

EDUCATION COMMITTEE MEETING

DATE: Monday, April 26, 2010 **TIME:** 11:00 a.m. – 12:30 p.m. Eastern
PLACE: Rosen Centre Hotel **ROOM:** Salon 1

Purpose: To develop and recommend educational programs for the benefit of the ceramic tile distributor and prepare and circulate to the membership and media those programs and other materials which will promote the use of ceramic tile.

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** Pompo

- 2.0 **ANNOUNCEMENTS** Anyone

- 3.0 **LEGAL REPORT** Ives

- *4.0 **APPROVAL OF MINUTES OF FEBRUARY 10, 2010 MEETING** Pompo

- 5.0 **CTDA 2010 METRICS** Pompo
 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)

- 6.0 **ONLINE EDUCATION** Pompo
 Note: The metric for 2010 is to sell 200 online tuitions. We sold 35 online

education tuitions in 2009. The Stone Course was launched on March 4th, 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.

7.0

WEBINARS

Pompo

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 7.0 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

*7.1

Webinar Schedule

Pompo

Note: Below are topics CTDA Staff is pursuing for 2010.

Topic	Suggested Speaker	Results
Economist: On the Future Economy & Building Industry	NAHB Economist	NAHB has referred staff to their Online Speaker Directory. For a directory of their speakers go to: http://www.ctdahome.org/NAHB_Speaker_Options.pdf . The Committee should select 2-3 for CTDA staff to contact.
How to Sell Tile over other Floor Covering Materials	Century Tile (someone who sells all tile lines, Mark Carlson)	Mark Carlson is not interested.
How to Develop an Architectural Sales Program	Dave Leal at Spec, John Turner Sr. at Dal-Tile, or Patty Connolly at Louisville Tile.	Dave Leal is not interested. John Turner Sr. is not interested.
Developing an Effective Advertising/Promotional Plan & How to Develop a Marketing Plan for your Business	Sean Cilona at Florida Tile or Frank Douglas at Crossville.	Sean Cilona is interested however is not currently available. CTDA is to follow up with him in the fall.
Floor Heating Systems	Kirby Davis at Laticrete at Earl Maicus at Schluter	CTDA is working with Kirby to determine the best month. Most likely this fall.

Where the Industry Came From and Where it is Going in regards to Green Building	Kirby Davis at Laticrete and Bill Griese at TCNA	CTDA is working with Kirby to determine the best month.
Cleaning, Maintaining and Sealing Tile and Stone	Rod Sigman at Aqua Mix	CTDA is working with Rod to determine the best month. Most likely August.

Additional topics/speakers suggested by webinar participants in which CTDA is pursuing: B2B, Selling on the Internet, Sales Strategies and Negotiation and National Association of Credit Management.

***7.2 Webinars: Jack Daly**

Pompo

Note: A CTDA Board member suggested CTDA look into teaming up with repeat Management Conference Speaker Jack Daly who conducts several webinars throughout the year to help enhance our webinar program. Mr. Pompo and CTDA staff attended Jack's February webinar. For information and dates on Jack's webinars go to: <http://totalsellingsystem.com/>. The Committee should discuss integrating Jack's webinars into our webinar program. The price to attend Jack's webinars is \$99 however they are willing to offer CTDA members a discount.

***7.3 Webinar Sponsor Agreement**

Church

Note: At the Winter Education Committee meeting the Committee asked staff to research other web conferencing systems to see if we can receive a better rate.

ReadyTalk (currently use):

www.readytalk.com

Up to 100 Attendees \$49/mo for web plus \$.07 for audio per person per minute.

Go To Meeting:

www.gotomeeting.com

Up to 15 Attendees \$49/mo or \$468/yr.

Up to 100 Attendees \$99/mo or \$948/yr.

For the webinar specific package:

Up to 100 Attendees at \$99/mo in addition to the above.

WebEx:

www.webex.com

Up to 25 Attendees \$49/mo.

Or pay per user, \$.33 per minute per person.

Additional fees for webinar (chat and polling) features and for additional attendees.

Upon review of the web conferencing systems the Committee should determine which web conferencing system it prefers and how to proceed with a sponsor program. Attachment 7.3 is a draft sponsorship form.

7.4 Total Solutions Plus Webinar Sponsorship

Church

Note: The Total Solutions Plus Planning Committee has developed a webinar sponsorship category. Below are the specifics.

Webinars (\$2,500)

- Opportunity to Exclusively Sponsor a webinar in 2010 featuring one of the Conference Speakers
- 2 free webinar registrations to the sponsored webinar
- Shared Vertical Sign Suspended From Ceiling for Conference

- Shared Page in Program Book
- Company Logo on Conference Website

To date Dal Tile has expressed interest in sponsoring 2 webinars. Depending on the date, speaker and quantity of webinar sponsorships we receive these webinars may need to be held in conjunction with CTDA monthly webinars as opposed to in place of.

8.0	<u>TILE TRAINING IN A BOX TASK FORCE</u> Note: The Task Force continues to make progress. The group hopes to have the program completed in 2010.	Pompo/Soger
9.0	<u>SHADE VARIATION PROGRAM TASK FORCE</u> Note: The Task Force met in February to begin the review process. The group hopes to have the program completed in 2010.	Soger
10.0	<u>OTHER BUSINESS</u>	Pompo
11.0	<u>SUMMARY – LIST THE COMMITTEE’S RECOMMENDATIONS REGARDING ACTION ITEMS DURING THIS MEETING</u>	Pompo
*12.0	<u>ADJOURNMENT</u>	Pompo

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA) EDUCATION COMMITTEE MEETING MINUTES

Wednesday, February 10, 2010

1.0 CALL TO ORDER AND OPENING REMARKS

The meeting was called to order at 10:00 a.m. CDT by Chairman Pompo. Those in attendance were: Erin Soger, Donato Pompo, Marc Mularoni and Steve Rausch.

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 28, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the October 28, 2009 meeting.

5.0 CTDA 2009 METRICS

Mr. Pompo reviewed the 2009 thrusts and metrics and commented on the current status of each item.

6.0 ONLINE EDUCATION

Mr. Pompo stated that 36 online education tuitions were sold in 2009. Mr. Pompo explained that the Stone Course is in its final stages of review and should be launched by the end of next week.

CTDA staff will email all Education Committee members telling them to contact Donato Pompo ASAP if they would like to review the course before its launch. After the launch Mr. Pompo will work with CTDA staff to advertise the program.

7.0 WEBINARS

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Education Committee

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Final Draft Minutes

G:/CTDA/Minutes/Winter2010/CTDA_Education_Minutes_Winter_2010.doc

Mr. Pompo updated the Committee on the current webinars scheduled for 2010. Mr. Pompo noted that CTDA must do a better job of emphasizing the fact that all webinars are still available for purchase. He suggested using a flyer to help advertise.

7.1 Webinar Schedule

Mr. Pompo summarized the topics CTDA staff is currently pursuing. Mr. Pompo will send CTDA John Turner Sr.'s contact information.

Ms. Soger noted Al Bates may be asked to conduct two webinars in 2010. One of which will replace the Company Performance Report he typically gives at the Management Conference.

7.2 Webinar Sponsor Agreement

The Committee reviewed the draft sponsorship agreement and Ms. Soger explained the categories and benefits.

After much discussion the Committee would like CTDA staff to determine if we can get a lower fee from ReadyTalk or another web conferencing system such as Go To Meetings and Webex. Mr. Pompo is currently using Webex for 25 computer links with unlimited use at \$50 per month.

The Committee decided to put the sponsorship program on hold until CTDA speaks with ReadyTalk and other web conferencing systems.

Upon launching the sponsor program CTDA should have a Limited Time Only or Introductory Offer for the Inclusive Sponsorship category to determine the response we will receive.

The Committee suggested that once a year all CTDA members will receive one free webinar to be used in the first 3 months of the year. Any branches that are listed as members will also receive the webinar.

8.0 TILE TRAINING IN A BOX TASK FORCE

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Education Committee

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Final Draft Minutes

G:/CTDA/Minutes/Winter2010/CTDA_Education_Minutes_Winter_2010.doc

Mr. Pompo updated the Committee on the progress of the Task Force. He noted they will meet again next week to continue their review. Mr. Pompo would like CTDA staff to follow up with Russell King weekly to ensure he stays on schedule.

9.0 SHADE VARIATION PROGRAM TASK FORCE

Mr. Pompo explained that a Task Force has been created to review the shade variation program. Their first meeting is scheduled for the end of February.

10.0 OTHER BUSINESS

There was no other business.

11.0 SUMMARY

Mr. Pompo summarized the meeting.

12.0 ADJOURNMENT

There being no further business to come before the committee, the meeting was adjourned at 10:55 a.m. CDT.

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	http://www.ctdahome.org/Webinars/Webinar_Links/May_2008/lib/playback.html	6	100% gave 5	100% said yes
2	6/20/2008	Trends and Challenges of Large Format Tiles	Eric Pucilowski, Laticrete	18	17	57	http://www.ctdahome.org/Webinars/Webinar_Links/June_2008/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/July_2008/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/August_2008/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/September_2008/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/December_2008/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/January_2009/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/February_2009/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/March_2009/lib/playback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/April_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/May_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/June_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/July_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/August_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/September_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/October_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/November_2009/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/January1_2010/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playlistback.html	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	http://www.ctdahome.org/Webinars/Webinar_Links/February_2010/lib/playback.html	1	100% gave 4	100% said yes
4	3/19/2010	Team Communication	John Tinghitella, Humble Confidence	3	3	24	http://www.ctdahome.org/Webinars/Webinar_Links/March_2010/lib/playback.html	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

CTDA WEBINARS

SPONSORSHIP FORM

Sponsorship Opportunities:

Basic Sponsorship.....\$1500

- 1 FREE company webinar registration.
- 1 FREE company customer webinar registration.
- Company listing in all webinar promotional materials.
- Opportunity to be announced and to introduce the speaker at the beginning of the webinar.

All Inclusive Sponsorship.....\$2500

- FREE webinar registration for ALL CTDA members.
- FREE company customer webinar registration.
- Company listing in all webinar promotional materials.
- Sponsors are to be announced and given the opportunity to introduce the speaker at the beginning of the webinar.

What is a Webinar: *A webinar is a 45 min. - 1 hour seminar conducted via audio & web conference simultaneously. You need access to both a computer and a telephone to take part.*

Mail or Fax this completed form and payment to:

CTDA
800 Roosevelt Road
Building C, Suite 312
Glen Ellyn, IL 60137
Fax: (630)790-3095

Please contact CTDA staff with additional webinar or sponsorship ideas. Ph: (630)545-9415 or info@ctdahome.org

Purchasing Information:

CTDA member companies have the opportunity to sponsor nonproprietary webinars. Each company can choose the webinar they would like to sponsor. CTDA will also accept topic and speaker ideas from the sponsoring company. CTDA has the right to approve in advance any sponsor related material or statements to be used during the sponsored event.

Please put a check mark where applicable.

- Basic Sponsorship**
- All Inclusive Sponsorship**
- Yes we would like to sponsor a currently scheduled Webinar.
Topic: _____
- No we would like to sponsor a Webinar on the following
Topic: _____ by the following speaker (include contact information): _____

Please submit one form per sponsored webinar.

First Name _____ Last Name _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Fax _____

Email Address _____

On behalf of applicant: _____ (Company Name). I agree to the above terms and conditions.

Signature

Date

Master Card/Visa/AMEX Information:

Credit Card Number: _____

Security Code: _____ Exp: _____

Signature: _____

Make checks payable to: **Ceramic Tile Distributors Association**

