



Minutes of the CSDA Annual Business Meeting
Saturday, March 15, 2014

The Westin La Paloma Resort
Tucson, Arizona

CALL TO ORDER - The meeting was called to order by President Judith O'Day at 11:00 AM on March 15, 2014. The CSDA Executive Director, Patrick O'Brien, recorded the minutes.

ROLL CALL - A call of the roll indicated that a quorum was present.

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the March 2, 2013 annual business meeting. Motion was passed by unanimous vote.

TREASURER'S REPORT – Mike Orzechowski presented the Treasurer's Report. Motion was made and seconded to accept the financial report as of December 31, 2013 as presented. Motion was passed by unanimous vote.

BUSINESS OF THE MEETING

Judith O'Day welcomed members to the convention. She thanked the committee members who serve CSDA to advance the interests of the association and its members. O'Day also stated that the quarterly Board and committee meetings rotate around North America to encourage local member attendance. All members and prospects are welcome to any Board or committee meetings and she encouraged members to attend.

O'Day appointed Ted Johnston and Rick Norland to serve as Inspectors of Election as required by the CSDA Bylaws for the election of Directors. She then introduced Doug Walker to make the Election Committee report.

ELECTION COMMITTEE

Doug Walker recognized the current Officers and Board of Directors. Walker then introduced the Board nominees. The Board of Director nominees were Paul DeAndrea, Matt Dragon, Patrick Harris, Kellie Vazquez, Kevin Warnecke and Ryan Wesselschmidt. Walker called for any additional ballots to be submitted immediately so the final vote count could be conducted.

REPORT TO MEMBERS

Executive Director Patrick O'Brien made a report to the members on the accomplishments of CSDA in 2013. The 2013 Convention in Duck Key, Florida was a success and turned a profit for the 21st consecutive year even though attendance was down from 2012. Seven presentations, two roundtables and six optional activities were offered. Keynote speaker Seth Mattison was rated as one of the best by many in attendance.

Marketing accomplishments included the increasing utilization of the "Submit Your Job for a Bid Request" feature on the CSDA Website with 41 new requests (+195%) received in 2013 and 348 since this feature was first offered. The committee signed CSDA up as an educational provider for the American Institute of Architects so that CSDA will be able to offer learning units for CSDA courses and presentations to specifiers. The promotion of CSDA also continues in many forms, including 18 CSDA Press Releases being issued during the year, with placements in over 55 construction publications. The committee began the project to develop promotional materials that members can customize online with their company logo and print at their office. The CSDA PowerPoint Presentation was also completed and is available on the CSDA Website.

Concrete Openings magazine continued to be a success story for CSDA. Ad pages sold in 2013 were down 11% to 77 pages, but profit was \$32,016. Circulation is now over 18,500 with an annual readership of 63,000. The *Concrete Openings* stand-alone website continues to be well received with 80,000 visitors since the site launched. A new Polished Perspective feature was added to the magazine to support the new Polishing Contractor category.

The CSDA Website activity has remained strong. The CSDA Facebook page and YouTube channel are gaining audience with 750 fans (+41% from 2012) and 5,500 views (+17%), respectively.

CSDA membership was down 7% after two years of small increases in membership. CSDA ended 2013 with 439 member companies. North American contractors numbered 292, overseas contractors 36, manufacturers 45, distributors 9, affiliates 39 and reciprocal associations 18. The practice of holding quarterly Board and committee meetings in cities with manufacturer members, so that a plant tour can be offered, continued with the June meeting in Westlake Village, California near the Western Saw manufacturing plant. The testimonial campaigns "Why I Joined CSDA" and "Why I Remain a Member" continued to be featured in *Concrete Openings*, highlighting the benefits of membership. Tom Stowell was selected to receive the Lifetime Achievement Award.

The Next Generation Committee conducted two roundtables and hosted the new member/first-time attendee reception at the 2013 Convention. Committee membership is up 11% to 49 members. The committee also assisted in the update of *Best Practice CSDA-BP-009 Green Construction*.

The Safety Committee was active with projects in 2013. Twelve Toolbox Safety Tips (TSTs) were introduced bringing the total to 104. Total sales of the six CSDA safety and training DVDs reached 1,581 copies. The CSDA Safety Manual and Safety Handbook have sold over 6,557 copies. The new Safety Handbook in English/Spanish and the Electrical Safety DVD were introduced in 2013. A silica subcommittee was formed to respond to the proposed OSHA silica rule. CSDA has also joined with 26 leading construction associations to form the Construction Industry Safety Coalition to respond with one voice from the construction industry to the proposed OSHA silica rule.

CSDA continued to hold regular implementation meetings as part of its OSHA Alliance to record progress and make plans for future projects. CSDA and OSHA continue to share booth space at the World of Concrete and also sponsored a seminar. CSDA continues to receive favorable recognition from OSHA.

The Standards & Specifications Committee issued two new best practices *CSDA-BP-014 Images for Publication* and *CSDA-BP-015 Green Polishing & Grinding Practices*. Also issued was a new standard *CSDA-ST-115 Measuring Concrete Micro Surface Texture*. Finally, *Best Practice CSDA-BP-009 Green Construction* was revised.

The number of graduates from CSDA training programs now totals 3,915. The Online Training Website continues to be very popular. To date, 826 users (+12% over 2012) have taken a total of 2,208 exams (+11%). CSDA has now received \$41,407 for its portion of the registration fees. A Slab Sawing & Drilling 101 class was held at Atlantic Concrete Cutting and attendance was excellent with 11 students. A Wall Sawing 101 class was held at Hilti in Tulsa, Oklahoma with 10 students. The Operator Certification 201 classes at St. Petersburg College in Clearwater, FL were a big success with 14 students. CSDA also held three training sessions at the World of Concrete 2013 with great attendance. The Estimating course had 16 students, the Polishing course had 19 students and the Core Drilling 201 course had 9 students.

CSDA received a rebate in the amount of \$38,167 from its promotion of the World of Concrete (WOC). CSDA received the 3rd highest out of 19 cosponsor associations, many of which are significantly larger. CSDA maintained its high rebate amount by taking market share from other associations. CSDA rebates from participation in the WOC since 1977 now total \$614,305. CSDA promotional activities at WOC included raffle drawings and an OSHA seminar on Hazard Materials, Silica Dust and Crane Operators.

O'Brien thanked all committee members for all their efforts in 2013 and recognized the committee chairs: Kellie Vazquez (Certification), Kevin Baron (Convention), Doug Walker (Election), Kevin Baron (Manufacturer), Sid Kilgore (Marketing), Ty Conner (Membership), Mark DeSchepper (Imaging), Matt Dragon (Next Generation), Andy Bowman (Polishing), Matthew Finnigan (Safety), Mike Orzechowski (Standards & Specifications) and Kevin Warnecke (Training).

ELECTION RESULTS

Walker announced the results of the election of Board of Directors with terms expiring in 2016. Newly-elected members of the Board of Directors are: Paul DeAndrea, Matt Dragon, Patrick Harris, Kellie Vazquez, Kevin Warnecke and Ryan Wesselschmidt. They will join returning Directors completing the second year of their term. They are: Ty Conner, Mark DeSchepper, Matthew Finnigan, Mike Greene, Sid Kilgore and Greg Lipscomb. The Officers returning for the second year of their term are: President Judith O'Day, Vice President Kevin Baron and Secretary/Treasurer Mike Orzechowski. Serving as Past President is Jim Dvoratchek. O'Day asked meeting attendees to give the new and returning Officers and Board of Directors a round of applause.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

There was no new business.

NEXT MEETING - The next annual meeting will be held in March 2015, during the CSDA Convention in Florida.

ADJOURNMENT - There being no further business, the meeting was adjourned at 11:30 AM.

Submitted by,

A handwritten signature in black ink, appearing to read "Patrick O'Brien". The signature is written in a cursive style with a large initial "P" and "O".

Patrick O'Brien
Executive Director