



**Minutes of the CSDA Board of Directors**  
**Thursday, December 5, 2019**

Le Meridien New Orleans  
New Orleans, LA

**CALL TO ORDER** - The meeting was called to order by President Matthew Finnigan at 8:01 AM on Thursday, December 5, 2019. The Assistant CSDA Executive Director, Erin O'Brien, recorded the minutes.

**ROLL CALL** - The following Board members and Officers were present, or represented by proxy, providing a quorum for the meeting: Scott Brown (ICS, Blount Inc.), Dan Dennison (Diamond Tools Technology), Mark DeSchepper (Echo GPR Services), Matthew Finnigan (National Concrete Cutting, Inc.), Bruce Ferrell (PROSOCO), Bill Fisher (National Research Company), Jami Harmon (GSSI), Greg Lipscomb (Diamond Products), Mike Orzechowski (DITEQ Corp.), Jack Sondergard (Central Concrete Cutting), Tim Terrell (Husqvarna) and Kellie Vazquez (Holes Incorporated). Not present were Ty Conner (Austin Enterprise), Rick Glidewell (Hilti) and Bennett Jones (Advanced Concrete Sawing). Guests in attendance were: Paula Bell (Vacuworx), Donna Harris (Concrete Renovation), Patrick Harris (Concrete Renovation), Randy Hayes (Vacuworx), Justin Hendricks (Vacuworx), Jeff Keeling (Brokk, Inc.), Ryan McBride (Husqvarna), Patrick O'Brien (CSDA), Bruno Silla (GSSI), Doug Walker (Walker Cutting Services), Kevin Warnecke (ICS, Blount) and Jon Zack (CSDA).

**OPENING REMARKS** - Matthew welcomed everyone to the meeting and explained the absence of Board members who were not in attendance. He noted that Peter Bigwood has accepted a new position with a company who is not a CSDA member. As a result, Bigwood submitted his resignation to the Board. Motion was made and seconded to accept Bigwood's resignation. Motion was passed by unanimous vote. The Board discussed the vacant position and decided not to fill the seat at this time.

**APPROVAL OF MINUTES** - Motion was made and seconded to accept the minutes of the September 6, 2019 Board meeting as written. Motion was passed by unanimous vote.

**TREASURER'S REPORT** – Kellie Vazquez presented the Treasurer's Report for the period ending November 30, 2019. Motion was made and seconded to accept the report as presented. Motion was passed by unanimous vote.

Vazquez presented the 2020 budget as recommended by the Finance Committee. The committee still has questions that need to be answered regarding the Training budget. A subcommittee has been formed to review this budget after the requested information has been received. The committee will then submit the approved Training budget to the Finance committee for inclusion in the overall 2020 Budget.

## BUSINESS OF THE MEETING

### **EXECUTIVE DIRECTOR'S REPORT**

Erin O'Brien presented the CSDA Executive Director's Report covering current membership status, new members, training, safety, standards and specifications, *Concrete Openings* magazine/website, exhibitions, related associations, annual conventions, public relations activities, promotional materials, CSDA website, social networks and future meetings. The CSDA Executive Director's Report is attached.

### **CERTIFICATION COMMITTEE**

Doug Walker presented the committee report. Four new companies have achieved Company Certification since the September meeting. Current program auditor Glenn Purdue expressed significant concern about a former CSDA member, Ted Johnston, serving as new program administrator. His recommendation is to have new recommended CSDA legal counsel, Chris Cervellera, serve as the new CSDA Company Certification Program auditor. The committee approved this recommendation.

A roundtable will be held at the annual convention to help contractor companies learn about the program and help them fill out their applications. Current Certified Company representatives will serve as table moderators for this roundtable, and the roundtable will be moderated by Doug Walker, Jack Sondergard and Matthew Finnigan.

### **CONVENTION COMMITTEE**

Matthew Finnigan presented the committee report for Kevin Baron. Registration is open for the 2020 Convention & Tech Fair in Carlsbad, CA. Attendees are encouraged to book their hotel rooms now, ahead of the March 6, 2020 room reservation deadline. Meeting attendees were reminded of the early-bird registration deadline of February 10, 2020.

Erin O'Brien reported that the committee conducted site visits to the Bahamas and Bermuda, visiting three properties in consideration in the Bahamas and two in Bermuda. Three properties emerged as favorites, and the committee will ask for contracts from all three before making a final decision based on the property that will best fit CSDA for the convention. A contract will be signed by the end of the year.

### **ELECTION COMMITTEE**

Donna Harris presented the committee report. The slate of Board nominees for 2021 remains unchanged. They are: Bill Fisher, National Research Company; Rick Glidewell, Hilti, Inc.; Donna Harris, Concrete Renovation; Jeff Keeling, Brokk, Inc., Tim Terrell, Husqvarna Construction Products and Kevin Warnecke, ICS, Blount. The 2020 Lifetime Achievement Award will be presented to Tim Beckman at the Annual Convention during the Gala Reception & Awards Dinner on Saturday, April 4. Harris reminded attendees of the June 30, 2020 deadline for applications for the 2021 Officer and Board of Director positions.

### **GPR IMAGING COMMITTEE**

Mark DeSchepper presented the committee report. All eighteen students in both GPR Certification courses held this fall, both in Clearwater and in Chicago at Hard Rock

Technologies, were certified. Fifteen students attended the Clearwater class, November 8-9 and three students attended the Chicago class at Hard Rock Technologies, November 17-18.

The committee will change the GPR Certification class to a one-day class. This change was based on feedback from instructors and students. A possible partnership with NULCA for GPR Certification training is in development. There will be a Panel discussion at the Convention about scanning and cutting operations working together.

## **MANUFACTURER COMMITTEE**

Scott Brown presented the committee report. The committee reviewed the 101 and 201 training classes in 2019 in Portland and Clearwater. He thanked all of those who helped with both classes.

Husqvarna will host the fall 2020 101 courses in Olathe, KS, October 12-16. Operator Certification training will again be held in Clearwater, FL at St. Petersburg College, November 2-6, 2020. A request was made to the GPR Committee to confirm dates and locations for their 2020 training classes. An additional request was made to all manufacturers to review the equipment lottery and only bring the equipment that has been requested by the committee.

The World of Concrete (WOC) 2020 Raffle at the CSDA booth is set with donations coming from Diamond Tools Technology, ICS, Blount and Diamond Products.

All manufacturers agreed that no swag or promotional items from the manufacturers will be distributed or displayed during the training classes.

DDM Concut will host a tour of their facility during the September 2020 meetings in Seattle. Greg Lipscomb is coordinating a tour of the Hendrick Heritage facility during the June 2020 meetings in Charlotte, NC. The tour will take place following the Board meeting on Thursday, June 4 and all are invited.

The Standards & Specifications committee sent a final draft of CSDA-ST-107 *Blade Code Application* to all committee members to review and approve by the March 2020 meeting.

## **MARKETING COMMITTEE**

Jami Harmon presented the committee report. The new website was reviewed with the committee. One of the highlights is that it will feature a blog section that will contain member-submitted content as well as CSDA-generated content in an attempt to reach out to as many members and prospects as possible. The marketing committee will help contribute content for this blog.

The committee continues to work on updating the Diamond Advantage presentation. Harmon will work with a design team to create a template that can be used for this and other CSDA presentations.

The Market Development subcommittee is updating the job description for the position and will be renewing their job posting early in 2020, as well as sourcing applicants at the World of Concrete.

## **MEMBERSHIP COMMITTEE**

Dan Dennison presented the committee report. The results of the North American Contractor survey were reviewed, with 73 responses. The consensus was that most appreciate their CSDA membership, although many requested additional training courses and training classes in California and Texas. Anyone interested in reviewing the survey results should contact Dennison.

The new individual membership categories are live on the website and a marketing plan is in place to promote these new membership categories early next year.

Bruno Silla and Randy Hayes arrived a day early in New Orleans and met with four local contractor prospects. All were interested in CSDA membership and the committee will follow up with them.

## **NEXT GENERATION COMMITTEE**

Bill Fisher presented the committee report. The new Next Gen logo was selected and will start to appear on promotional materials at the WOC. The 2020 committee calendar was finalized. The Next Generation Networking Reception will again be held at the Renaissance Las Vegas on Wednesday, February 5 at 4:30 PM. A registration table will be present to sign up new members. Any member that brings a potential new member will be entered into a drawing win a set of Airpods, along with the prospective member. Invitations will be sent to committee members and printed copies will be available at the CSDA booth.

Next Gen is promoting a social/networking event at the 2020 Convention. A San Diego Zoo VIP Tour is set for Wednesday, April 1 at 12:30pm and all convention attendees are encouraged to sign up.

The committee will start highlighting "rising star" operators and company employees in a "Next Gen Spotlight" feature on CSDA's social media accounts.

## **POLISHING COMMITTEE**

Bruce Ferrell presented the committee report. The three rounds of surface texture testing are complete, and the data is being analyzed by outside firms, including Taylor Hobson and CIM (Construction Industry Management), at no cost to CSDA. There was a delay however in producing the samples and Ferrell will work on procuring those samples.

A marketing piece is being developed to promote CSDA membership for concrete polishing contractors.

The Concrete Polishing 101 class taking place at World of Concrete February 4-5, 2020 will include an outdoor demonstration. WOC management will be notified of the date, schedule and student names so that instructors and students can access the outdoor lots for this demonstration before show hours.

The committee would like to investigate regional training classes for Concrete Polishing 101 and add on a half day for the inclusion for the testing methods into the class. The course will be held in the Kansas City area. A budget for this class will be developed and a date set by the March 2020 committee meeting.

Student and instructor shirts for the WOC class were requested.

Ferrell has volunteered to write an article updating the industry on the progress of CSDA-ST-118 to be published in the March issue of *Concrete Openings*.

## **SAFETY COMMITTEE**

Jack Sondergard presented the committee report for Bennett Jones. There are no new registrations for the Construction Employer's Association (CEA) Silica Data Collection Program, and members in attendance were reminded again to sign up to get access to this data library. Information on the program will be available at the WOC, and the committee will contact CEA to inquire about their involvement at WOC and Convention. An article promoting the program will be placed in the March 2020 issue of *Concrete Openings*.

The new TST on Robotic Demolition was completed and approved. The anchoring TST final draft is ready for approval and the electrical cord TST is nearing completion.

The script review for the Safety DVDs continues. Bennett Jones is reviewing Slab Sawing and Core Drilling, Scott Brown and Kevin Warnecke are working on Wall Sawing and Tim Beckman is working on Wire Sawing.

CSDA submitted a proposal to OSHA to renew the CSDA OSHA Alliance program. The comments are being reviewed by OSHA and an update is expected in January.

CSDA is supporting Concrete Sawing and Drilling Safety Week presented by GPRS, taking place January 6-10.

## **STANDARDS & SPECIFICATIONS COMMITTEE**

Mike Orzechowski presented the committee report. Three new Best Practices on concrete cutting and selective demo on GPR-scanned slabs were submitted to the committee by the participants of the September 18, 2019 Chicago-area chapter meeting of GPR scanning and concrete cutting contractors. Those documents were reviewed and are in final draft for any additional comments.

Two Best Practices, CSDA-BP-003 *Hazard Identification and Debris Removal* and CSDA-BP-004 *Remote Control* were reviewed and updated by the committee. Final revisions were distributed to committee members, and any comments should be submitted by the March 2020 meeting.

## **TRAINING COMMITTEE**

Patrick Harris presented the committee report. The 101 and 201 courses held this fall in Portland and Clearwater were reviewed. Clint Ralston was reviewed by Rick Norland, the manufacturer representatives present and Harris, and all concluded unanimously that Ralston is approved as a CSDA Instructor.

Improvements were made at St. Petersburg College in time for the 201 classes. A new water source was procured, the shed floor was repaired, a new lock was installed on the shed and additional extension cords and safety barrier equipment were purchased.

Digital Lagoon is requesting an additional \$10,000 for the completion of the Cutting Edge project. This amount is not included in the current budget, so the committee is discussing how to handle the request.

Expenses were submitted by instructors Rick Norland and Mark DeSchepper for the 101, 201 and GPR Certification classes that included a \$150/hour "Mobilization Mileage" that was to cover time spent traveling to and from the classes. This amount has historically been included in the daily instructor fee. The instructors believe their compensation amount should be increased. As this amount is not in the 2019 budget, the committee will evaluate the entire training budget and make a decision.

The committee decided that each instructor needs to submit a detailed agenda/syllabus prior to their class. The PowerPoint presentation for the 101 sawing and drilling class needs to be reviewed and updated prior to the next class, and concern was raised about anecdotal stories and graphic photos used during both classes. Instructors will be asked to keep these to a minimum in the future.

A subcommittee consisting of Kellie Vazquez, Mike Hogan, Ryan McBride and a representative from Texas Cutting & Coring will evaluate the required equipment list for the classes and update as needed.

The 201 Operator Certification test needs to be reviewed for duplicate questions that should be removed. Students attending the 101 and 201 classes need to be reminded about the importance and requirement of bringing appropriate PPE with them to the class. They will not be permitted to participate in the hands-on training portion without it.

Husqvarna will host the next 101 training classes in Olathe, Kansas on October 12-16, 2020.

A pop-up committee meeting will take place in Las Vegas on Wednesday, February 5, 2020 following the Board meeting at World of Concrete.

### UNFINISHED BUSINESS

There was no unfinished business.

### NEW BUSINESS

There was no new business.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held on February 5, 2020 in Las Vegas, Nevada at the Las Vegas Convention Center during the World of Concrete.

ADJOURNMENT - There being no further business, the meeting was adjourned at 10:30 AM.

PRIVATE BOARD SESSION - Following the conclusion of the official Board meeting, Matthew Finnigan asked Officers and Board members to remain to discuss another matter. Matthew informed the Officers and Board of the intent of Pat O'Brien to retire as Executive Director of CSDA and recommended the appointment of Erin O'Brien to the position. He provided information related to his interactions with Erin since the last meeting in Columbus and expressed his opinion that at this time, the association would be best served by having her as the new Executive Director. After conversation amongst the Board, a motion was made to appoint Erin O'Brien as the new Executive Director by Kellie Vazquez and seconded by Scott Brown. Motion was passed by unanimous vote. Finnigan will inform Erin of the appointment, with the effective date of January 1, 2020.

Submitted by,

A handwritten signature in cursive script, appearing to read "Erin O'Brien".

Erin O'Brien  
Executive Director

and

A handwritten signature in cursive script, appearing to read "Matthew Finnigan".

Matthew Finnigan  
President



## CSDA Executive Director's Report

December 5<sup>th</sup>, 2019

### Membership Status

#### 1. Current Membership Status

	<u>12/93</u>	<u>12/00</u>	<u>12/06</u>	<u>12/08</u>	<u>12/13</u>	<u>12/14</u>	<u>12/15</u>	<u>12/16</u>	<u>12/17</u>	<u>12/18</u>	<u>11/19</u>
Contractors:											
-North America	139	189	365	385	286	289	308	322	333	338	324
-Imaging					4	4	6	6	11	12	7
-Polishing					2	9	13	12	6	3	4
-Overseas	16	22	41	47	36	37	38	36	33	29	23
Manufacturers	31	46	52	51	45	42	46	48	47	48	46
Distributors			9	16	9	10	9	14	16	15	14
Affiliates	23	28	40	40	39	40	39	40	36	33	31
Associations		8	16	16	18	18	18	18	19	20	20
Total Members	<u>209</u>	<u>293</u>	<u>523</u>	<u>555</u>	<u>439</u>	<u>449</u>	<u>477</u>	<u>496</u>	<u>501</u>	<u>498</u>	<u>469</u>
Dues (\$ 000)	81	133	344	402	342	350	375	394	414	414	454

<b>Membership growth:</b>	<b>-6% (2018-2019 YTD)</b>	<b>Dues growth:</b>	<b>+10% (2018-2019 YTD)</b>
	<b>+124% (1993-2019 YTD)</b>		<b>+460% (1993-2019 YTD)</b>

#### 2. Prospects/Specifiers Database

<u>Category</u>	<u>Database Leads</u>
Prospects	7,609 (1,988 in Jan. 1995)
Specifiers	6,597 (764 in Jan. 1995)
General Mail List	<u>5,711</u>
<b>Total Database</b>	<b>19,917 (+0% 2018-2019 YTD)</b>

#### 3. Welcome six new CSDA Members since the September 6<sup>th</sup>, 2019 Board Meeting:

- Wildcat Renovation**, Fort Meyers, FL - Al Miller – Tel: 239-226-1461
- National Concrete Cutting Co**, Sacramento, CA - Chelsi Brinsfield - Tel: 916-454-4841
- Precision Concrete Construction**, Alpharetta, GA - Justin Utterback – Tel: 770-751-3887
- Firstcon Inc**, Wichita, KS - Aaron Heck – Tel: 316-425-7690
- Wolverine Equipment, LLC**, Kent, WA - Bill Darling - Tel: 253-277-4695
- Robinson Concrete Cutting, Inc.**, Daly City, CA - Travis Robinson – Tel: 650-994-7000

#### 4. Member Update

- Membership status since January 1, 2019 includes 23 new members and 52 resignations.
- CSDA's library of Toolbox Safety Tips (TST) is current at 108.
- 80 member memos sent out (-4% 2018-2019 YTD)
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA website continues. A total of 484 requests have been received since this feature was introduced in late 2005. In October, a CSDA member bid on a job in New York that specified eight CSDA Best Practices and Standards be followed, and in November, a CSDA contractor bid on a job that required CSDA membership.



## Training

### Attendance by Course and Date

Course	1993-04	2005-08	2009-12	2013-6	2017	2018	2019	Totals
Cutting Edge / Diamond Cutting	727	57	6	13	5			808
Slab Sawing & Drilling 201	187	31	45	51	5	14	11	344
Wall & Hand Sawing 201			12	40	6	14	10	82
Wire Sawing 201			9	27	5	15	9	65
OSHA	132	34						166
Estimating	40	100	36	99	11	18	20	324
Slab Sawing 101	27	13	13		6			59
ST-115 Certification				129	6	2		137
Slab Sawing & Drilling 101		98	25	82	13	23	21	262
Wall & Hand Sawing 101		19	24	79	13	13	24	172
Wire Sawing 101		5		46	8	15	16	90
Mechanics			10					10
Polishing				112	13	22	15	162
Robotic Demolition				15				15
GPR Imaging Certification					16	14	21	51
GPR Methods & Theory							17	17
OSHA Silica Training						5	1	6
Online Training-RedVector	23	30	30	31	4	18	48	184
Online Training-Yardstick		1,175	821	934	383	1,799	1,258	6,370
<b>Totals per Year/Period</b>	<b>1,136</b>	<b>1,562</b>	<b>1,031</b>	<b>1,658</b>	<b>494</b>	<b>1,972</b>	<b>1,471</b>	<b>9,324</b>

### Training Update

- The Slab Saw/Core Drill, Wall/Hand Sawing and Wire Sawing 101 courses were held at ICS, Blount in Portland, OR on October 14-18. The Slab Saw/Core Drill, Wall/Hand Sawing and Wire Sawing 201 Operator Certification courses were held at St. Petersburg College in Clearwater, FL on November 11-15, with a GPR Certification class held at St. Petersburg College on November 8-9.
- Potential new instructor Clint Ralston attended the Operator Certification courses in Clearwater and taught the Core Drilling portion of the class under the supervision of lead instructor Rick Norland and manufacturer reps in attendance.
- CSDA will host three classes at World of Concrete 2020 in Las Vegas. The Estimating class will be held February 3-4, Concrete Polishing 101 will be held February 4-5 and GPR Methods & Theory will be held February 6.
- Digital Lagoon continues to work on updating the online Cutting Edge webinar. Video was shot during the Operator Certification courses in Clearwater in November, and the webinar is due to be completed in February. After the completion of Cutting Edge, the new web-based training website will be built, and all online training classes will shift over to the new site.
- The CSDA online training website continues to be popular. To date, 1,248 users (+1% since the September 2019 Board meeting) with 245 (+2%) companies have taken 8,253 exams (+8%). CSDA has now received \$74,442 (+6%) for its portion of the registration fees since January 2007.

## Safety

### 1. Safety & Training Video / DVD Sales

<u>Video/DVD</u>	<u>No. Sold</u>
Core Drilling	358 (+0 since the September meeting, +4 in 2019)
Electrical Safety	35 (+0, +2)
Hand Sawing	265 (+0, +3)
Slab Sawing & Blade Safety	491 (+0, +2)
Wall Sawing	387 (+0, +2)
Wire Sawing	256 (+0, +3)
<b>Total</b>	<b>1,792 (+1% 2018-19 YTD)</b>

## 2. Safety Handbook / Safety Manual

- A total of 6,834 CSDA Safety Handbooks (original + English/Spanish) have been sold since introduction in January 2000, with 0 sold since the September 2019 meeting.
- Sales of the CSDA Safety Manual continue, with 271 copies of the print and electronic versions sold since its introduction. Two Safety Manuals have been sold since the September 2019 meeting.

## 3. Standards & Specifications

- Three new standard and specifications documents were released following the September 2019 committee meetings. The new documents are *Diamond Blades* (CSDA-DB-112), *Slurry* (CSDA-BP-001) and *Robotic Demolition* (CSDA-BP-018). All revisions are updated on the website and a press release was sent out in November.

## Concrete Openings

### 1. Advertisement Summary

<u>Issue</u>	<u>Total Pages</u>	<u>Paid Ad Pages</u>	<u>Ad/Total Pages (%)</u>
December '17	68	20.3	30
March '18	64	14.3	22
June '18	68	17.6	26
September '18	60	16.7	28
December '18	68	19.7	29
March '19	64	12.8	20
June '19	60	13.6	23
September '19	60	14.6	24
December '19	64	19.8	31

- The number of paid ad pages for the December 2019 issue is up 0.1 pages from the December 2018 issue. This marks the first increase in ads in over a year. This increase is attributed to a continue interest in advertising in the World of Concrete issue, and a renewed focus in ad sales.
- The percentage of ad pages to total pages is targeted at a maximum of 35 percent. The ad-to-page percentage for the December issue was at 31 percent, leaving room for additional advertisers and larger ads.

### 2. Concrete Openings Highlights

- The December issue of *Concrete Openings* contains four CSDA contractor job stories:
  - Demolition and renovation of a federal building in Washington, D.C.
  - Wall sawing, wire sawing and robotic demolition of a river lock chamber near Pittsburgh, PA.
  - Concrete polishing of the show floor new automobile storage facility in Denver, CO.
  - Selective demolition and repair of a concrete foundation pad at a power generating facility near Pittsburgh, PA.
- Additional sections include safety, business, tech and health-related articles, industry news and a CSDA membership testimonial from Ron Salera of Concrete Technology Services in Washington, D.C.
- Free *Concrete Openings* subscription forms continue to be received through the *Concrete Openings* website. A total of 44 new print subscriptions have been received through the current website since September 2019 (up 109%), bringing the total to 3,225 since the website went live in March 2015.

### 3. Concrete Openings Website

- The *Concrete Openings* website features current and archived issues up to the September 2019 issue.
- The website had 5,588 page views since September 2019 (+11%), and 134,929 (+4%) total page views since its launch in March 2015.
- There were 1,621 visitors since September 2019 (+27%) for a 4-year total of 20,965 (+8%) unique visitors.

## Exhibitions

- World of Concrete 2020 registration opened at the end of September. As a co-sponsor, CSDA is again able to offer discounted exhibits-only registration to all show attendees. CSDA’s source code, **A26**, can be used to discount early online registration to \$25. Without the source code, online registration will be \$75

through December 11, 2019 and \$95 until January 11, 2020. After January 17, 2020 all registrations will cost \$95, with no discounts available.

- An aggressive marketing campaign is planned for WOC 2020 to advertise CSDA’s Source Code A26 to not only the concrete cutting industry, but also other industries, to maximize exposure and increase the rebate amount. Web-based and social media marketing will be part of this plan, as well as print and mail campaigns. Number 10 envelope mailer inserts are available to anyone who wants them.
- CSDA will again hold the *Concrete Openings Awards* and a Next Generation Reception during WOC 2020 on Wednesday, February 5.
- CSDA is endorsing the following future exhibitions and conferences:
  - *World of Concrete Toronto Pavilion @ The Buildings Show*, December 4-6, 2019 in Toronto
  - *World of Concrete Asia*, December 11-13, 2019 in Shanghai, China
  - *13th International Conference/ Conference SI19*, December 13-15, 2019 in Huadu, China
  - *Canadian Concrete Expo*, January 22-23, 2020 in Toronto
  - *World of Concrete*, February 4-7, 2020 in Las Vegas
  - *CONEXPO-CON/AGG*, March 10-14, 2020 in Las Vegas
  - *IACDS 25<sup>th</sup> Annual Convention*, March 25-26, 2020 in Willingen, Germany

### Related Associations

- The International Association of Concrete Drillers and Sawers (IACDS) announced that their 25<sup>th</sup> Anniversary Annual Convention will be held March 25-26, 2020 in Willingen, Germany.

### Annual Conventions

- Registration is now open in October for the 48<sup>th</sup> Annual CSDA Convention & Tech Fair. The event will be held at the Omni La Costa Resort in Carlsbad, California from March 31 – April 4. This beautiful property has stunning views, an award winning golf course, an on-site health and meditation center, the Chopra Center and more. Early-bird registration pricing is available through February 10, 2020. Members must be signed in to the website to get member and early-bird pricing.
- The hotel reservation deadline for the 2020 Convention is March 6, 2020, but attendees are encouraged to reserve their rooms ASAP to ensure the group rate, as the block is likely to sell out. Discounted rates on suites and villas are available through the convention website.
- To save money on the venue rental fee, the Manufacturers’ Night at the Flower Fields will take place on Thursday, April 2 while the President’s Reception will take place at the hotel on Friday, April 3. The Tech Fair will remain at 10am on Friday, April 3.
- Site visits for the 2021 Convention were conducted by the committee to three properties in the Bahamas and two properties in Bermuda. The committee will meet during the December meetings to select which property or properties they will ask for contracts. The goal is to have a contract signed by the end of the year.
- The committee is beginning to discuss plans for the 2022 Convention, which will celebrate CSDA’s 50<sup>th</sup> Anniversary. Hawaii has been selected as the location for this event, and proposals have been requested and received.

### CSDA Promotion

#### 1. Public Relations Activities

<u>Dates</u>	<u>Promotion</u>
October 2019	<i>Construction In Focus</i> magazine ran a feature article on CSDA titled “Building the Foundations of Success.”
November 2, 2019	CSDA member In-Place Machining Company issued a press release “IPM’s Cutting Edge Services Division Joins in Hydroelectric Dam Project with Diamond Wire Cutting,” which mentioned three CSDA contractor members.
November 15, 2019	CSDA issued a press release titled “CSDA Releases Updated Resources for Specifiers” promoting three updated Best Practices and Standards.

#### 2. Promotional Materials

- \$2,047 worth of promotional materials have been sold (-122% YTD 2018-19).

### 3. Website

- The new website was launched on November 1, and members have been notified and asked to log on to update their passwords, company profile and contact information and pay their 2020 dues. All members will need to log on to the website by the end of the year to be included in the new CSDA Industry Guide/Member Directory. This enhanced feature will feature the ability to search for members not only by location, but also by services or products offered. The new Industry Guide will be live in January.
- Members can now add multiple employees to their company account. This will allow each individual to have their own subaccount from the main company account, as well as the ability to designate company owners, invoicing contacts and determine what type of CSDA info each person will receive.

### 4. Social Networks

- CSDA’s Facebook page currently has 2,235 followers (+4.4% from the September report).
- The association’s closed Facebook group, *CSDA Discussion Forum*, currently has 1,031 members (+3% increase since September 2019). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page, **@csdaconcrete**, now has 1,155 followers (+14.24% from the September report). Members should use **@csdaconcrete** and **#csdaconcrete** in work-related posts.
- The CSDA Twitter account, **@csdaconcrete**, currently has 146 followers to date. Members are encouraged to “follow” this account and “like” or “re-tweet” posts with the hashtags **#csdaconcrete** and **#CSDANextGen**.

### 5. Digital Marketing

- A digital marketing campaign to promote the 2019 Training Classes via Google and Facebook was initiated in August 2019, concluding in November. The results of that campaign are:

**Facebook Ads:**

Impressions: 114,857  
Link CTR: 10.27%  
Total CTR: 10.61%  
Unique Link Clicks: 11,392  
Landing Page Views: 7,197  
Cost Per Landing Page View: \$0.08

**Google Search Ads:**

Impressions: 3,600  
CTR: 5.76%  
Clicks: 208  
Avg. CPC: \$2.96

- A digital marketing campaign for World of Concrete 2020 is also underway, which began in September 2019 and will run through January 2020. To date, the campaign results are:

**Google Search Ads (11/3/19 – 11/22/19):**

Impressions: 4,650  
CTR (click through rate): 29.27%  
Clicks: 1,360  
Avg. CPC (cost per click): \$0.47  
Conversions (WOC Reg Clicks): 274.00  
Conversions (Phone calls from ads): 5.00

**Google Display Ads (11/10/19 - 11/22/19):**

Impressions: 395,000  
Clicks: 1,670  
CTR: 0.42%  
Avg. CPC: \$0.17

**Facebook Ads (10/11/19 - 11/22/19):**

Impressions: 86,218  
Unique Link Clicks: 5,958  
Link CTR: 7.42%  
Total CTR: 7.81%  
Landing Page Views: 4,851

## **6. Meetings**

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### **World of Concrete 2020 Meeting and Training Schedule**

#### **Monday, February 3, 2020**

8:00 AM – 5:00 PM CSDA Estimating Training

#### **Tuesday, February 4, 2020**

8:00 AM – 5:00 PM CSDA Estimating Training

8:00 AM – 5:00 PM CSDA Concrete Polishing Training

9:30 AM – 5:00 PM CSDA Exhibiting

#### **Wednesday, February 5, 2020**

8:00 AM – 9:00 AM CSDA Board Meeting

8:00 AM – 5:00 PM CSDA Concrete Polishing Training

9:30 AM – 5:00 PM CSDA Exhibiting

4:30 PM – 6:00 PM CSDA Next Generation Reception (Renaissance Las Vegas)

#### **Thursday, February 6, 2020**

8:00 AM – 5:00 PM GPR Methods & Theory Training

9:30 AM – 5:00 PM CSDA Exhibiting

#### **Friday, February 7, 2020**

9:00 AM – 12:00 PM CSDA Exhibiting

#### **Location**

Las Vegas Convention Center

Las Vegas, NV

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### **Spring Board & Committee Meetings and Annual Convention & Tech Fair in Carlsbad, California**

#### **Tuesday, March 31, 2020**

8:00 AM – 5:00 PM Committee Meetings

6:00 PM – 8:00 PM Wine Tasting Reception sponsored by Western Saw

#### **Wednesday, April 1, 2020**

8:00 AM – 10:00 AM Board Meeting

12:00 PM – 5:00 PM CSDA Golf Tournament

#### **Thursday, April 2, 2020**

8:00 AM – 12:00 PM Opening Session, Keynote Speaker and Presentations

5:30 PM – 9:00 PM Manufacturers’ Night at the Flower Fields

#### **Friday, April 3, 2020**

8:00 AM – 10:00 AM Roundtables

10:00 PM – 1:00 PM CSDA Tech Fair

6:00PM – 8:00 PM President’s Reception

#### **Saturday, April 4, 2020**

8:00 AM – 12:00 PM Presentations and Annual Meeting

6:30 PM – 10:00 PM Gala Reception, Dinner and Awards Presentation

**Hotel**

**Omni La Costa Resort**

2100 Costa Del Mar Road, Carlsbad, CA 92009

Tel: 760-929-6321

**Reservations**

**Online:** [www.csda.org](http://www.csda.org)

**Tel:** 1-800-THEOMNI or 888-444-6664 (mention Concrete Sawing & Drilling Association to get the group rate)

**Room Rate:** \$269/night

**Cutoff Date:** Friday, March 6, 2020

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**Summer Board & Committee Meetings in Charlotte, North Carolina**

**Wednesday, June 3, 2020**

8:00 AM – 5:00 PM Committee Meetings

12:00 PM – 1:00 PM Lunch

6:00 PM Group Dinner

**Thursday, June 4, 2020**

8:00 AM – 11:00 AM Board Meeting

1:00 PM – 3:00 PM Tour of the Hendrick Motor Sports Heritage Center

**Hotel**

**Hilton Charlotte University Place**

8629 JM Keynes Drive, Charlotte, NC 28262

Tel: 704-547-7444

**Reservations**

**Online:** [www.csda.org](http://www.csda.org) (link available following the spring meetings)

**Tel:** 800-HILTONS or 704-547-7444

**Rate:** \$139/night

**Cutoff Date:** Saturday, May 2, 2020

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**Fall Board & Committee Meetings in Seattle, Washington**

**Thursday, September 10, 2020**

8:00 AM – 5:00 PM Committee Meetings

12:00 PM – 1:00 PM Lunch

6:00 PM Group Dinner

**Friday, September 11, 2020**

8:00 AM – 11:00 AM Board Meeting

**Hotel**

**Westin Seattle**

1900 5<sup>th</sup> Ave, Seattle, WA 98101

Tel: 206-728-1000

**Reservations**

**Online:** [www.csda.org](http://www.csda.org) (link available following the summer meetings)

**Tel:** 206-728-1000

**Rate:** \$219/night

**Cutoff Date:** Tuesday, August 18, 2020

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**Winter Board & Committee Meetings in Nashville, Tennessee**

**Wednesday, December 2, 2020**

8:00 AM – 5:00 PM      Committee Meetings  
12:00 PM – 1:00 PM      Lunch  
6:00 PM                      Group Dinner

**Thursday, December 3, 2020**

8:00 AM – 11:00 AM      Board Meeting

**Hotel**

**Loews Vanderbilt Hotel**

2100 West End Avenue, Nashville, TN 37203

Tel: 615-340-5778

**Reservations**

**Online:**                      [www.csda.org](http://www.csda.org) (link available following the fall meetings)  
**Tel:**                              888-879-0462 or 615-340-5778  
**Rate:**                            \$199/night  
**Cutoff Date:**                Thursday, October 29, 2020