

MARKETING/PUBLIC RELATIONS COMMITTEE MEETING

DATE: Monday, April 26, 2010 **TIME:** 9:30 a.m. – 11:00 a.m. Eastern
PLACE: Rosen Centre Hotel **ROOM:** Salon 1

Purpose: To advise and make recommendations to the Board of Directors on overall CTDA marketing policies and activities.

Points of Action: Please note those items requiring action are designated by an asterisk (*).

- *1.0 **CALL TO ORDER AND ARTICULATION OF MEETING GOALS** Yarborough
- 2.0 **ANNOUNCEMENTS** Anyone
- 3.0 **LEGAL REPORT** Ives
- *4.0 **APPROVAL OF MINUTES OF FEBRUARY 9, 2010 MEETING** Yarborough
- 5.0 **CTDA 2010 METRICS** Yarborough

Note: CTDA’s Board approved a strategic plan for 2010 and beyond. The 2010 thrusts and metrics are listed below.

Thrusts:

1. Create a Joint Management Conference with one or more of the following industry associations: NTCA, TCNA, TCAA, NAFCD, TTMAC
2. Participate in the Sustainable Building Movement
3. Continue/Expand Webinar Programs
4. Surviving Economic Times
5. ~~Rebrand CTDA by Coverings~~

Metrics:

1. Increase actively engaged members to 75 (17)
2. CCTS – 300 total CCTS’ by 2009 year end (308 to date)
3. 200 Online Education tuitions sold (35 in 2009, 5 in 2010)
4. Achieve 300 distributor companies and branches in 2010 (173 as of 4/9/2010. Note: CTDA is still receiving dues payments.)
5. Average 20 webinar sites per webinar (In 2010 we are averaging; 3 purchased and 10 participants. Overall, 9 purchased and 22 participants.)
6. Management Conference Distributor Member company attendance of 45 (33)
7. Management Conference Associate Member company attendance of 45 (31)

- 5.1 **Showroom Idea Center** Yarborough
- Note: The Showroom Idea Center was launched on October 1, 2009. CTDA staff will continuously promote and update the site accordingly. The Committee should provide CTDA staff with any additional recommendations for the site.

- 6.0 **CTDA TILEDEALER MAGAZINE** Arden
- *6.1 **Editorial Feedback** Arden
 Note: Typically the Marketing Committee provides feedback regarding the editorial content of TileDealer at this point in the meeting.
- 6.2 **TileDealer Update/Statistics** Arden
 Note: Ms. Arden will update the Committee on TileDealer online. The second issue received 23% click through to the TileDealer magazine online site and 1% clicked through to the CTDA website.
- 6.3 **Courtesy Copies of TileDealer** Soger
 Note: CTDA staff will continue to promote the program. As of April 8th 2 companies have resubmitted lists containing email addresses (Crossville, 42 and Vasquez Enterprises, 66).
- 7.0 **NEWSLETTER ADVERTISEMENTS** Soger
 Note: Throughout the year many members ask about sending an email notification/announcement to CTDA members. At the Fall meeting the Committee approved the program. CTDA began advertising the program in January. Attachment 7.0 is a list of companies who have taken advantage of the program.
- 8.0 **MEMBER INFORMATION UPDATE** Soger
 Note: At the Fall Committee meeting the Committee suggested CTDA ask all principal contacts to update their company contacts and email addresses once a year in addition to the update CTDA calls for every January. CTDA has scheduled the update to occur every June.
- 9.0* **SOCIAL NETWORKING** Soger
 Note: CTDA launched a CTDA Facebook group in July 2009. To date 81 members have joined the group and 19 topics are being discussed. A promotion asking CTDA members to get their younger staff involved in the group was included in the March 11th issue of CTDA This Week. The Committee should brainstorm ways to get the membership more involved in the Facebook group.
- 10.0 **CTDA THIS WEEK** Soger
 Note: If necessary the Committee should provide input on CTDA This Week.
- 11.0* **TOTAL SOLUTIONS PLUS MARKETING PLAN** Soger
 Note: The following promotional plan has been agreed upon by the Total Solutions Plus planning Committee.
1. One promotional mailing to all memberships.
 2. Meeting Website, Advertisements in TileLetter, TileDealer and any additional newsletters or publications sent out by the Associations, Monthly emails from January through March, Biweekly emails from April through June, and Weekly emails from July until the Conference.
 3. Whichever organization is managing the event will also manage the promotional plan (CTDA).
 4. Each association should promote items of specific interest to their members.

The Committee should review the plan and provide input.

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| 12.0 | <u>OTHER BUSINESS</u> | Anyone |
| 13.0 | <u>SUMMARY – LIST THE COMMITTEE’S
RECOMMENDATIONS REGARDING ACTION ITEMS
DURING THIS MEETING.</u> | Yarborough |
| *14.0 | <u>ADJOURNMENT</u> | Yarborough |

MINUTES – CERAMIC TILE DISTRIBUTORS ASSOCIATION (CTDA)
MARKETING/PUBLIC RELATIONS COMMITTEE

Tuesday, February 9, 2010

1.0 CALL TO ORDER AND ARTICULATION OF MEETING GOALS

The meeting was called to order at 10:00 a.m. CDT by Chairman Yarborough. Those in attendance were: Harold Yarborough, Erin Soger, Rick Church, Barbara Vasquez, Jeanne Nichols, John Zolman, Janet Arden, Steve Rausch, Nick Willard, and Bill Ives.

2.0 ANNOUNCEMENTS

Ms. Soger announced that the Spring Committee meetings will be held on Monday April 26th at the Rosen Centre Hotel in Orlando, FL.

3.0 LEGAL REPORT

There was no legal report.

4.0 APPROVAL OF MINUTES OF OCTOBER 27, 2009 MEETING

A motion was made, seconded and unanimously passed to approve the minutes of the October 27, 2009 meeting.

5.0 CTDA 2009 METRICS

Mr. Yarborough and Ms. Soger outlined the CTDA 2009 thrusts and metrics along with the current status of each item.

5.1 Showroom Task Force

Mr. Yarborough noted the Showroom Idea Center was launched on October 1st. CTDA staff will continue to promote the site via CTDA This Week emails.

5.2 Rebrand CTDA by Coverings

Mr. Yarborough explained that at this time we will not move forward. Mr. Yarborough would like this item removed from future agendas.

6.0 CTDA TILEDEALER MAGAZINE

6.1 Editorial Feedback

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Ms. Arden explained that the Coverings issue will be printed to hand out at the show and will be sent electronically. Future issues will focus on trends and installations and showroom seminars on staging customer events.

6.2 TileDealer Update

Ms. Arden updated the Committee on the feedback and statistics of the first digital issue of TileDealer. Of the 31,000 email addresses that the publication went out to there was a 70% delivery rate and a 22.3% open rate on the first day. The digital TileDealer has also been twittered about at Surfaces and Cevisama. Ms. Arden also noted that we have already received nearly 40 requests for subscriptions.

6.3 Courtesy Copies of TileDealer

Ms. Soger updated the Committee on the current status of the project. To date 2 companies have resubmitted lists containing email addresses (Crossville, 42 and Vasquez Enterprises, 66).

7.0 NEWSLETTER ADVERTISEMENTS

Ms. Soger explained the background of this program. To date SunTouch, Vitromex, TileDoctor, USG and SGM have submitted announcements to appear in CTDA This Week.

8.0 MEMBER INFORMATION UPDATE

Ms. Soger explained that members have been asked to update their company information. They will be asked again in June.

9.0 SOCIAL NETWORKING

Ms. Soger indicated we have 80 people currently participating and 19 topics being discussed. In order to have our members become more involved Mr. Yarborough suggested sending out a promotion asking CTDA members to get their younger staff involved in the group. Mr. Rausch noted that a lot of people are still afraid of Facebook.

10.0 CTDA THIS WEEK

Ms. Soger asked for input on the format and content of CTDA This Week. The consensus of the Committee was that it is a great format and they look forward to receiving it every week.

11.0 TOTAL SOLUTIONS MARKETING PLAN

Ms. Soger outlined the marketing plan for Total Solutions Plus.

Ms. Nichols explained to the group the background and status of the Women in Tile group. The group is to be fully launched at Total Solutions Plus. Ms. Nichols will work with CTDA staff to determine how to incorporate the launch into the conference.

12.0 COVERINGS BOOTH IDEAS

Mr. Church explained the layout of the CTDA booth at Coverings 2010. Due to the excess booth space available CTDA will be in an open distributor pavilion area. CTDA will have an area with membership related materials, the rest will be open with tables and chairs for members and interested parties to walk through or sit down.

The CTDA reception will be held on opening day during the last hour of the show on the show floor.

CTDA is also working with NTCA and TCNA to have a Total Solutions Plus kick off reception.

The CTDA booth area must be attractive and welcoming (possible center pieces on tables).

The group discussed using member companies' old trade show booths to help fill our space. After much discussion the Committee concluded that after CTDA knows how much space they will have CTDA staff will email CTDA manufacturers to determine if they have old trade show booths to donate. Staff will then compare the price of shipping and updating the old booths to ordering items from Freeman.

Mr. Church suggested giving out 4 oz. smoothies throughout the show. CTDA staff will look into costs of handing out smoothies.

13.0 OTHER BUSINESS

Ms. Soger reiterated the Spring Committee Meeting times and date.

14.0 SUMMARY

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Mr. Yarborough summarized the meeting.

Mr. Rausch explained that the location for Surfaces 2011 has not been finalized.

15.0 ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 11:05 a.m. CDT.

CTDA Member Email Advertisements

First Promotion sent on 1/21/2010

	Company	Contact	Email	Date Submitted	Issue to Appear	Done
1	SunTouch	Jennifer Henry	henryje@watts.com	1/21/2010	1/28/2010	X
2	Vitromex USA	Massimo Ballucchi	massimo.ballucchi@gis.com.mx	1/21/2010	2/4/2010	X
3	The Tile Doctor	M.H. Hanley	mhh@thetiledoctor.com	1/21/2010	2/11/2010	X
4	USG	Amanda Stewart	amanda.stewart@gyrohsr.com	1/26/2010	2/18/2010	X
5	SGM	Christine D. Pacetti	cpacetti@sgm.cc	1/28/2010	2/25/2010	X
6	StarGrass Partners	Jeanne Nichols	jeannenicholssgp@aol.com	2/18/2010	3/4/2010	X
7	Promotion - No Ad received	NA	NA	NA	3/11/2010	X
8	Promotion - No Ad received	NA	NA	NA	3/18/2010	X
9	Mapei	Diane Choate	DChoate@mapei.com	3/12/2010	3/25/2010	X
10	Florim	Jana Manzella	jmanzella@florimusa.com	3/16/2010	4/1/2010	X
11	Ceramic Consulting Corp.	Scott Alpert	scott@ceramicconsultingcorp.com	4/7/2010	4/8/2010	X