

- 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 12/1/09, not currently interested. Follow up with at the end of 2010.
- Arizona Tile, Bob Traxler: CTDA last contacted on 6/30/09, they are conducting their own training. Will look into in the future. Follow up in March 2010.
- 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 9/1/09. Follow up in March 2010.
- Gulf Tile, Frank John Garcia: CTDA last contacted on 12/1/09, no response. Follow up in March 2010.
- Custom Building Products, Dean Leffler: CTDA last contacted on 12/1/09, no response. Follow up in March 2010.
- Conestoga, Howard Pryor: CTDA last contacted 6/17/09, 2009 is not a good time. Follow up in March 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 9/1/09, no response. Follow up in March 2010.
- Crossville, Frank Douglas: CTDA last contacted 9/1/09, no response. Follow up in March 2010.
- American Olean, Jon Shedlosky: CTDA last contacted 9/1/09, no response. Follow up in March 2010.
- D&B Tile Distributors, Dennis McLennand: will think about it, last contacted 9/1/09. Follow up in March 2010.
- 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 9/1/09. Have not yet confirmed a date. Follow up in March 2010.

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

The Committee should also discuss a new goal for 2010.

6.0 **CERTIFICATION STATISTICS** Zolman

Note: Attachment 6.0 is the historical certification statistics report. 288 people have been certified with at 60.63% pass rate.

7.0 **TESTING AT COVERINGS** Soger

Note: The test will be offered at Coverings. The date and time are to be announced in February. Currently there is one person signed up to take the exam at Coverings, Lynn Wilson with Cepak Tile.

*8.0 **PROMOTIONAL PLAN UPDATE** Zolman

- CCTS was promoted in every issue of TileDealer magazine in 2009. The Committee should discuss additional ways to promote it 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 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. A personal invitation was sent to them in March 2009 to invite them to take the exam at Coverings. The same will be done in 2010.
- All people who passed the exam in 2006 were contacted for Re-Certification.
- A benefit of certain sponsorship levels for the 2009 Management Conference was a free certification Study Guide and exam (Joseph Penna, National Gypsum Company took advantage of the free exam).
- 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 1/8/2010. They are still reviewing the program.
- 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.

The Committee should discuss additional ways to promote the program.

9.0 **CCTS WEBINAR**

Soger

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 Spring.

10.0 **POP DISPLAY**

Soger/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. As of January 20th the updated display was not yet available.

A POP Display was on the registration table at the Management Conference.

11.0 **FINANCIAL REPORT**

Church

Note: The 2009 Certification Revenues was \$21,155.00 and Expenses were \$56,565.38. CTDA staff will reevaluate the cost of the program in 2010 due to increases in shipping and printing costs.

12.0 **RECERTIFICATION**

Soger

Note: As of January 20th, 16 out of 33 2006 CCTS' have recertified. They had until 12/31/09. CTDA has emailed and/or mailed out reminders on 4/1/09, 9/1/09, 11/1/09, and 1/8/10. CTDA will drop certifications on 1/29/2010. Attachment 12.0 is a recertification summary.

13.0 **CCTS IN SPANISH**

Soger

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 | <u>CCTS SURVEY</u>
Note: At the Fall meeting of this Committee. The Committee requested CTDA staff draft a survey to be included in testing packets. Attachment 14.0 is the survey. The Committee should review and approve the survey. | Soger |
| 15.0 | <u>OTHER BUSINESS</u> | Anyone |
| 16.0 | <u>SUMMARY – LIST THE COMMITTEE’S
RECOMMENDATIONS REGARDING ACTION ITEMS DURING
THIS MEETING.</u> | Zolman |
| *17.0 | <u>ADJOURNMENT</u> | Zolman |

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

Tuesday, October 27, 2009

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 3:00 p.m. CDT by Ms. Soger. Those in attendance were: Erin Soger, Rick Church, Bill Ives, Fred Schmidt, Eric Pucilowski, and Doug Hayes.

2.0 ANNOUNCEMENTS

There were no announcements.

3.0 LEGAL REPORT

There was no legal report.

4.0 APPROVAL OF MINUTES OF AUGUST 4, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the August 4, 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

Ms. Soger reported that we expect to meet our goal of 300 CCTS' in 2009 thanks to Mannington Mills scheduling 43 people to take the exam on December 15th.

6.0 CERTIFICATION STATISTICS

The Committee reviewed the current certification statistics noting that there are currently 283 CCTS' and a 60.26% pass rate.

7.0 TESTING AT MANAGEMENT CONFERENCE

Ms. Soger updated the Committee with the date and time of testing at the Management Conference. She noted there are nine people signed up for the exam.

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Certification Committee

Page 1 of 3

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8.0 PROMOTIONAL PLAN UPDATE

Ms. Soger updated the Committee on the current promotional plan. Mr. Schmidt suggested CTDA staff target members of TCNA, NTCA and TCAA to take the exam at 2010 Total Solutions Plus.

9.0 CCTS WEBINAR

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 and asked Mr. Schmidt to present the feedback he has received on the displays.

Mr. Schmidt noted the sign needs to be at least 11"x17" (currently 8 ½" x 11") and should focus on what CCTS means for the customer. In addition, the sign should include what it takes to become a CCTS.

Ms. Soger will send the POP display template to the Committee for further input. Mr. Schmidt will update the POP display template per the feedback he has received. He believes he can have something available in time for the winter Committee meetings in February.

Mr. Hayes suggested CTDA have the POP display template 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.

12.0 RECERTIFICATION

Ms. Soger updated the Committee on the Recertification policy and noted that to date 7 2006 CCTS's have recertified. They have until December 31st, 2009 to do so.

CTDA staff will send a reminder to all 2006 CCTS' in November to push recertification. The Recertification list will be sent to the Committee to help encourage recertification.

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Page 2 of 3

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CTDA staff is to look for Century Tile's applications that were mailed in last week.

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.

Additional companies to contact regarding sponsorship are; Florida Tile and Laticrete.

14.0 OTHER BUSINESS

Ms. Soger asked the Committee for input on including a CCTS Testimonial survey in the packet of materials a tester receives after taking the exam. The Committee agrees we should do this. The survey should also be included in recertification mailings and on the website after it has been approved by this Committee.

15.0 SUMMARY

No summary was necessary.

16.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 3:35 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
TOTAL	475	408	288	14	185	67	27	40

Total Pass %	60.63%
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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



CTDA CERTIFIED CERAMIC TILE SALESPERSON EVALUATION

Once you have taken the certification exam, please take a few moments to complete the following survey and return it to CTDA headquarters at (630)790-3095.

This survey is important to CTDA staff and the volunteers who developed and maintain CTDA's Certified Ceramic Tile Salesperson program. Your input will help enhance the effectiveness of this unique industry program.

ABOUT YOURSELF

Name: _____ Title: _____
 Company: _____ Years in Tile Industry: _____

Please check your specialty below:

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Manufacturer | |

Why did you participate in the program? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> it was requested by my supervisor/company | <input type="checkbox"/> increased monetary compensation |
| <input type="checkbox"/> my co-workers have become/plan to become certified | <input type="checkbox"/> promotion/career advancement |
| <input type="checkbox"/> pride/personal satisfaction | <input type="checkbox"/> increased credibility by other professionals |
| <input type="checkbox"/> to increase knowledge/skill base | <input type="checkbox"/> increased credibility in the industry |
| <input type="checkbox"/> recognition from peers | <input type="checkbox"/> increased networking opportunities |
| <input type="checkbox"/> recognition from employer | <input type="checkbox"/> employer expectation |
| <input type="checkbox"/> improved job security | <input type="checkbox"/> to provide effective service and solutions for my company |
| <input type="checkbox"/> increased marketability | <input type="checkbox"/> Other: _____ |

How did you hear about the program?

- | | |
|---|--|
| <input type="checkbox"/> CTDA direct mail piece | <input type="checkbox"/> My co-workers |
| <input type="checkbox"/> Via CTDA newsletters | <input type="checkbox"/> CTDA Website |
| <input type="checkbox"/> My company/CTDA member | <input type="checkbox"/> Other: _____ |

THE APPLICATION PROCESS

- | | | |
|---|------------------------------|-----------------------------|
| Was the certification application easy to understand? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Did the application provide the necessary information to make an informed decision about participating in the CCTS program? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Were the program requirements made clear in the application? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Comments on how to improve the application process

EXAMINATION PREPARATION/CCTS STUDY GUIDE

Approximately how much time did you study for the exam: _____

- | | | |
|--|---------------------------|--------------------------|
| Is the CCTS Study Guide informative? | <input type="radio"/> Yes | <input type="radio"/> No |
| Do you like the format? | <input type="radio"/> Yes | <input type="radio"/> No |
| Did it adequately prepare you for the exam? | <input type="radio"/> Yes | <input type="radio"/> No |
| Did you use the study guide to prepare for the exam? | <input type="radio"/> Yes | <input type="radio"/> No |

Do you have suggestions for additions/revisions to the CCTS Study Guide?

EXAMINATION PREPARATION/TILE TRAINING IN A BOX

- | | | |
|---|---------------------------|--------------------------|
| Is the Tile Training in a Box informative? | <input type="radio"/> Yes | <input type="radio"/> No |
| Do you like the format? | <input type="radio"/> Yes | <input type="radio"/> No |
| Did it adequately prepare you for the exam? | <input type="radio"/> Yes | <input type="radio"/> No |
| Did you use Tile Training in a Box to prepare for the exam? | <input type="radio"/> Yes | <input type="radio"/> No |

Do you have suggestions for additions/revisions to the Tile Training in a Box?

TAKING THE EXAM

- | | | |
|--|---------------------------|--------------------------|
| Did the proctor provide clear instructions on the day of the exam? | <input type="radio"/> Yes | <input type="radio"/> No |
| Was the testing facility conducive for taking the exam? | <input type="radio"/> Yes | <input type="radio"/> No |
| Did you have enough time to complete the exam? | <input type="radio"/> Yes | <input type="radio"/> No |
| Would you recommend the testing facility for future examinations? | <input type="radio"/> Yes | <input type="radio"/> No |

Where did you take the exam? _____

Specific comments on testing: _____

OVERALL COMMENTS

- | | | |
|---|---------------------------|--------------------------|
| Did you feel the CCTS program was beneficial? | <input type="radio"/> Yes | <input type="radio"/> No |
| Would you consider CCTS re-certification? | <input type="radio"/> Yes | <input type="radio"/> No |

Overall comments on CCTS program: _____

THANK YOU FOR YOUR INPUT! RETURN VIA FAX TO (630) 790-3095