

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

**Wednesday, April 15, 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, Russell King, Donato Pompo, Bill Ives, Kim Gawecki, Mitch Dancik, Noah Chitty, and Kirby Davis.

**2.0 ANNOUNCEMENTS**

There were no announcements.

**3.0 LEGAL REPORT**

There was no legal report.

**4.0 APPROVAL OF MINUTES OF FEBRUARY 19, 2009 MEETING**

*A motion was made, seconded and unanimously passed to approve the minutes of the February 19, 2009 meeting.*

**5.0 CTDA 2009 METRICS**

Ms. Soger reviewed the 2009 thrusts and metrics and commented on the current status of each item.

**6.0 ONLINE EDUCATION**

Mr. Pompo updated the committee on the current amount of online education tuitions sold; to date 5 tuitions have been sold.

Mr. Pompo updated the committee on the current status of the stone course, indicating that the course is nearly ready. Before it is launched he will ask this committee for input.

**7.0 WEBINARS**

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Ms. Soger updated the committee on the current webinars scheduled for 2009. She indicated that 8 companies are signed up for the April Webinar, and 2 companies have purchased the recorded link.

It was brought to the committee's attention that the webinar links are currently stating that they are no longer available. CTDA staff will look into this to determine the problem. The webinar links should be available indefinitely.

The committee discussed ways to get webinar participants to respond to the survey so that accurate information can be gathered in the Webinar history document.

The committee suggested that CTDA staff ask all participants during the webinar to use the chat feature of ReadyTalk to indicate how many people are attending the webinar at each location.

The committee discussed the current process of booking webinar speakers. The committee is to continue sending CTDA staff suggested speakers and topics.

Mr. King suggested that CTDA staff contact Jim Dion to present a webinar in 2010.

#### **7.1 2009 Webinar Schedule**

The committee reviewed the current 2009 schedule. CTDA staff is to continue working on the below suggestions from the Winter Committee Meeting.

	Topic	Suggested Speaker
Topic #2	Greenbuilding: Life Cycle Analysis	Bill Griese, TCNA – Scheduled for 12/2009
Topic #6	How Tile is Made	Noah Chitty - Scheduled for 2/2010
Topic #7	Economist: On the Future Economy & Building Industry	NAHB Economist or John Burns and Chris Porter from John Burns Real Estate Consulting
Topic	What Causes Tile Failures	Donato Pompo - Scheduled for 9/18

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#14		
Topic #23	How to Sell Tile over other Floor Covering Materials	Century Tile (someone who sells all tile lines, Mark Carlson), Avalon (contact for membership/webinar)
Topic #25	How to Develop an Architectural Sales Program	BPI, Specialty Tile, or Louisville Tile
Topic #22 & #15	Developing an Effective Advertising/Promotional Plan & How to Develop a Marketing Plan for your Business	Specialty Tile, D&B Tile, Artistic Tile (New Jersey/New York). Find both a large and small company to present this webinar. John Trivers or look for others who stress 'gorilla tactics' .

CTDA staff has also booked Jerry Yudelson, a Management Conference speaker, for July 2009 to speak about Greenbuilding.

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

Mr. Pompo explained to the committee the background and purpose of the Tile Training in a Box Task Force. The goal of the Task Force is to update the program with current information and make it more effective and desirable to our members.

The committee discussed the current Tile Training in a Box. The consensus of the committee was to make the program available online after it has been updated.

The following members volunteered to serve on the task force. Donato Pompo, Noah Chitty, Dennis McLennand, Russell King, and Kim Gawecki. Kirby Davis volunteered to help the Task Force create digital training for the program when the time comes. CTDA staff should send each member the current Tile Training in a Box program to review.

A conference call will be set up the first week of July for the Task Force to discuss their reviews.

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## **9.0 FLOORCOVERING B2B MEETING**

Mr. Dancik explained to the committee the purpose of the Floorcovering B2B Meeting. He explained that it is a floor covering industry committee for standardizing and establishing B2B Standards for the floorcovering industry to allow dealers to easily obtain current product information from floorcovering distributors digitally via their computer systems. The committee is primarily made up of carpet manufacturers and other floorcovering companies, and lacks representation from the ceramic tile industry. The participation of tile manufacturers and distributors will ensure that the B2B programs used in our industry serve the special needs of tile dealers, distributors, contractors, and manufacturers.

After much discussion on the Floorcovering B2B Meeting and the reason for CTDA to participate, the committee decided that this is an important industry event in which the voice of CTDA should be present.

Mr. Dancik will draft a position paper for the Board to review at their Monday meeting. After the Board provides input on the meeting and the paper CTDA staff will send a communication to all members explaining the importance for involvement and CTDA's stance.

Mr. Dancik reported that this year's Floorcovering B2B Meeting will be held June 16-17 in Atlanta, GA.

## **10.0 OTHER BUSINESS**

There was no other business.

## **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.