

**EDUCATION COMMITTEE MEETING**

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

**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 OCTOBER 28, 2009 MEETING**      Pompo
- 5.0    **CTDA 2009 METRICS**      Pompo

Note: CTDA's board has approved a strategic plan for 2009 and beyond. The 2009 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 (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)

- 6.0    **ONLINE EDUCATION**      Pompo

Note: The metric for 2009 was to sell 200 online tuitions. We sold 35 online education tuitions in 2009. The Committee should discuss a new goal for 2010.

The "Understanding the Basics of Stone" seminar is nearly ready for launch. Mr. Pompo will update the Committee on the current status of the program.

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

Attachment 7.0 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

\*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. Staff is looking for a speaker whose topic is pertinent to our group.
Economist: On the Future Economy & Building Industry	John Burns and Chris Porter from John Burns Real Estate Consulting	Not Interested. The Committee should suggest additional options.
How to Sell Tile over other Floor Covering Materials	Century Tile (someone who sells all tile lines, Mark Carlson)	CTDA is pursuing.
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 at this time. Does anyone have contact information for John or Patty?
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.
Showroom	Jonathan Zanger at Walker Zanger	Jonathan suggested Kim Bernard from his office. CTDA is working with Kim to get her on the schedule.
Floor Heating Systems	Kirby Davis at Laticrete at Earl Maicus at Schluter	CTDA is working with Kirby to determine the best month.
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

		May or June.
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Additional topics/speakers suggested by webinar participants in which CTDA is pursuing: Natural Stone Care and Installation (Setting Products and sealers), Web Design, B2B, Selling on the Internet and National Association of Credit Management.

- |       |  |             |
|-------|--|-------------|
| 7.2   | <p><b><u>Webinar Sponsor Agreement</u></b></p> <p>Note: At the Fall Education Committee meeting the Committee discussed the possibility of allowing CTDA members to sponsor nonproprietary webinars. The Committee should review and approve the draft sponsorship form and provide CTDA staff with ideas on how to promote. Attachment 7.2 is the draft sponsorship form.</p> | Soger       |
| 8.0   | <p><b><u>TILE TRAINING IN A BOX TASK FORCE</u></b></p> <p>Note: The Task Force met in January and has another call scheduled for February 16<sup>th</sup>. The Task Force hopes to have the program completed in 2010.</p>   | Pompo/Soger |
| 9.0   | <p><b><u>SHADE VARIATION PROGRAM TASK FORCE</u></b></p> <p>Note: Donato Pompo, Marc Mularoni and Dennis McLennand volunteered to review the Shade Variation program. They were each sent a copy of the program in January. The Task Force will meet in February to begin the review process.</p>   | Soger       |
| 10.0  | <p><b><u>OTHER BUSINESS</u></b></p>  | Pompo       |
| 11.0  | <p><b><u>SUMMARY – LIST THE COMMITTEE’S<br/>RECOMMENDATIONS REGARDING ACTION ITEMS<br/>DURING THIS MEETING</u></b></p>   | Pompo       |
| *12.0 | <p><b><u>ADJOURNMENT</u></b></p>   | Pompo       |

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

**Wednesday, October 28, 2009**

**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, Rick Church, Donato Pompo, Russell King, Kirby Davis, Kim Gaweki, Dennis McLennand and Marc Mularoni.

**2.0 ANNOUNCEMENTS**

There were no announcements.

**3.0 LEGAL REPORT**

There was no legal report.

**4.0 APPROVAL OF MINUTES OF AUGUST 5, 2009 MEETING**

*A motion was made, seconded and unanimously passed to approve the minutes of the August 5, 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 17 online education tuitions have been sold to date. Mr. Pompo explained the Stone Course is nearing completion and is projected to launch on December 1<sup>st</sup>.

**7.0 WEBINARS**

Mr. Pompo updated the Committee on the current webinars scheduled for 2009.

**7.1 Webinar Schedule**

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The Committee reviewed the 2009 webinar schedule and Mr. Pompo summarized the topics CTDA staff is currently pursuing.

CTDA staff should pursue the following topics and speakers.

1. How to Develop an Architectural Sales Program: Dave Leal at Spec (Mr. Pompo will provide contact information), John Turner Sr. at Dal-Tile, or Patty Connolly at Louisville Tile.
2. Developing an Effective Advertising/Promotional Plan & How to Develop a marketing Plan for your Business: Sean Cilona at Florida Tile, Dal-Tile, or Frank Douglas at Crossville.
3. Showroom: Jonathan Zanger at Walker Zanger (Mr. Pompo will provide contact information).
  - a. CTDA should look into conducting a Showroom Panel Webinar in which several CTDA members submit showroom photos and a representative from each company will explain the photos. CTDA can use the companies who are participating on the Showroom Idea Center. A Designer could also be on the panel to give further insight. This webinar could possibly be free as it applies to all CTDA members.
4. Floor Heating Systems: Kirby Davis at Laticrete will coordinate with Earl Maicus at Schluter.
5. Where the Industry Came From and Where it is Going in Regards to Greenbuilding: Kirby Davis at Laticrete could team up with Bill Griese at TCNA, Kirby Davis will send CTDA staff information for a speaker she recently heard at CSI. Staff will ask the Greenbuilding Committee for speakers.
6. Cleaning, Maintaining and Sealing Tile and Stone: Suppliers of Cleaning Products, Custom Building Products, or Fred Jackson.

Staff should also continue pursuing the topics they already are. Staff can also look into repeating some of the more successful webinars.

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Ms. Soger presented the idea to the Committee on allowing CTDA members to sponsor a nonproprietary webinar, TEC is currently interested.

The Committee revisited the idea of allowing CTDA members to host commercial or proprietary webinars. After much discussion the Committee would like CTDA staff to send a survey to all CTDA members asking for input on sponsorship and commercial webinars as soon as possible.

## **8.0 TILE TRAINING IN A BOX TASK FORCE**

Ms. Soger updated the Committee on the current status of the Task Force. The Task Force met in July and divided up the sections of the program for review. Reviews were to be completed in August. To date staff is waiting on two sections.

Mr. King commented on why he has not completed the installation section.

After much discussion it was decided that CTDA set up a conference call with the Task Force in November to discuss the sections that have and have not been completed.

## **10.0 OTHER BUSINESS**

Ms. Soger indicated that it may be time to update the Shade Variation Program. A Task Force was formed to review the program and determine if updates are necessary and if there should be a stone section. The following members volunteered to serve on the Task Force; Donato Pompo, Marc Mularoni, and Dennis McLennand.

Mr. King asked that CTDA staff send him contact information for several people who have used the Tile Training in a Box program.

## **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 11:10 a.m. CDT.

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**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

# 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.
- Opportunity to be announced and 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***

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address \_\_\_\_\_

### 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. 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.*

### Master Card/Visa/AMEX Information:

Credit Card Number: \_\_\_\_\_  
Security Code: \_\_\_\_\_ Exp: \_\_\_\_\_  
Signature: \_\_\_\_\_

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