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#### **CTDA 2009 Coverings Reception**

You're Invited to the CTDA 2009 Coverings Reception!

### [2009 Management Conference](#)

Date: Tuesday, April 21st  
Time: 5:30-7:30pm  
Place: McCormick Place, Room S406B

### [CTDA Spring Committee Meetings](#)

Stop by for appetizers, a cash bar, and to network with old friends after a long day on the floor. During the show make sure you stop by CTDA's Booth #4718 to have all of your CTDA questions answered and to receive your 1 **FREE** drink ticket for the CTDA Reception.

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#### **CTDA 2009 Management Conference**

The CTDA 2009 Management Conference registration is now open! The CTDA 2009 Management Conference will be held November 5-7th, 2009 at the JW Marriott Starr Pass Resort & Spa in Tucson, AZ.

CTDA is doing its best to keep costs down for our members in 2009! **Take advantage of the Early Bird rate by registering before April 24th for \$250!**

For more information on the conference [click here](#).

The CTDA Convention Planning committee has been working hard on ways to save you money on this year's Management Conference without reducing the value of the event. The schedule for this year's conference has been consolidated to bring you the educational information you have come to expect from CTDA Management Conferences in a shortened time period. To view this year's schedule [click here](#).

Registration coming soon!

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#### **CTDA Spring Committee Meetings**

The CTDA 2009 Spring Meeting Conference Calls begin next week! Please see the below schedule for meeting times and call in information. Interested in seeing what these committees are all about? Participate in the next meeting! Contact [erins@ctdahome.org](mailto:erins@ctdahome.org) for an agenda. To sign up for a committee [click here](#).

Mon, April 13 – Conference Call  
10am Central Convention Planning Committee  
3pm Central Membership and Benefits Committee

Tues, April 14 – Conference Call  
10am Central Marketing/PR Committee  
3pm Central Certification Advisory Committee

Wed, April 15 – Conference Call  
10am Central Education Committee  
3pm Central Greenbuilding Committee

Thurs, April 16 – Conference Call  
10am Central Warehousing & Logistics Committee

Call In Information:  
Phone Number: 866-740-1260  
Access Code: 3376505

Notes: Each committee meeting should not take more than one hour. Please review the minutes from the previous meeting as well as any attachments prior to your committee meeting. The next committee meetings will be held via conference call prior to the CTDA 2009 Management Conference.

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### CTDA Webinar

The next CTDA webinar is scheduled for **Friday April 17th at 10:00 a.m. CENTRAL**. It will be given by Dr. Albert D. Bates. Al Bates, Chairman and President, is the founder of the Profit Planning Group, a research and executive education firm headquartered in Boulder, Colorado. The firm works exclusively in the area of corporate financial planning. He makes approximately 100 presentations each year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More with Less, and Pricing for Profit. He also provides strategic direction for the firm's investigation into profitability research for over one hundred different trade associations, including CTDA. He has written extensively in both the professional and trade press, including the Harvard Business Review, the California Management Review and Business Horizons. In addition he writes the quarterly Profit Improvement Reports for the firm's trade association clients.

#### Webinar Participants Will Learn:

Only a few years ago, ceramic tile distributors were among the most profitable firms in all of distribution. However, economic realities beyond anybody's control--especially in the construction sector--have lowered profits for almost every firm. This webinar will review the alternative routes back to high-profit performance. It will examine where to cut costs and where not to cut, the hidden gross margin opportunities that still exist and the path to higher sales volume in a stagnant market.

[Click here](#) to download a registration form for this Webinar. [Click here](#) to register online.

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### CTDA PROFIT Report

Attention all CTDA members! It's that time of year again for the CTDA PROFIT Survey. The CTDA PROFIT Survey is one of the most important benefits of CTDA that your company will receive this year! Please [click here](#) for more information on the CTDA PROFIT Survey, how to participate, and what you will get in return.

#### Beating the Recession

As part of CTDA's on-going effort to assist its members during the economic downturn, we are providing you an opportunity to track your performance against other CTDA members free of charge on a real-time basis.

Simply fill out the [Excel template](#) for the first quarter of this year and the first quarter of last year. This should only take you a few minutes. At the beginning of May you will receive information on the changes you have experienced versus other firms. Have you made the proper adjustments in head count and other expenses? Is your inventory too high? The report will help you answer these questions.

If you don't take part, you will NOT receive this information. Given the critical nature of this project, results are limited only to those who help provide the input information. The deadline is April 30th. No submissions will be accepted after this date.

The survey will be repeated at the end of the second quarter as well. In addition, the information will be used by Dr. Al Bates in his presentation at the CTDA 2009 Management Conference. It will allow the meeting to look at more current information than it has in the past. All information is confidential just like in the CTDA PROFIT Report. In this case the information is going directly back to Dr. Bates' personal email account ([bigal@profitplanninggroup.com](mailto:bigal@profitplanninggroup.com)). No data should be sent to CTDA Staff.

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