

**BOARD OF DIRECTORS MEETING**

**DATE:** Thursday, February 11, 2010 **TIME:** 10:00 a.m. – 11:00 a.m. CDT  
**CALL IN:** 866-740-1260 **ACCESS CODE:** 3376505

**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  | <b><u>CALL TO ORDER AND ARTICULATION OF MEETING GOALS</u></b>  | Carr    |
| 2.0  | <b><u>ANNOUNCEMENTS</u></b>  | Anyone  |
| 3.0  | <b><u>LEGAL REPORT</u></b>   | Ives    |
| *4.0 | <b><u>CONSENT AND INFORMATION ITEMS</u></b>  | Carr    |
| 4.1  | <b>November 5, 2009 Board of Directors Meeting Minutes</b><br>Note: Approve Minutes  | Carr    |
| *5.0 | <b><u>TREASURER'S REPORT</u></b><br>Note: Mr. Donahue will report on the CTDA financial statements as of November, 2009. Refer to Attachments 5.0a and 5.0b.   | Donahue |
| 6.0  | <b><u>UPDATE ON CTDA ONE YEAR THRUSTS</u></b><br>Note: The CTDA 2009 plan includes measurable one and three year thrusts. Each Board meeting will focus on accomplishing these thrusts. Below is the approved 2009 plan. | Carr    |
- 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 (TBD)
  2. CCTS – 300 total CCTS' by 2009 year end (288 in 2009)
  3. 200 Online Education tuitions sold (35 in 2009)
  4. Achieve 300 distributor companies and branches in 2009 (218 in 2009)
  5. Average 20 webinar sites per webinar in 2009 (5.3 in 2009)
  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 will be partnering with NTCA, and TCNA in conducting the 2010 joint conference. 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, "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 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.

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). To date 2 webinars have been held in 2010. CTDA staff plans to hold 12 webinars in 2010.

Attachment 6.2 is a summary of the 2009 schedule and survey results. To view complete survey results contact CTDA staff. Note: 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 webinars currently scheduled for 2010 are:

February – Medium Bed Mortars by Cris Bierschank, MAPEI  
March – Team Communication by John Tinghitella, Humble Confidence  
April – Pricing in the New Economy by Al Bates, Profit Planning Group  
July – How Tile Is Made by Noah Chitty, StonePeak Ceramics

6.3 **Sustainable Building Movement** Church

Note: At the Spring Committee Meetings 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.

At the Fall Greenbuilding 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). The next GIC meeting is on February 16<sup>th</sup>. Ms. Davis will keep the Committee updated with the status as the standard progresses.

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
- 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

6.5 **Rebrand CTDA** Church  
 Note: Several logos have been reviewed over the past several months. At this time we will not move forward with a rebrand.

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 288 CCTS'. Staff and the Committee members continue to promote and pursue additional private testing opportunities.

Private 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.

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

The total amount of Active Members will be submitted to the Board prior to the meeting. 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 35 online education tuitions in 2009.

The "Understanding the Basics of Stone" seminar is nearly ready for launch.

7.4 **Achieve 300 distributor company and branch memberships in 2009** Church  
 Note: At the end of 2009 there were 218 distributor companies and branch

members of CTDA.

CTDA is allowing members to pay their dues in 2 installments. To date no one has taken advantage. As of January 21<sup>st</sup> CTDA has received payment from 71 companies out of 170 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.

- |      |   |             |
|------|---|-------------|
| 8.0  | <b><u>CTDA 2010 Plan</u></b><br>Note: The planning process for 2010 will be different than the last few years. Because of the economic challenges presented in 2009.<br><br>During 2010, possibly at Coverings, a survey of CTDA members will be taken and a possible meeting held to determine direction for development of the 2011 plan. | Church/Carr |
| 9.0  | <b><u>OTHER BUSINESS</u></b><br>Discuss Board vacancy.  | Anyone      |
| 10.0 | <b><u>SUMMARY</u></b><br>List the Committee's recommendations regarding action items during this meeting.   | Carr        |
| 11.0 | <b><u>ADJOURNMENT</u></b>   | Carr        |

# **MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION BOARD OF DIRECTORS MEETING**

**Thursday, November 5, 2009**

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

The meeting was called to order at 3:00 p.m. MST by president Henry. Those in attendance were: Rob Henry, Eric Pucilowski, Barbara Gilmartin, Barbara Vasquez, Steve Vogel, Ryan Calkins, Mike Robbins, Frank Donahue, Mark Carlson, Kevin Donlan, Jeff Ketterer, Howard Pryor, Tom Kotel, Tom Carr, Robert DeAngelis, Lila Tully.

## **2.0 ANNOUNCEMENTS**

The group shared their business and personal best's.

## **3.0 LEGAL REPORT**

There was no legal report.

## **4.0 CONSENT AND INFORMATION ITEMS**

### **4.1 August 10, 2009 Board of Directors Meeting Minutes**

*A motion was made, seconded and unanimously passed to approve the minutes of the August 10, 2009 Board of Directors meeting.*

## **5.0 TREASURER'S REPORT**

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

As of September 30, 2009 the Association has assets totaling \$265,897. Accounts Receivable and accrued interest receivable total \$84,000; cash and investments total \$262,500; and prepaid expenses and insurance total \$533. An allowance for bad debts has also been incorporated on the balance sheet and totals (\$81,588).

Liabilities total \$74,819. These consist of \$1,895 in accounts payable; and \$28,825 in prepaid dues revenue and \$44,100 in prepaid Coverings revenues.

Total Net Assets as of September, 2009 are: \$191,078. \$79,198 are undesignated and \$111,880 are designated.

Regarding the income statement, let me begin with the "bottom line". The September 30, 2009 statement shows expenses over revenues of \$87,184.. For this

same time period, we had budgeted to have income over expenses of \$45,750. The main reasons for this are less than budgeted revenues from Dues and Coverings and webinars and greater than budgeted expenses for TileDealer.

Looking at the revenue side of the statement, we see that year to date revenue was \$443,971, approximately \$77,000 less than budget.

With regard to expenses, we see that year to date Education expenses total approximately \$57,577; approximately \$25,397 less than budget.

On-Line Opportunities expenses total approximately \$13,508; \$2,286 under budget.

Create Recognition expenses total approximately \$3,743; \$794 over budget.

Networking Opportunities expenses total approximately \$326,415; approximately \$91,484 over budget.

Finally, Operations Expenses total approximately \$129,913; approximately \$8,303 under budget.

Overall, as of September 30, 2009, total expenses were approximately \$56,292 over budget. Grand total revenues were approximately \$77,000 under budget.

In closing, the bottom line of the September 30, 2009 financial statement indicates CTDA is currently \$133,000 worse than budgeted.

At this point, given the uncertainty of the Management Conference bottom line, we do not know where we might end the year. However, we are anticipating a loss of approximately \$125,000.

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

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

Mr. Church reported on the status of the 2010 joint Management Conference to be called Total Solutions Plus.

### **6.2 Webinars**

Mr. Church reported the webinars continue to be well received. Participation hasn't been as expected this year, likely due to the economy. It is hopeful participation will increase in 2010.

### **6.3 Sustainable Building Movement**

Messrs. Church and Pryor reported on the Greenbuilding Committee activities. A new brochure promoting tile as green was attached to the agenda and has been approved by the committee.

#### **6.4 Surviving Economic Times**

Significant effort has been put toward this objective in 2009.

#### **6.5 Rebrand CTDA**

Mr. Henry reported that this objective has been put on hold because the Task Force doesn't feel rebranding CTDA is a good idea at this point in time.

### **7.0 METRICS**

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

Mr. Church reported there are currently 283 CCTS'.

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

Mr. Church reported there are currently 30 active member companies.

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

Mr. Church reported 17 online tuitions have been sold year to date.

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

Mr. Church reported there are currently 218 distributor companies and branches.

### **8.0 CTDA 2010 PLAN**

Mr. Church and Mr. Carr reported due to the current economic conditions, they propose maintaining the same plan for 2010. However, a member survey will be conducted in 2010 to gain further input on the plan for 2011.

### **9.0 CTDA 2010 DRAFT BUDGET**

Mr. Church presented the 2010 draft budget to the Board for consideration. After discussion,

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**Ceramic Tile Distributors Association  
Statement of Revenues and Expenses  
For the Eleven Months Ending November 30, 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	\$9,584.00	\$105,500.00	\$110,000.00	(\$4,500.00)	\$120,000.00
Interest	9.89	8,288.93	9,966.63	(1,677.70)	10,000.00
IT&SE/Coverings	26,199.00	212,667.00	227,138.50	(14,471.50)	250,000.00
Management Conference	8,100.00	92,255.00	125,000.00	(32,745.00)	125,000.00
On-Line Education	65.00	1,170.00	9,166.63	(7,996.63)	10,000.00
Miscellaneous	55.36	613.40	1,000.00	(386.60)	15,000.00
Education	0.00	0.00	458.26	(458.26)	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	4,583.26	(3,495.26)	5,000.00
Shade Variation	0.00	369.80	0.00	369.80	0.00
Tile Dealer Magazine	0.00	110,707.94	120,000.00	(9,292.06)	150,000.00
Certification	0.00	20,205.00	20,625.00	(420.00)	22,500.00
Trade Mission	0.00	0.00	0.00	0.00	0.00
Webinars	150.00	6,892.00	21,500.00	(14,608.00)	24,000.00
	<u><b>44,163.25</b></u>	<u><b>559,857.07</b></u>	<u><b>652,838.28</b></u>	<u><b>(92,981.21)</b></u>	<u><b>735,400.00</b></u>
<b>Expenses</b>					
<b>Education</b>					
Education/Webinars	685.00	11,229.79	23,118.26	(11,888.47)	25,220.00
Certification Program	5,762.03	54,147.14	42,824.89	11,322.25	44,900.00
Online Educational Programs	177.08	1,947.88	6,947.88	(5,000.00)	7,125.00
Training in a Box	141.67	1,558.37	10,870.86	(9,312.49)	12,000.00
Company Performance Report	35.49	1,890.39	5,140.28	(3,249.89)	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	3,987.50	9,954.16	(5,966.66)	14,350.00
Shade Variation Guide	85.42	439.62	389.51	50.11	425.00
	<u><b>7,249.19</b></u>	<u><b>80,000.69</b></u>	<u><b>99,245.84</b></u>	<u><b>(19,245.15)</b></u>	<u><b>109,195.84</b></u>
<b>Online Opportunities</b>					
Electronic Resource Center	185.42	2,039.62	389.51	1,650.11	425.00
Website	948.50	10,628.50	15,016.76	(4,388.26)	16,382.00
Tile Dealer Website	354.17	4,010.82	3,895.76	115.06	4,250.00
	<u><b>1,488.09</b></u>	<u><b>16,678.94</b></u>	<u><b>19,302.03</b></u>	<u><b>(2,623.09)</b></u>	<u><b>21,057.00</b></u>

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**Ceramic Tile Distributors Association  
Statement of Revenues and Expenses  
For the Eleven Months Ending November 30, 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	\$4,398.04	\$3,604.26	\$793.78	\$3,932.00
<b>Create Recognition</b>	<b>327.67</b>	<b>4,398.04</b>	<b>3,604.26</b>	<b>793.78</b>	<b>3,932.00</b>
<b>Networking Opportunities</b>					
Membership Development	3,031.42	38,347.26	33,910.59	4,436.67	36,942.04
Management Conference	19,586.14	99,585.70	172,516.16	(72,930.46)	199,923.80
Coverings	1,475.00	37,059.53	42,208.43	(5,148.90)	43,700.00
TileDealer Magazine	42,094.22	254,098.09	134,519.88	119,578.21	136,749.24
Dues and Directory	497.92	6,235.74	6,277.01	(41.27)	6,775.00
Surfaces	0.00	412.40	0.00	412.40	0.00
<b>Networking Opportunities</b>	<b>66,684.70</b>	<b>435,738.72</b>	<b>389,432.07</b>	<b>46,306.65</b>	<b>424,090.08</b>
<b>Association Operations</b>					
Association Management	3,946.08	43,737.63	45,240.03	(1,502.40)	49,353.00
Financial Management	3,329.81	36,627.91	36,627.69	0.22	39,957.90
Audit	97.00	7,722.00	6,765.00	957.00	6,765.00
Office Supplies	70.62	1,129.41	2,291.63	(1,162.22)	2,500.00
Subscriptions	0.00	1,000.00	500.00	500.00	500.00
Printing and Postage	68.63	1,840.14	2,749.89	(909.75)	3,000.00
Miscellaneous and Bank Charges	420.96	6,511.60	6,591.63	(80.03)	7,000.00
Telephone/Fax	448.25	4,475.88	4,858.26	(382.38)	5,300.00
Bad Debt Expense	0.00	0.00	0.00	0.00	10,000.00
Insurance	286.87	2,499.08	2,750.00	(250.92)	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	1,237.50	1,237.50	0.00	1,350.00
Winter Leadership Meeting	468.75	5,156.25	8,106.25	(2,950.00)	8,575.00
Spring Leadership Meeting	433.33	7,594.16	7,266.63	327.53	7,700.00
Strategic Planning	175.00	1,925.00	1,925.00	0.00	2,100.00
Summer Leadership Meeting	433.33	4,766.63	10,766.63	(6,000.00)	11,200.00
Fall Leadership Meeting	1,850.83	6,184.13	7,766.63	(1,582.50)	8,200.00
Order Filling	70.83	779.13	779.13	0.00	850.00
8% of Dues Income	0.00	9,112.00	9,600.00	(488.00)	9,600.00
<b>Association Operations</b>	<b>12,212.79</b>	<b>153,263.70</b>	<b>164,321.90</b>	<b>(11,058.20)</b>	<b>185,450.90</b>

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**Ceramic Tile Distributors Association  
Statement of Revenues and Expenses  
For the Eleven Months Ending November 30, 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>\$87,962.44</b>	<b>\$690,080.09</b>	<b>\$675,906.10</b>	<b>\$14,173.99</b>	<b>\$743,725.82</b>
<b>SUBTOTAL REVENUE</b>	<b>44,163.25</b>	<b>559,857.07</b>	<b>652,838.28</b>	<b>(92,981.21)</b>	<b>735,400.00</b>
<b>NET INCOME (DEFICIT)-REG OPERATIONS</b>	<b>(43,799.19)</b>	<b>(130,223.02)</b>	<b>(23,067.82)</b>	<b>(107,155.20)</b>	<b>(8,325.82)</b>

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**Ceramic Tile Distributors Association  
Balance Sheet  
For the Eleven Months Ending November 30, 2009**

	<i>As of 1/1/2009</i>	<i>As of 11/30/09</i>	<i>Change</i>	<i>As of Previous Year</i>
<b>Current Assets</b>				
Accounts Receivable	\$130,943.01	\$75,873.09	(\$55,069.92)	\$128,189.13
Allowance for Doubtful Accounts	(81,588.78)	(81,588.78)	0.00	(10,000.00)
Accrued Interest Receivable	3,273.00	3,273.00	0.00	3,273.00
Cash (Community Bank Checking)	14,790.06	(16,981.25)	(31,771.31)	26,340.50
Cash (Merrill Lynch Money Market)	1,685.01	80,523.01	78,838.00	37,714.61
Cash (Merrill Lynch Bonds)	148.65	130.88	(17.77)	150.13
Cash (M.L. Fund)	102,654.63	111,593.31	8,938.68	101,429.76
Investments/CD's	230,000.00	0.00	(230,000.00)	230,000.00
Prepaid Expense	6,002.00	3,200.00	(2,802.00)	3,927.00
Prepaid Insurance	2,744.90	2,987.02	242.12	2,457.00
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total Current Assets</b>	<b>410,652.48</b>	<b>179,010.28</b>	<b>(231,642.20)</b>	<b>523,481.13</b>
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total Assets</b>	<b>410,652.48</b>	<b>179,010.28</b>	<b>(231,642.20)</b>	<b>523,481.13</b>
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<b>Current Liabilities</b>				
Accounts Payable	41,330.01	0.00	(41,330.01)	27,065.50
Due to CM Services	24,885.94	2,325.09	(22,560.85)	5,284.66
Prepaid Income-ITSE 2008	0.00	0.00	0.00	36,000.00
Prepaid Income-ITSE 2009	65,000.00	19,333.00	(45,667.00)	65,000.00
Prepaid Income-2008 Dues	0.00	0.00	0.00	11,325.00
Prepaid Income-2009 Dues	10,400.00	9,600.00	(800.00)	1,200.00
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total Current Liabilities</b>	<b>141,615.95</b>	<b>31,258.09</b>	<b>(110,357.86)</b>	<b>145,875.16</b>
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total Liabilities</b>	<b>141,615.95</b>	<b>31,258.09</b>	<b>(110,357.86)</b>	<b>145,875.16</b>
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<b>Unrestricted Net Assets</b>				
Undesignated	166,381.90	166,381.90		
Designated Fund	102,654.63	111,593.31		
<b>Change in Net Assets-Undesignated</b>		<b>(130,223.02)</b>		
	<hr/>	<hr/>		
<b>Total Unrestricted Net Assets</b>	<b>269,036.53</b>	<b>147,752.19</b>		
	<hr/>	<hr/>		
<b>Total Liabilities &amp; Net Assets</b>	<b>410,652.48</b>	<b>179,010.28</b>		
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## CTDA Monthly Measurables Report

	Aug-06	Oct-06	Dec-06	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Dec-07	Apr-08	Jul-08	Sep-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10	
<b>Membership (Six Month Running Total)</b>																			
Distributor Companies	112	117	120	97	101	102	102	102	107	115	120	109	109	113	94	99	101	100	
Distributor Branches	188	176	176	147	147	147	147	147	154	154	201	159	169	192	111	117	117	113	
Manufacturer Companies	66	61	61	46	49	50	52	53	55	51	52	51	53	53	19	39	40	41	
Manufacturer Branches	19	11	11	6	7	7	7	7	7	41	28	16	16	12	1	5	5	5	
Allied Companies	8	10	11	9	9	9	9	11	11	12	12	10	10	11	9	11	11	11	
Allied Branches	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	
Independent Agents	20	25	26	20	21	21	21	21	21	22	21	20	21	21	11	15	18	19	
Independent Agents Branches											2	2	2	2	1	1	1	1	
<b>TOTAL</b>	<b>413</b>	<b>400</b>	<b>405</b>	<b>325</b>	<b>334</b>	<b>336</b>	<b>338</b>	<b>341</b>	<b>355</b>	<b>396</b>	<b>437</b>	<b>367</b>	<b>380</b>	<b>405</b>	<b>246</b>	<b>288</b>	<b>293</b>	<b>290</b>	

	Jan-07	Apr-08	Jul-08	Dec-08	Jan-09	Apr-09	Jul-09	Oct-09	Jan-10
<b>Online Tuitions</b>									
Basics of Tile Course	0	61	123	144	0	5	9	17	35
Basics of Stone Course	0	0	0	0	0	0	0	0	0

	2004	2005	2006	2007	2008	2009
<b>Management Conference Attendance</b>						
Distributor Companies	36	33	38	*38	28	33
Manufacturer Companies	39	35	42	40	36	31
<b>Total Attendance</b>	<b>233</b>	<b>213</b>	<b>201</b>	<b>230</b>	<b>145</b>	<b>153</b>

	Cov. 06	MC 06	Surf. 07	Cov. 07	Laticrete 07	HP 07	MC 07	Surf. 08	Laticrete 08	Cov. 08	CT 5/08	CT 6/08	D&B 08	HP 08
<b>Certifications</b>														
Study Guides Distributed	0	0	16	23	44	35	5	1	*15	12	15	19	30	0
Exams Given	46	21	16	23	46	35	5	2	22	12	60	32	26	9
Exams Passed	20	13	14	13	34	21	5	2	15	11	21	7	11	5
<b>TOTAL</b>	<b>20</b>	<b>33</b>	<b>47</b>	<b>60</b>	<b>94</b>	<b>115</b>	<b>120</b>	<b>122</b>	<b>137</b>	<b>148</b>	<b>169</b>	<b>176</b>	<b>187</b>	<b>192</b>

	MC 08	FT 12/08	FT1/09	FT 3/09	FT 3/09	FT 4/09	Cov. 09	FT 5/09	FT 6/09	FT 7/09	LT 9/09	MC09
<b>Certifications</b>												
Study Guides Distributed	2	15	3	2	15	12	7	20	5	6	27	6
Exams Given	2	15	3	2	15	12	7	20	5	6	27	6
Exams Passed	2	11	0	0	15	10	6	14	3	4	26	5
<b>TOTAL</b>	<b>194</b>	<b>205</b>	<b>205</b>	<b>205</b>	<b>220</b>	<b>230</b>	<b>236</b>	<b>250</b>	<b>253</b>	<b>257</b>	<b>283</b>	<b>288</b>

	Dec-09	Jul-09	Oct-09	Jan-10
<b>Active Members</b>				
(Members achieving 5 or more points in calendar year)				
Distributor Active Members	19	14	18	TBD
Associate Active Members	12	4	9	TBD
Allied Active Members	3	0	1	TBD
Independent Agent Active Members	1	1	2	TBD
<b>Total Active Members</b>	<b>35</b>	<b>19</b>	<b>30</b>	<b>TBD</b>

	Total	Goal
<b>Summary (As of 1/2010)</b>		
Membership (Distributors)	218	300
Online Tuitions	35	200
Management Conference Attendance (Distributors)	33	45
Management Conference Attendance (Manufacturers)	31	45
Certifications	288	300
Active Members	TBD	75

**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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/April_2009/lib/playback.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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/May_2009/lib/playback.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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/June_2009/lib/playback.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	2	17	5	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/July_2009/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/July_2009/lib/playback.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	2	6	28	<a href="http://www.ctdahome.org/Webinars/Webinar_Links/August_2009/lib/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/August_2009/lib/playback.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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/September_2009/lib/playback.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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/October_2009/lib/playback.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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/November_2009/lib/playback.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/playback.html">http://www.ctdahome.org/Webinars/Webinar_Links/January2_2010/lib/playback.html</a>	1	100% gave 5	100% said yes

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