will not conduct another private testing. Follow up with at the end of 2010.
- Hamilton Parker, Dave Sammons/Adam Lewin: CTDA last contacted on 4/12/10. Not ready to conduct another set. Focusing on recertification.
- Crossville, Frank Douglas: CTDA last contacted 4/12/10.
- American Olean, Jon Shedlosky: CTDA last contacted 4/12/10.
- D&B Tile Distributors, Dennis McLennand: will think about it, last contacted 4/12/10.
- Jaeckle Distributors, Rich Deutsch: Have 3 people they want to certify may send them to CTDA's office in Glen Ellyn, IL. Last contact was on 4/12/10. Would like staff to follow up this fall.

Staff is continuing to attempt to schedule private testing with these companies. The Committee should identify additional companies to target for private testing.

6.0 **CERTIFICATION STATISTICS** Church

Note: Attachment 6.0 is the historical certification statistics report. 308 people have been certified with at 61.6% pass rate.

7.0 **TESTING AT COVERINGS** Church

Note: 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.

*8.0 **PROMOTIONAL PLAN UPDATE** Church

- CCTS was promoted in every issue of TileDealer magazine in 2009 and will continue to be in 2010.
- CTDA staff sent a survey to all CCTS's asking for testimonials to be used in promotions. Several have been received and will appear in 2010 summer issues of TileDealer.
- Targeted emails promoting CCTS and private testing have been and are being sent regularly to all CTDA members and non members. Both personalized emails and promotional emails have been sent.
- The CTDA website promotes CCTS.
- All people who have previously taken and not passed the exam have been contacted to encourage re-taking the exam.
- All people who passed the exam in 2006 were contacted for Re-Certification several times.

- CTDA staff has sent a Study Guide to the Ceramic Tile Educational Foundation for review. They are currently determining if they would like to promote the CCTS program. CTDA staff followed up on 4/12/2010.
- All CCTS companies are listed at:
<http://www.ctdahome.org/education/CertificationTestInformation.shtml>.
- CTDA staff will target members of the TCNA and NTCA to take the exam at 2010 Total Solutions Plus.
- CTDA will send out email promotions to all CCTS members asking them to promote the program on their website.

The Committee should discuss additional ways to promote the program.

- 9.0 **CCTS WEBINAR** Church
- Note: Dennis McLennand from D&B Tile Distributors has agreed to present a webinar on CCTS. An outline for the presentation was developed by CTDA staff with input from this Committee.
- CTDA staff is working with Mr. McLennand on the development of the powerpoint. We hope to have a draft for the Committee to review by the summer.
- 10.0 **POP DISPLAY** Church
/Schmidt
- Note: CTDA staff has continuously promoted the display through both personalized and commercial emails. To date one company, Florida Tile, has asked for the display. At the Fall Committee meeting Mr. Schmidt explained the feedback they have received from the signs. He believes they need to be at least 11"x17" and focus more on what CCTS means for the customer. Mr. Schmidt's staff is currently working on updating the POP display per the comments that have been received.
- 11.0 **FINANICAL REPORT** Church
- Note: TBD. CTDA staff will reevaluate the cost of the program after the Tile Training in a Box review has been completed.
- 12.0 **RECERTIFICATION** Church
- Note: As of April 12th, 16 out of 33 2006 CCTS' have recertified. They had until 12/31/09. CTDA has emailed and/or mailed out several reminders. Attachment 12.0 is a recertification summary.
- 13.0 **CCTS IN SPANISH** Church
- Note: At the Summer meeting of this Committee, the Committee discussed translating the program into Spanish. The TCNA and ANSI books are available in Spanish which makes it very possible for the translation to take place.
- CTDA staff is currently determining the cost of translation. There are several companies who can translate the program. Many charge per word. After the cost is finalized CTDA staff will recruit a sponsor for the program. The following companies have been suggested to contact Vitromex and/or Interceramic.
- 14.0 **CCTS SURVEY** Church
- Note: At the Winter meeting of this Committee. The Committee approved a survey to be distributed to all current CCTSs. Moving forward the survey will be included in testing packets. CTDA will periodically send the survey results to the Committee for

review.

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| 15.0 | <u>OTHER BUSINESS</u>
Update CCTS Content | Anyone |
| 16.0 | <u>SUMMARY – LIST THE COMMITTEE’S
RECOMMENDATIONS REGARDING ACTION ITEMS DURING
THIS MEETING.</u> | Church |
| *17.0 | <u>ADJOURNMENT</u> | Church |

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
CERTIFICATION ADVISORY COMMITTEE MEETING

Tuesday, February 9, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 3:00 p.m. CDT by Chairman Zolman. Those in attendance were: Erin Soger, Rick Church, John Zolman, Howard Pryor, Bill Ives, Noah Chitty and Doug Hayes.

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 27, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the October 27, 2009 meeting.

5.0 CTDA 2009 METRICS

Ms. Soger updated the Committee on the status of the 2009 thrusts and metrics.

5.1 Achieve 300 CCTS' by end of 2009

Mr. Zolman reviewed the companies that are currently being targeted for private testing noting that Miles Distributors is planning to test 20 people in the second or third quarter of 2010.

Louisville Tile should be added to the follow up list to schedule a retest.

The Committee discussed an appropriate goal for 2010. After much discussion the Committee agreed to recommend to the Strategic Planning Committee a goal of 375 CCTSs by 2010 year end.

Mr. Chitty explained why he has not recertified but may reevaluate his decision in 2010.

CTDA should promote CCTS testing at Total Solutions Plus to the TCNA and NTCA. CTDA should promote it to them as a designation that can be put up against the TCAA's Trowel of Excellence course.

6.0 CERTIFICATION STATISTICS

The Committee reviewed the current certification statistics noting that there are currently 292 CCTS' and a 60.63% pass rate. Mr. Zolman noted that the pass rate has grown with the use of study guides.

7.0 TESTING AT COVERINGS

Ms. Soger updated the Committee with the date and time of testing at Coverings. She noted there is currently one person signed up for the exam.

CTDA staff will send communications/invitations to everyone on the CCTS testing prospect list and anyone who previously took the exam and not passed to take the exam at Coverings. Mr. Hayes suggested staff be very aggressive with promotions to companies in the state of Florida.

8.0 PROMOTIONAL PLAN UPDATE

Mr. Zolman updated the Committee on the current promotional plan.

Mr. Hayes suggested CTDA send a communication to all members with CCTS employees to promote the CCTS program on their websites. The promotion should include the CCTS logo and outline the benefits of talking to a CCTS employee.

Mr. Hayes believes it is necessary to get the CCTS message out to the market place. CTDA should consider exhibiting CCTS at tradeshow such as Greenbuild and Neocon.

CTDA staff will create a graphic for every company who has a CCTS employee to display at their booths at Coverings. This could either be an easel or table top sign. The sign can then be taken home to use in their showrooms. The sign may replace the POP display.

The Committee would also like "Ask me about CCTS" buttons at Coverings.

9.0 CCTS WEBINAR

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Certification Committee

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Final Draft Minutes

G:/CTDA/Minutes/Winter2010/CTDA_Certification_Minutes_Winter_2010.doc

Ms. Soger updated the Committee on the status of the CCTS Webinar. Staff is working with Dennis McLennand to create a 20-30 minute webinar promoting CCTS. Ms. Soger noted we hope to have a draft available for this Committee to review by the spring.

10.0 POP DISPLAY

Ms. Soger explained the background of the project noting that Mr. Schmidt has not currently updated the display.

Ms. Soger noted that the display template was available at the Management Conference.

11.0 FINANCIAL REPORT

Ms. Soger reviewed the financial report with the Committee, noting the reason for being over budget. She also noted that CTDA staff plans to reevaluate the cost of the program in 2010 to determine if an increase in pricing is necessary.

12.0 RECERTIFICATION

Ms. Soger updated the Committee on the Recertification policy and noted that to date 16 2006 CCTS's have recertified. They had until December 31st, 2009 to do so.

13.0 CCTS IN SPANISH

Ms. Soger reported on the background of the idea. Before pursuing any sponsors CTDA will determine a cost of sponsoring the program.

14.0 CCTS SURVEY

The Committee reviewed and approved the survey. The survey should be sent to all current CCTSs and should be included in the exam packet.

Mr. Hayes suggested adding an item to the survey where a test taker can explain any confusing questions. He will leave it up to CTDA staff to determine if it is necessary and appropriate.

15.0 OTHER BUSINESS

There was no other business.

16.0 SUMMARY

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Certification Committee

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No summary was necessary.

17.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 3:45 p.m. CDT.

CCTS Year to Date Statistics

	<u>Took Exam</u>	<u>Used Study Guide</u>	<u>Passed</u>	<u>No Show</u>	<u>Failed</u>	<u>Retakes</u>	<u>Retakes Passed</u>	<u>Retakes Failed</u>
Coverings 2006	46	0	20	0	26	0	0	0
MC 2006	21	0	13	0	8	2	0	2
Surfaces 2007	16	16	14	1	2	0	0	0
Coverings 2007	23	23	13	1	10	1	1	0
Laticrete Testing 2007	46	46	34	0	12	0	0	0
Hamilton Parker 2007	35	35	21	0	14	0	0	0
MC 2007	5	5	5	0	0	0	0	0
Surfaces 2008	2	2	2	0	0	0	0	0
Laticrete Testing 2008	22	22	15	3	7	10	6	4
Coverings 2008	12	12	11	0	1	2	1	1
Century Tile May 2008	60	60	21	0	39	5	2	3
Century Tile June 2008	32	32	7	2	23	24	6	18
D&B Tile Distributors August 2008	26	26	11	0	15	0	0	0
Hamilton Parker 2008	9	9	5	1	4	5	4	1
MC 2008	2	2	2	1	0	0	0	0
Florida Tile December 2008	15	15	11	0	4	0	0	0
Florida Tile January 2009 Retest	3	3	0	1	3	3	0	3
Florida Tile March 2009 Retest	2	2	0	0	2	2	0	2
Florida Tile March 2009	15	15	15	2	0	0	0	0
Florida Tile April 2009	11	11	10	0	1	0	0	0

Coverings 2009	7	7	6	1	1	3	2	1
Florida Tile April 28 2009	1	1	0	0	1	0	0	0
Florida Tile May 2009	16	16	12	0	4	0	0	0
Florida Tile May 12, 09 Retest	2	2	1	0	1	2	1	1
Florida Tile May 20, 09 Retest	1	1	1	0	0	1	1	0
Florida Tile May 26, 09 Retest	1	1	0	0	1	1	0	1
Florida Tile June 9, 2009	5	5	3	0	2	3	1	2
Florida Tile Summer 2009	6	6	4	0	2	3	2	1
Louisville Tile September 2009	27	27	26	0	1	0	0	0
MC 2009	6	6	5	1	1	0	0	0
Ames Tile & Stone January 21, 2010	25	25	20	0	5	0	0	0
TOTAL	500	433	308	14	190	67	27	40

Total Pass %	61.60%
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2009 Recertifications

Company	Lastname	Firstname	Recertification Year	Recertified
American International Tile Co., Inc.	Bieschke	Kenneth	2009	
Century Tile & Supply Co.	Blanchard	Dale	2009	x
Century Tile & Supply Co.	Carlson	Keith	2009	x
Century Tile & Supply Co.	Kern	Tom	2009	x
Century Tile & Supply Co.	Schmidt	Frederick M.	2009	x
Conestoga Ceramic Tile Dist., Inc.	Griffie	Edgar	2009	
Conestoga Ceramic Tile Dist., Inc.	Pryor	Howard	2009	x
D & B Tile Distributors	McLennand	Dennis	2009	
East Coast Tile Imports, Inc.	Abruzzo	Ryan	2009	
East Coast Tile Imports, Inc.	Duffield	Renee	2009	
Henry Tile Co., Robert F.	Henry	Fred	2009	x
Henry Tile Co., Robert F.	Henry	Robert F.	2009	x
Miles Distributors, Inc.	Walter	Cindy	2009	x
Miles Distributors, Inc.	Zolman	John	2009	x
Pan American Ceramics, Inc.	Moon	Troy	2009	x
Seamark, LLC	van der Linde	Bruce	2009	
Statements Inc. Distinctive Tile & Stone	Calkins	Ryan	2009	
Sunderland Bros. Company	Bird	Pete	2009	
Tiles International	Schwenk	Dale	2009	x
Florida Tile (changed from Aqua Mix, Inc.)	Hayes	Doug	2009	x
Distinctive Tile & Stone Inc.	Collins	Mike	2009	
East Coast Tile Imports, Inc.	Donahue	Frank	2009	x
Focus4Sales, Inc.	Cooper	Derick	2009	
Garden State Tile Dist.	Snyder-Scanlan	Nancy	2009	
Louisville Tile Dist., Inc.	Beck	Adam	2009	
Mediterranea LLC	Mohan	Jim	2009	
Miles Distributors, Inc.	Wykoff	Scott	2009	x
Syverson Tile & Stone, Inc.	Syverson	Steve	2009	x
Aqua Mix, Inc.	Magallanes	Michael	2009	
Laticrete International, Inc.	Cox	Vernon C.	2009	
StonePeak Ceramics	Chitty	Noah	2009	
TEC	Renner	Charlie	2009	x
MAPEI Corporation	Daniels	Michael	2009	

Total:

16 out of 33 have recertified as of 1/20/2010