



**VALUE
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CTDA Winter Committee Meetings

The 2009 Winter Committee Meetings will be held the week of February 16th, 2009. Please [click here](#) for details on the meetings. Agendas will be sent to all committee members as the meeting dates approach.

Do you know someone who would be an asset to one or more CTDA committees? Please send them a [committee preference form](#) or invite them to attend the upcoming meetings. Contact [CTDA staff](#) with questions.

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CTDA 2009 Dues

CTDA Membership dues invoices for 2009 were sent out via mail on Friday, December 19th. If you have not received your 2009 invoice please [contact CTDA as soon as possible](#) to receive a new invoice. In order to appear in the 2009 Membership Directory we must receive your dues payment no later than Friday January 30th.

Please note if you joined CTDA between November and December your membership application payment serves as your 2009 dues payment.

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2009 TileDealer Calendar

TileDealer magazine will be published quarterly in 2009. Below is the schedule:

January/February Surfaces Issue
 April/May Coverings Issue
 September/October Cersaie Issue
 November/December CTDA Management Conference Issue
 Bonus Summer Issue: Focusing on Greenbuilding

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'Courtesy of' Copies of TileDealer

A new benefit of membership in CTDA is the ability for members to provide customer names to receive TileDealer magazine. The customer names you provide will receive issues of TileDealer and above their address on the issue it will read, "TileDealer Magazine, Courtesy of (your Company name here)"

The names provided by our members will be sent TileDealer for one year beginning with the first issue in January 2009. After one year, the member will be given the opportunity to resubmit a list of customer names to receive TileDealer for the following year. The deadline to submit a list has passed, however if you are interested in taking advantage of this opportunity please contact Erin Soger as soon as possible at erins@cmservices.com.

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CTDA Member Showroom Idea Center - In Progress!

The CTDA Showroom Task Force is currently working hard to develop a website in which members can share showroom photos, ideas and articles. The site will also allow CTDA Allied Members to post links to their products.

Help CTDA staff kick off the website by providing pictures of your showroom!

Each photo must be a jpeg image and contain the following information:

1. Company Name
2. Market Focus (who is this showroom trying to sell to)
3. Business Focus
4. Whether or not the showroom is open to the public
5. Showroom Size
6. Number of Employees at showroom location
7. Type of Employees (Interior Designers, Certified Salesman, etc.)

8. Location of Showroom

CTDA staff recommends sending a CD containing the photos and required information to CTDA, 800 Roosevelt Road, Building C Suite 312, Glen Ellyn, IL 60137. The Showroom Task Force will review the photos to determine which are appropriate for the site.

Please [contact CTDA staff](#) with questions.

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Back to Basics - The Key to Recession Proof Your Business!

By Barbara Sanfilippo, CSP, CPAE

CTDA 2008 Management Conference speaker Barbara Sanfilippo has broken down three key areas that she believes are essential to recession proof your business and create consistency and urgency with your staff. 1. Stop Order-Taking, Start Order-Seeking and Consult with Clients. 2. Pre-Call Planning - The Key to Differentiate and Win Business. 3. Engage Your Staff To Deliver On Your Service Brand Promise.

To read the complete article [click here](#).

Throughout the article Barbara refers to her handout from the CTDA Management Conference. To access the handout [click here](#).

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