



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, “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.

Attachment 5.2.1 is the developing schedule and topics. The Committee should suggest speakers for each of the following topics.

- Opening Keynote: General Economist
- Breakout: Warehousing & Logistics (Jason Bader)
- Breakout: E-Commerce
- Breakout: Post Recession/New Marketing Approach
- Breakout: Social Networking (Ted Janusz)
- Breakout: Greenbuilding
- Breakout: Showroom Design/Layout
- Final Keynote: Motivational

**6.0 2009 MANAGEMENT CONFERENCE** Church

Note: The 2009 Management Conference was held, November 5-7, 2009 at the Marriott Starr Pass Resort in Tucson, Arizona.

The 2009 Management Conference had a final attendance of 33 Distributor companies and 31 Associate member companies. The total attendance was 153.

For survey results please review Attachment 6.0.

**7.0 OTHER BUSINESS** Anyone

**8.0 SUMMARY – LIST THE COMMITTEE’S RECOMMENDATIONS REGARDING ACTION ITEMS DURING THIS MEETING.** Calkins

**\*9.0 ADJOURNMENT** Calkins

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

**Monday, October 26, 2009**

**1.0 CALL TO ORDER AND OPENING REMARKS**

The meeting was called to order at 10:00 a.m. CDT by Chairman Tom Carr. Those in attendance were: Tom Carr, Rick Church, Erin Soger, Bill Ives, Rob Henry, and Frank Donahue.

Mr. Carr reviewed the goals of the meeting.

**2.0 ANNOUNCEMENTS**

There were no announcements.

**3.0 LEGAL REPORT**

There was no legal report.

**4.0 APPROVAL OF MINUTES OF AUGUST 3, 2009 MEETING**

*A motion was made, seconded and unanimously passed to approve the minutes of the August 3, 2009 meeting.*

**5.0 CTDA 2009 METRICS**

The committee reviewed the 2009 Thrusts and Metrics. Mr. Church updated the committee on the current status of each. The metric for this Committee is to have 45 Distributor and Associate member companies each register for the 2009 Management Conference. To date, 33 Distributor companies and 32 Associate companies are registered.

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

Mr. Church explained there are 56 people registered from 33 Distributor companies, 55 people registered from 28 Associate companies and 23 spouses.

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Mr. Church explained the current attrition situation for the meeting.

## **5.2 Create a Joint Management Conference**

Mr. Church summarized the progress on creating a joint conference. CTDA has contracted NTCA, TCNA and TCAA. All have agreed to participate in a joint 2010 conference. A draft schedule has been developed and representatives from each group participated in a planning call. The group last met via conference call in August; they are currently coordinating a time for the next meeting.

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."

Mr. Church noted the positive feedback staff has received in regards to the 2010 joint conference. He also explained that Laticrete has already inquired about being an exclusive golf sponsor.

The Committee brainstormed topics for the breakout sessions and keynotes.

Breakouts: Al Bates, How to Capitalize on Rebounding Economy, Post Recession New Market Approach, How Economy Affected Business Succession Plans, Sales.

Keynote: Motivational speaker, possibly someone famous.

After much discussion the Committee decided to meet after the Management Conference to discuss ideas the membership may have. The Committee will meet on Wednesday, November 11<sup>th</sup> at 11:00am Central to discuss 2010 speakers and topics.

### **5.2.1 2010 Total Solutions Plus**

This item was discussed under item 5.2.

## **6.0 2009 MANAGEMENT CONFERENCE**

This item was discussed under item 5.0.

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## **6.1 2009 Management Conference Sponsors**

Mr. Church updated the Committee on the current sponsors indicating we are 4 sponsors over budget and \$10,400 under budget (i.e. we have more sponsors paying less).

Mr. Carr explained to the Committee that on his recent trip to China many Chinese manufactures indicated their interest in sponsoring the joint industry conference next year. They are also very interested in having a much bigger presence at Coverings.

## **6.2 2009 Management Conference Mentoring Program**

Ms. Soger updated the Committee on the status of the mentoring program. A call for volunteers has been made. In October CTDA staff connected the volunteers with the first time attendees/new members. The volunteers are to establish a relationship with the first time attendee/new member prior to the conference. At the Management Conference's opening reception the volunteer will be responsible for introducing the first time attendee/new member.

CTDA staff will send a reminder email to all mentors.

## **7.0 OTHER BUSINESS**

There was no other business.

## **8.0 SUMMARY**

Mr. Carr briefly summarized the meeting.

The Committee discussed the bottom line of the Management Conference. CTDA staff explained areas such as production where costs were cut to make up for the reduced registration price. Mr. Church also noted that we are and will continue to negotiate attrition fees with the hotel.

## **10.0 ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 11:00 a.m. CDT.

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DATE	TIME	FUNCTION
<b>Sunday, October 31 - Sunday, November 7</b>	All Day	Staff Office
<b>Monday, November 1 - Friday, November 5</b>	All Day	Group Registration Area
<b>Monday, November 1, 2010</b>		
	8:00 a.m. - Noon	NTCA Executive Committee Meeting
	1:00 p.m. - 5:00 p.m.	NTCA Membership Committee Meeting
	11:00 a.m. - 6:00 p.m.	ANSI & ISO TAG Meeting
	7:00 a.m. to 11:00 a.m.	ASTM C21 MTG
<b>Tuesday, November 2, 2010</b>		
	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
	10:00 a.m. - Noon	NTCA Training and Education Meeting
	Noon – 6:00 p.m.	NTCA Board Meeting
	Noon - 1:30 p.m.	CTDA Executive Committee Meeting
	1:30 p.m. - 4:00 p.m.	CTDA Board of Directors Meeting
<b>Wednesday, November 3, 2010</b>		
	9:00 a.m. - Noon	CTDA CCTS Testing
	Noon – 5:00 p.m.	NTCA Technical Committee
	Noon – 5:00 p.m.	CTDA Committee Meetings
	<del>Noon – 5:00 p.m.</del>	<del>TCAA Board Meeting</del>
	5:00 p.m. - 6:00 p.m.	CTDA New Member Orientation

	3:00 p.m. - 6:00 p.m.	TCNA Executive Committee Meeting	
	5:00 p.m. - 6:00 p.m.	NTCA New Member Welcome	
	6:00 p.m. – 7:30 p.m.	Group Reception	
	ALL DAY	**General Session room	
<b>Thursday, November 4, 2010</b>			<b>ASSOCIATION</b>
	7:30 a.m. – 8:30 a.m.	Group Breakfast	
	8:30 a.m. – 10:00 a.m.	**Opening Keynote: General Economist	CTDA
	10:00 a.m. – 10:30 a.m.	Group Break	
	10:00 a.m. - Noon	TCNA Board Meeting	
	10:30 a.m. – Noon	Breakout: Warehousing & Logistics	CTDA
	10:30 a.m. – Noon	Breakout: Technical Installation	NTCA
	10:30 a.m. – Noon	Breakout: E-Commerce	CTDA
	10:30 a.m. – Noon	Contractor College I Session	
	12:00 p.m. - 1:30 p.m.	Group Awards Lunch	
	1:00 p.m. - 2:00 p.m.	Contractor Business Meeting (TCAA-members only)	
	1:00 p.m. - 3:30 p.m.	TCNA Board Meeting	
	1:30p.m. – 2:00 p.m.	Separate Annual Meetings	
	2:00 p.m. – 3:30 p.m.	Breakout: Post Recession/New Marketing Approach	NTCA/CTDA
	2:00 p.m. – 3:30 p.m.	Breakout: Technical Session	NTCA
	2:00 p.m. – 3:30 p.m.	Breakout: Social Networking	CTDA
	3:30 p.m. – 7:30 p.m.	Table Tops with Reception	
<b>Friday, November 5, 2010</b>			
	7:30 a.m. – 8:30 a.m.	Group Breakfast	

	8:30 a.m. - 9:30 a.m.	Supplier Counselor Meeting (TCAA-members only)	
	8:30 a.m. – Noon	TCNA Board Meeting	
	8:30 a.m. - 10:00 a.m.	Breakout: Distributor's Forum	CTDA
	8:30 a.m. - 10:00 a.m.	Breakout: Contractor's Forum	NTCA
	10:00 a.m. - 12:00 a.m.	Breakout: Technical Session	NTCA
	10:00 a.m. - 12:00 a.m.	Breakout: Greenbuilding	NTCA/CTDA
	10:00 a.m. - 12:00 a.m.	Breakout: Showroom Design/Layout	CTDA
	Noon – 1:00 p.m.	Group Lunch	
	1:00 p.m. - 3:30 p.m.	TCNA Board Meeting	
	1:00 p.m. – 3:00 p.m.	Breakout: Company Performance Report, Al Bates	
	1:00 p.m. – 3:00 p.m.	Breakout: Ask the CEO Forum	NTCA/CTDA/ TCNA
	1:00 p.m. - 3:00 p.m.	Contractor College II Session	
	3:30 p.m. – 5:00 p.m.	**Final Keynote: Motivational	CTDA
	6:00 p.m. - 7:00 p.m.	Group Reception	
	7:00 p.m. – 9:00 p.m.	**Awards Dinner, Beach Theme (Jimmy Buffet type party)	
<b>Saturday, November 6, 2010</b>			
	8:00 a.m. – 5:00 p.m.	Golf Tournament and other Leisure Events	
	8:00 a.m. - 10:00 a.m.	TCAA Board Meeting	
	6:30 p.m. - 8:30 p.m.	CTDA President's Reception	
	6:30 p.m. - 8:30 p.m.	NTCA President's Reception	

## CTDA 2009 Management Conference Surveys

Note: 54 surveys were returned.

### Speaker Comments

**Mark Krawczyk**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
16% (8)	54% (27)	30% (15)
<b>Comments:</b>		
He was ok		
Funny but didn't do homework on our industry		
Needed to give more detail		
There was not a lot of meat to take away		
Ok, but basic		
Nice man, not useful to me		
Had a chance to provide more specifics in collections		
Horrible, no knowledge of our industry, not even good advice for good times.		
Funny and informative		

**Don Reynolds**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
61% (31)	37% (19)	2% (1)
<b>Comments:</b>		
Would like to hear him next year.		
Think about having him year after year for updates.		
Very educational, simply broken down		
Very relevant		
Enjoyed his upbeat style		
Bring him every year		
Very impressive		
Very good, valuable information.		

**Jeff Risley**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
35% (16)	52% (24)	13% (6)
<b>Comments:</b>		
Picked up a few good tips.		
Very relevant		
Don't need a repeat		
Interesting, above average		
Good introductory level		

**Jack Daly**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
88% (45)	12% (6)	0
<b>Comments:</b>		
Nice kick in the tail.		
Great		
Outrageous! (in a good way)		
Awesome energy		
Bring back		
Great energy, not much new		
Made a big impact		
I took away so much		
Best I've ever attended		
What can you say?		
That's the fact jack!		
Great value, excellent take away.		
Glad he was back.		



**Walter Bond**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
98% (46)	2% (1)	0
<b>Comments:</b>		
Would like to see again at another CTDA conference.		
More Walter!		
Much needed, highly entertaining		
Life changing		
Awesome		
Very uplifting		
Good ideas and delivery		
I have never enjoyed a speaker more!		
We need this from time to time, wonderful guy!		
Dynamic		
Perfect for the economic times.		
Excellent!		
Excellent		

**Social, Recreational, Tour Activities Comments****Downtown Tour**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
0	100% (2)	0

**\*\*No comments recorded.**

## Receptions and President's Dinner

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
70% (16)	30% (7)	0
<b>Comments:</b>		
Great food and service		
The food was great		
Dancing/music would be nice.		
Dancing/music would be nice.		
I liked food!		
Great time		
Wonderful!		

## Additional Comments

**How do you feel about your time and financial investment in attending the 2009 Management Conference?**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
63% (30)	35% (17)	2% (1)
<b>Comments:</b>		
Most organizations don't change this much to attend to members.		
Worth every penny.		
If nothing else, the place and people were great		
Very good conference and networking		
Great networking this year		
Excellent investment		
Well spent		

**Did promotional materials provide adequate descriptions of programs?**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
40% (18)	54% (23)	9% (4)
<b>Comments:</b>		
Great job on schedule brochures		

**Did the hotel provide services to your expectations?**

Exceeded Expectations	Met Expectations	Did Not Meet Expectations
61% (30)	31% (15)	8% (4)
<b>Comments:</b>		
The catering people and food were great.		
Great food and service.		
Did not stay onsite		
The view is incredible		
Very nice facility.		
Several items below JW level		
Food was excellent, but service wasn't good. Hotel rooms and service was nice. Food wasn't good in restaurants in hotel, but food they served our group was delicious. Servers took things away before ready.		
Not up to JW standards		
Sadly my room was not cleaned after 8 hours.		
Not a typical JW Marriott		

**What future topics would you like to see presented at this event?**

<b>Comments:</b>
More "Green" topics
Dancing at final dinner night
Hiring
Showroom displays and layouts
More industry programs (i.e. creation of "green" qualifying criteria
Family business seminars
Maybe technical round table discussions regarding tile, greenbuilding, more manufacturer's interaction.
More dealer oriented
How to help distributors over their internet paranoia
More green education, more open discussion forums
Get some of the CEOs of the big companies to come and have an ask the CEO round table
Warehousing, transportation, in forum compare/discuss pricing from vendor
Like distributors forum, should keep information anonymous. My competitors were there and speakers mentioned our company name on our private information.
Importing, transportation, warehousing
Statistics that are specific to each type of distributor. A) Tile guys B) Retail/architectural representative C). plumbing high end
Keep the distributor forum! It was my favorite part.
Economic is good
Not green
2 days is the best way to attract people at this great convention
There are companies that facilitate freight savings programs
Credit management relevant to our industry.
More dancing and group activities, some downtime to explore area. Miss theme nights.
Don't do distributor forum, let people talk with who they want about a specific topic. Agenda getting old!

**Other Comments:**

<b>Comments:</b>
Conference was up to par!
Nice job! Is it possible to take pictures of each member to put next to their name in the CTDA directory?
Food was great, well planned, good Lord willing I'll be here next year.
Well organized and went off very well – Good job, Erin
Separate category for dealers... dealers and distributors are in the same group
Great conference!
Make conference a little longer, 4 days, add some more fun activities intermitted so it's not one speaker after another.
Loved round table.
Maybe have the keynote speaker first off, first day. Great meeting!
Excellent!
Great meeting!
I like the content. It will be nice to get back to a three day. Networking time was unstructured, time is good.
Breakfast/receptions were excellent
Loved the Henry's party!
Like 2 day length – need a time for manufacturers each day – lunch, breakfast tight schedule or cocktails.
I was really impressed and fulfilled with tremendous satisfaction. Great conference.
The whole program was good. I would have liked some down time.
Overall speaker line up was excellent. Conference delivered value exceeding cost to attend.
Distributor Forum sucks
I would suggest having an evaluation sheet for each individual speaker at the end of every seminar, while it is fresh in our minds.