

GREENBUILDING COMMITTEE MEETING

DATE: Monday, April 26, 2010 **TIME:** 11:00 a.m. – 12:30 p.m. Eastern
PLACE: Rosen Centre Hotel **ROOM:** Salon 2

Purpose: To educate the industry on the greenbuilding movement and influence the way in which ceramic tile is viewed within the greenbuilding movement.

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** Pryor
- 2.0 **ANNOUNCEMENTS** Anyone
- 3.0 **LEGAL REPORT** Ives
- *4.0 **APPROVAL OF MINUTES OF FEBRUARY 10, 2010 MEETING** Pryor
- 5.0 **CTDA 2010 METRICS** Pryor

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 **Participate in the Sustainable Building Movement** Pryor
Please note there is one thrust that impacts the Greenbuilding Committee. It is:

Participate in the Sustainable building movement – Howard Pryor

- a. Participate in USGBC standards development process and LEED program development
- b. Consider life cycle inventory/life cycle analysis for ceramic tile
- c. Consider development of recycling process for ceramic tile
- d. Investigate possibility of developing white paper on sustainability of ceramic tile
- e. Explore participation in other sustainable building movement organizations such as NAHB, etc.

6.0 **WHITE PAPER & TILE MARKETING BROCHURE ON THE SUSTAINABILITY OF CERAMIC TILE** Pryor/
Davis

Note: In 2009 the 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.

7.0 **GREENBUILDING SECTION ON THE WEBSITE** Davis

Note: TCNA is currently creating a Green Building website to be launched. TCNA has requested the CTDA wait until their site has been launched to ensure we do not provide conflicting data.

In addition we have been asked not to use the phrase "Green Initiative" to avoid confusion between the TCNA and the CTDA.

*8.0 **GREEN TRADESHOWS** Soger

At the Winter Committee meeting the Committee suggested the Board discuss the possibility of exhibiting at regional or national greenbuilding tradeshow. The Board agreed it is a good idea and would like the Greenbuilding Committee to develop a plan for implementation. The plan must be approved by the Board prior to implementation.

9.0 **OTHER BUSINESS** Anyone

10.0 **SUMMARY** Pryor

List Committee's recommendations regarding action items during the meeting.

*11.0 **ADJOURNMENT** Pryor

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

Wednesday, February 10, 2010

1.0 CALL TO ORDER

The meeting was called to order at 3:00 p.m. CDT by Chairman Pryor. Those in attendance were: Howard Pryor, Erin Soger, Curt Rapp, Steve Rausch, Bill Ives, Frank Donahue, Noah Chitty, Kirby Davis, Carole Schafmeister, Jana Gatlin, Ryan Calkins and Tracy West.

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.

Mr. Pryor noted that the ASTM meetings will be held on April 26th at 8:00am at the Orange County Convention Center.

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 PLAN

Ms. Soger outlined the 2009 CTDA Thrusts and Metrics and updated the Committee on the current status of each.

Mr. Pryor commented on the recent Life Cycle Assessment webinar. Ms. Soger summarized the comments CTDA received.

5.1 Participate in the Sustainable Building Movement

Mr. Pryor reviewed the thrust.

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6.0 WHITE PAPER & TILE MARKETING BROCHURE ON THE SUSTAINABILITY OF CERAMIC TILE

Mr. Pryor reviewed the history of the project and explained the current status. The Marketing piece was completed this fall and is available for download on the CTDA public website. CTDA staff will send an email to the membership reminding them of the availability of the document.

Ms. Davis updated the Committee on the status of the technical piece. She is currently working on a green product standard certification for the tile industry through the TCNA's GIC. The technical paper will follow along the same lines and in conjunction with the standard. The GIC is meeting on February 16th to continue the development of the standard. Ms. Davis does not believe the standard will be completed until the end of 2010.

Ms. Davis will ask Bill Griese if a draft of the standard can be sent to this Committee for review at the Spring Meeting. If so Ms. Davis will provide an outline for the Committee to review.

Ms. Davis updated the Committee on the status of TCNA's website. She noted that it will not only be a resource for green information on tile it will be a resource for greenbuilding overall.

Many members of the Committee noted that their companies currently have or are in the process of creating a green section on their websites.

7.0 GREENBUILDING SECTION ON THE WEBSITE

This item was discussed under item 6.0.

8.0 OTHER BUSINESS

Mr. Calkins asked the Committee for input on exhibiting at regional/national greenbuilding shows.

Mr. Rausch explained that space at Greenbuild is very limited and that there are currently hundreds of companies on the waiting list. There is a possibility of joining with another group that is currently exhibiting. However, Ms. Davis noted that Greenbuild will only list one company in the program book, advertisements, etc.

CTDA should look into the cost of exhibiting and possibly teaming with the TCNA to do so.

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Mr. Calkins suggested looking into a tile pavilion at Greenbuild noting that if we exhibit at these shows we have a better chance of being asked to speak at them.

CTDA staff will discuss this item on the Board conference call tomorrow.

The Committee agreed CTDA should have something in their booth at Coverings explaining why tile is a green product.

Ms. Davis asked the Committee for input on what contractors need to know about green for her May presentation at the annual CSI convention. CTDA staff will send an email to the Greenbuilding Committee asking for input.

7.0 SUMMARY

Ms. Soger summarized the meeting.

8.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 3:50 p.m. CDT.