

## The Sell

### CTDA's Mission

*We strengthen the ceramic tile industry and our members through education, networking, and ethical practices.*

### What is CTDA?

Founded in 1978, the Ceramic Tile Distributors Association (CTDA), is an international association of distributors, manufacturers and allied professionals of ceramic tile and related products. *With 400+ members and growing, we are the world's largest concentration of ceramic tile buying power!*

### Membership Benefits

#### Education

- Management Seminars
- Tile Training in a Box
- Shade Variation Program
- Video-taped Seminars
- CTDA Electronic Resource Center (ERC)
- How to Handle Customer Complaints Guidelines
- *Coming Soon:* Ceramic Tile Salesperson Certification Program

#### Networking

- Annual CTDA Management Conference
- Coverings Show Events

#### Management

- Profit Improvement Report
- Distributor Profile Survey
- Company Performance Reports

#### National Exposure

- CTDA Membership Directory
- Distributor Referral Network
- CTDA logo

#### Up-To-Date Information

- CTDA website
- TileDealer
- Tile Management Quarterly

#### Cost Controls

- F.W. Dodge Discounts
- Freightquote.com
- NAW Business Services ([www.naw.org](http://www.naw.org))

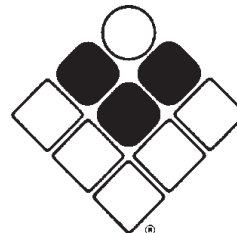
As a member, you support the industry to help make the distribution channel stronger! As an active member (board or committee member), you help shape the future of distribution!

To request membership information, refer a potential member to staff, or learn more about the drive, please call:

**1-800-938-2832**

If you would like to forward a list of your industry contacts, we will be glad to send out personalized membership information, mentioning your name.

**Good Luck!**



Ceramic Tile Distributors Association

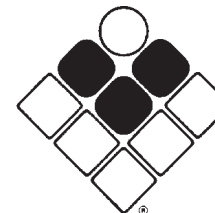
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Announcing...

## CTDA's 2004 Membership Drive

If the company you refer joins CTDA in 2004, you could win the big prize!



Ceramic Tile Distributors Association

**CTDA**

## The Reason

For over 20 years, the Ceramic Tile Distributors Association has provided ceramic tile distributors with the education, leadership and networking opportunities to help them achieve their business goals and further the consumption of ceramic tile.

Educating and serving all distributors and manufacturers in the industry has long been a desire of CTDA, and it is with the 2004 Membership Drive that we hope to achieve this goal.

Adding new members to the association will help ensure continued success and growth for both the individual business and industry. With new members we will:

- Be able to offer additional benefits and products
- Increase education industry-wide
- Be more equipped industry wide to face obstacles that lie ahead for distributors

During the 2004 Membership Drive, we want **YOU** to help make your association grow and become a stronger force in the industry by increasing our membership. Therefore, we are "hiring" you as a sales agent. Included in this brochure are reminders of the benefits of the CTDA to help you show the importance of the CTDA to prospective distributors and manufacturers.

Remember, more members in CTDA will also allow CTDA to provide members with even more exciting benefits in the coming years.

## The Reward

Earn a chance to win a **Best Buy** gift certificate valued at

# \$600!



## Here's How it Works

### Submit a company:

Simply provide the name of a company, along with their contact person, phone number, and e-mail address to CTDA. Just fax or email the information to CTDA at 630-790-3095 or [info@ctdahome.org](mailto:info@ctdahome.org).

CTDA staff will keep track of all companies submitted, along with who submitted each company.

### Drawing Eligibility:

If a submitted company becomes a member of CTDA in 2004, whom ever submitted that particular company will be entered in a drawing to win the big prize.

### Additional Rules:

There is no limit to the number of companies you can submit. Each company submitted is a separate entry for the drawing.

If multiple people submit the same company, each person will become eligible for the grand prize.

There is only one winner.

Remember, you can improve your chances of winning by encouraging your referred company to become a member of CTDA. Discuss with them the benefits of joining CTDA and it's positive impact to the industry. (You can review the full list of benefits on the back of this brochure.)

The drawing will take place at the 2004 Management Conference in Cancun, Mexico. The winner will also be announced in Tile Management Quarterly.