

- 5.2 **Rebrand CTDA by Coverings** Henry
 Note: Several logos have been reviewed over the past several months. At this time we will not move forward with a rebrand.
- 6.0 **CTDA TILEDEALER MAGAZINE** Arden
- *6.1 **Editorial Feedback** Arden
 Note: Typically the Marketing Committee provides feedback regarding the editorial content of TileDealer at this point in the meeting.
- 6.2 **TileDealer Update** Arden
 Note: Ms. Arden will update the Committee on TileDealer online.
- 6.3 **Courtesy Copies of TileDealer** Soger
 Note: The Committee should discuss how the courtesy copies of TileDealer will be changed now that TileDealer will be online. The lists will need to be resubmitted with valid email addresses.
- *7.0 **NEWSLETTER ADVERTISEMENTS** Soger
 Note: Throughout the year many members ask about sending an email notification/announcement to CTDA members. At the Fall meeting the Committee approved the program. CTDA began advertising the program in January. The following companies have submitted advertisements: SunTouch and Vitromex.
- 8.0 **MEMBER INFORMATION UPDATE** Soger
 Note: At the Fall Committee meeting the Committee suggested CTDA ask all principal contacts to update their company contacts and email addresses once a year in addition to the update CTDA calls for every January. CTDA has scheduled the update to occur every June.
- 9.0 **SOCIAL NETWORKING** Soger
 Note: CTDA launched a CTDA Facebook group in July 2009. To date 80 members have joined the group and 19 topics are being discussed. The Committee should brainstorm ways to get the membership more involved on the Facebook group.
- 10.0 **CTDA THIS WEEK** Soger
 Note: The Committee should provide input on CTDA This Week.
- 11.0 **TOTAL SOLUTIONS PLUS MARKETING PLAN** Soger
 Note: The following promotional plan has been agreed upon by the Total Solutions Plus planning Committee.
1. One promotional mailing to all memberships.
 2. Meeting Website, Advertisements in TileLetter, TileDealer and any additional newsletters or publications sent out by the Associations, Monthly emails from January through March, Biweekly emails from April through June, and Weekly emails from July until the Conference.
 3. Whichever organization is managing the event will also manage the promotional plan (CTDA).
 4. Each association should promote items of specific interest to their members.

The Committee should review the plan and provide input.

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
MARKETING/PUBLIC RELATIONS COMMITTEE

Tuesday, October 27, 2009

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 10:00 a.m. CDT by Chairman Yarborough. Those in attendance were: Harold Yarborough, Erin Soger, Rick Church, Janet Arden, Barbara Vasquez, Bill Ives, Rob Henry, and Tom Facca.

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

Mr. Yarborough and Ms. Soger outlined the CTDA 2009 thrusts and metrics along with the current status of each item.

The Committee discussed business throughout the country noting it is still slow in all areas.

5.1 Showroom Task Force

Mr. Yarborough noted the Showroom Idea Center was launched on October 1st.

CTDA staff will continue to promote the site. The Committee also suggested Rob Henry mention the site at the Management Conference.

5.2 Rebrand CTDA by Coverings

Mr. Henry updated the Committee on the background and goal of rebranding. He noted at this time we will not move forward. However, CTDA staff is to use the tag line, "Pros Helping Pros" when appropriate.

6.0 CTDA TILEDEALER MAGAZINE

6.1 Editorial Feedback

Ms. Arden updated the Committee on the editorial content for the next issue of TileDealer which will be available at the Management Conference. She also noted that advertising is still a big issue. She has found that Backer Board/Installation Companies are competing for advertising space more so than the Tile Manufacturers. This may be due to brand awareness.

The Committee brainstormed the following suggestions for future issues of TileDealer: Greenbuilding, Made in the USA, Government Stimulus Projects (Ms. Vasquez and Ms. Arden will discuss offline), and Domestic Factories/Tiles.

Ms. Arden explained the recent update of the TileDealer website to the Committee.

6.2 Regional Advertising

Ms. Soger updated the Committee on the current status of Regional Advertising. To date no companies have taken advantage of this offer. CTDA's advertising representatives are reworking the program to add more value.

6.3 Courtesy Copies of TileDealer

Ms. Soger updated the Committee on the current status. To date 14 companies are sending Courtesy of Copies of TileDealer to approximately 1,719 customers. Updated lists will be required in 2010.

Mr. Church explained to the Committee the extreme cost of printing and mailing TileDealer. CTDA is proposing that TileDealer become an electronically distributed magazine in 2010. He noted we may still print 1-2 issues in 2010 if/when advertising increases.

CTDA has been researching professional programs that distribute electronic publications to ensure the magazine will look like the current publication.

Mr. Church outlined some of the positives for advertisers including; readers will have the ability to click directly to an advertisers website, the magazine will be available for longer, and it will be easier to pass along in an electronic format.

Mr. Church stressed the necessity of this change from an economic standpoint.

The Committee discussed their feelings on the issue. While they enjoy receiving a hardcopy issue to read they understand the reason we must do this.

7.0 NEWSLETTER ADVERTISEMENTS

Ms. Soger explained to the Committee that multiple members ask to send announcements/notifications to the membership throughout the year. She presented the plan to allow members to submit an announcement on a first come, first serve basis to be included in "CTDA This Week".

The Committee likes the concept and would like staff to move forward with the program.

Ms. Soger noted the decrease in participation since the emails have been combined into a once a week format. The Committee believes we should continue with this format but send individual emails focusing on specific projects (i.e. webinars) when appropriate.

The Committee discussed who receives emails from CTDA. After some discussion the Committee would like CTDA staff to send an email notification 1-2 times a year to all Principal member contacts in which they update who receives emails from their company. The Committee stressed the importance of this being an easy process.

8.0 SOCIAL NETWORKING

Mr. Henry encouraged the Committee to join the Facebook group. Ms. Soger indicated we have 63 people currently participating.

9.0 CTDA THIS WEEK

This was discussed under item 7.0.

10.0 OTHER BUSINESS

There was no other business.

9.0 SUMMARY

Mr. Yarborough summarized the meeting.

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Marketing/PR Committee

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10.0 ADJOURNMENT

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