

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)

MEMBERSHIP AND BENEFITS COMMITTEE MEETING

Monday, April 13, 2009

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 3:00 p.m. CDT by Erin Soger. Those in attendance were: Rick Church, Erin Soger, George Larrazabal, Bill Ives, Harold Yarborough, Rob Henry, Jim Thayer, Melissa Griswald, and Chris Widener.

2.0 ANNOUNCEMENTS

There were no announcements.

3.0 LEGAL REPORT

There was no legal report.

4.0 APPROVAL OF MINUTES OF FEBRUARY 16, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the February 16, 2009 meeting.

5.0 INFORMATIVE ITEMS

5.1 Review Membership Report

Ms. Soger reviewed the membership report with the committee. She updated the committee on the current status of the dues renewal process indicating that currently 246 companies and branches have renewed.

Ms. Soger informed the committee that each company who has not renewed has received multiple emails and a phone call from CTDA Staff and a phone call from a member of this committee. There are currently several companies who have not responded to any of the communications.

5.2 Review Retention Report

Ms. Soger reviewed the retention report indicating that there are still outstanding dues and the current retention rate will decrease significantly.

6.0 CTDA 2009 METRICS

Ms. Soger summarized the thrusts and metrics for 2009.

6.1 Increase Active Member Companies to 75

Ms. Soger explained to the committee how companies receive points and that 5 points are needed to become active. Ms. Soger reported that there are currently 24 active CTDA member companies.

The committee asked CTDA staff to continue promoting Active Membership via emails and the Active Member Campaign.

The committee brainstormed ways to increase Membership in CTDA.

A motion was made, seconded and unanimously passed to promote a Coverings Special Membership Rate. If a member joins at Coverings they will receive \$100 off their 2009 dues. This reduced rate will be available through Friday, May 1st.

The committee would also like CTDA staff to distribute the current prospect list to the members of this committee. Each member is to volunteer to contact between 1-5 companies on the list.

The committee would like CTDA staff to create a flash card which members can use to help recruit new members at Coverings and on their phone calls.

6.2 Achieve 300 distributor companies and branch members in 2009

Ms. Soger updated the committee on this metric. The committee asked that CTDA staff distribute the list of those companies who have not indicated if they will renew to the members of this committee so they can talk to them at Coverings.

6.3 Surviving Economic Times

Ms. Soger briefly updated the committee on the status of this thrust.

Surviving Economic Times

a. Education

i. Webinars – Al Bates will be conducting a webinar in April on surviving economic times.

- ii. Tile Dealer articles – Ongoing theme in each issue.
- iii. 2009 Management Conference – The convention planning committee selected speakers that will address this issue.
- b. Credit Bureau
- c. Peer Group
- d. Buying Group for office supplies, freight, etc
- e. Mergers/Acquisition speakers/presenters
- f. Expert consultations
 - i. Bates is providing up to 30 minute consultations for members who participated in the 2008 PROFIT Survey at Coverings.

7.0 GET ACTIVE CAMPAIGN

Ms. Soger summarized the Get Active campaign and the status of each item.

The committee discussed the possibility of holding the CCTS exam during the show at Coverings/Surfaces as opposed to the day before. The exam should be held early in the week during the morning educational sessions. CTDA staff will look into this possibility for Surfaces/Coverings 2010.

8.0 OTHER BUSINESS

Ms. Soger asked the committee to sign up to volunteer at the CTDA booth if they are available during Coverings.

9.0 SUMMARY

Ms. Soger briefly summarized the meeting.

10.0 ADJOURNMENT

There being no further business to come before the committee, the meeting was adjourned at 3:25 p.m. by Mr. Yarborough.