

CONVENTION PLANNING COMMITTEE MEETING

DATE: Monday, April 26, 2010 **TIME:** 8:00 a.m. – 9:30 a.m. Eastern
PLACE: Rosen Centre Hotel **ROOM:** Salon 1

Purpose: To review and recommend projects of interest in relation to Total Solutions Plus and to provide a forum for input from members relative to the Convention format and program content.

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** Calkins

2.0 **ANNOUNCEMENTS** Anyone

3.0 **LEGAL REPORT** Ives

*4.0 **APPROVAL OF MINUTES OF FEBRURAY 8, 2010 MEETING** Calkins

5.0 **CTDA 2010 METRICS** Calkins

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 **Increase Total Solutions Plus attendance by distributor companies to 45 and by manufacturer companies to 45.** Calkins

Note: The Committee should discuss ways to achieve this goal.

5.2 **Create a Joint Management Conference** Church

Please note there was one thrust for 2010 that impacts the Convention Committee.

1. Create a Joint Management Conference with one or more of the following industry associations: NTCA, TCNA, TCAA, NAFCD, TTMAC

- a. Obtain CTDA Board approval – Done.
- b. Determine space required to host joint meeting – Done.
- c. Contact other organizations regarding viability – Done.
- d. Draft schedule for joint conference – Ongoing.
- e. Identify possible locations for future venues and determine if venues are currently contracted by CTDA, NTCA, etc. – Done.
- f. Develop ongoing process to produce joint conferences – Ongoing.

CTDA has contracted NTCA and TCNA. The TCAA has decided not to participate. A draft schedule and budget has been developed and representatives from each group have been participating on planning calls.

5.2.1 **2010 Total Solutions Plus** Church

Note: The planning group voted and approved the following title and purpose of the joint conference. The conference will be called, “Total Solutions Plus”. The purpose of the conference is, “The purpose of Total Solutions Plus is to annually bring the ceramic tile industry together to network and learn from each other.”

The planning group also concluded that the association selecting the venue be in charge of the logistics of the meeting. In 2010 this will be CTDA. In 2011 this will be NTCA.

*5.2.2 **2010 Total Solutions Plus Schedule** Church

Note: Attachment 5.2.2 is the working schedule. The schedule may be slightly changed between the writing of this agenda and the spring committee meetings.

This Committee previously discussed including a panel of software companies including Dancik to be included in the B2B session at Total Solutions Plus. The speaker of this session, Pamela Bowe is willing to incorporate the panel into her session. The Committee should discuss the details on how the panel will work, who should sit on it, and how much time should be allotted.

5.2.3 **2010 Total Solutions Plus Sponsors** Church

Note: Promotion of sponsorship opportunities for Total Solutions Plus have begun. Coverings is an ideal opportunity to encourage your suppliers to promote the conference. Sponsorship commitment forms will be available at the CTDA booth (3929) for members to distribute during the show.

5.2.4 **2010 Total Solutions Plus Table Top** Church

Note: Table Top forms will be available at the CTDA booth (3929).

6.0 **2011 TOTAL SOLUTIONS PLUS** Church

2011 Total Solutions Plus will be held at the Sheraton Wild Horse Pass Resort & Spa in Chandler, AZ November 9-12, 2011. The room rate will be \$199/night. This hotel has been contracted by the NTCA.

*7.0 **OTHER BUSINESS** Anyone

8.0 **SUMMARY – LIST THE COMMITTEE’S** Calkins

**RECOMMENDATIONS REGARDING ACTION ITEMS DURING
THIS MEETING.**

*9.0

ADJOURNMENT

Calkins

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
CONVENTION PLANNING COMMITTEE

Monday, February 8, 2010

1.0 CALL TO ORDER AND OPENING REMARKS

The meeting was called to order at 10:00 a.m. CDT by Chairman Ryan Calkins. Those in attendance were: Tom Carr, Rick Church, Erin Soger, Chris Widener, Doug Hayes, Ryan Calkins, Jim Daugherty, Bill Ives, Rick Baldini and Frank Donahue.

Mr. Calkins reviewed the goals of the meeting.

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 26, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the October 26, 2009 meeting.

5.0 CTDA 2009 METRICS

Mr. Calkins outlined the status of the 2009 thrusts and metrics.

**5.1 Increase Management Conference attendance by distributor companies to 45
and by manufacturer companies to 45**

The Committee discussed an appropriate goal for 2010.

Several members reported on their impressions of Surfaces 2010. The consensus was that attendance was up and there was a feeling of optimism compared to last year.

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After much discussion the Committee agreed to keep the CTDA member company attendance goal at 45 distributor member companies and 45 associate member companies.

5.2 Create a Joint Management Conference

Mr. Church reviewed the history and summarized the progress on creating a joint conference including why TCAA has dropped out. Ms. Soger outlined the registration rates noting that spouses cannot attend all sessions.

5.2.1 2010 Total Solutions Plus

The Committee reviewed and discussed the schedule. Below are comments and suggestions for changes.

The Committee believes the CTDA Board of Directors meeting should be moved to Wednesday, ideally after the Committee meetings. The Executive Committee meeting should be held via conference call prior to the conference. CTDA staff will integrate these suggestions into the schedule.

Opening Keynote: General Economist – The Committee would like to move forward with Don Reynolds.

Breakout: Warehousing & Logistics – The Committee would like CTDA staff and Ryan Calkins to meet with Jason Bader prior to moving forward.

Breakout: E-commerce – Mr. Church recommended inviting a representative from Floor Covering B2B to explain their industry standard and then make a panel of software companies including Mitch Dancik.

Breakout: Post Recession/New Marketing Approach – The Committee would like CTDA staff to look into using Jack Daly.

Breakout: Social Networking – The Committee would like CTDA staff to look into using Seth Godin or an associate of his. Mr. Calkins volunteered to research additional possibilities. The Committee does not wish to use Kelly McDonald, Jeff Risley, or Ted Janusz. The session should focus on how someone has managed to use social networking successfully.

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Breakout: Distributor's Forum – The Committee indicated that several members have issues participating in a discussion with competitors in their region. CTDA staff will assign attendees to specific tables so they will not be seated with their competitors.

Breakout: Greenbuilding – The Committee discussed the necessity for the technical aspect of the presentation to focus on LEED changes by a credible speaker who understands how greenbuilding relates to our industry. CTDA staff will contact Fred Jackson from Estudio Group to present the sales side of the session. CTDA staff will also ask Howard Pryor for his input.

Breakout: Showroom Design/Layout – CTDA staff will move forward with Jim Dion.

Breakout: Company Performance Report – After much discussion the Committee agreed to eliminate Al Bates' session at Total Solutions Plus. The Company Performance Report should be conducted via webinar in November 2010.

Breakout: Ask the CEO – The Committee suggested the following CEOs to represent Distributors; Brian Knies, Tom Kotel, Bob Traxler, Jonathan Zanger, Harold Yarborough, or CEO from Zumpano Enterprises, Inc. There should be Distributor, Manufacturer and Contractor CEOs, each will have a few minutes to speak on why they are successful. They will then take questions. The session should be fluid and integrated. This could possibly be a benefit of Manufacturer sponsorship. The Committee agreed that the Total Solutions Plus Planning Committee can determine the specifics of the session.

The Committee would also like the Total Solutions Plus Planning Committee to consider videotaping the sessions.

Final Keynote: Motivational – The Committee would like CTDA to look into the possibility of using Marcus Luttrell. If Marcus does not fit into the budget or is unavailable CTDA staff will move forward with Tom Flick.

Ms. Soger noted there will be some form of entertainment at the final dinner. The Committee prefers this to be music and dancing.

6.0 2009 MANAGEMENT CONFERENCE

This item was previously discussed.

7.0 OTHER BUSINESS

There was no other business.

8.0 SUMMARY

Mr. Calkins briefly summarized the meeting.

10.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 12:00 p.m. CDT.

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2010 Total Solutions Plus Working Schedule

DATE	TIME	FUNCTION
Monday, November 1, 2010		
	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
Tuesday, November 2, 2010		
	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
Wednesday, November 3, 2010		
	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
Thursday, November 4, 2010		
	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
Friday, November 5, 2010		
	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
Saturday, November 6, 2010		
	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