



**Minutes of the CSDA Annual Business Meeting**  
**Friday, March 15, 2019**

Vinoy Renaissance Resort  
St. Petersburg, FL

**CALL TO ORDER** - The meeting was called to order by President Jack Sondergard at 10:50 AM on March 15, 2019. The Assistant to the CSDA Executive Director, Erin 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 10, 2018 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, 2018 as presented. Motion was passed by unanimous vote.

**BUSINESS OF THE MEETING**

Jack Sondergard welcomed members to the convention. He thanked the members for their continuing participation and support of the association.

Sondergard appointed Ted Johnston and Dan Vander Mey to serve as Inspectors of Election as required by the CSDA Bylaws for the election of Directors. He then introduced Donna Harris to present the Election Committee report.

**ELECTION COMMITTEE**

Donna Harris recognized the current Officers and Board of Directors. Harris then introduced the Officer and Board nominees. Officer nominees were: President, Matthew Finnigan, Vice-President, Mike Orzechowski, Secretary/Treasurer, Kellie Vazquez and Past President, Jack Sondergard. Board of Director nominees were Ty Conner, Dan Dennison, Mark DeSchepper, Bruce Ferrell, Jami Harmon and Greg Lipscomb. Harris 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 reported to the members on the accomplishments of CSDA in 2018. The 2018 Convention in Maui was an outstanding success and turned a profit for the 26<sup>th</sup> consecutive year. Attendance was up by 69%, with 270 people in attendance, the best attendance for a convention in 15 years. This attendance spike not only shows that business has greatly improved, but also that Hawaii is the most popular convention location. Six

presentations and panel discussions, two roundtables and a keynote were on the agenda, as well as the Tech Fair and four optional activities were offered. Keynote speaker Paul de Gelder, who has been featured on Discovery Channel's *Shark Week*, told his inspiring story of surviving an attack by a Tiger shark while performing exercise for the Australian Navy in Sydney Harbor. His words "Adapt. Improve. Overcome." motivated convention attendees to face challenges in their own lives head-on. He was rated by convention attendees as one of the best speakers ever, and certainly the most popular.

Marketing accomplishments included various sponsorships and fundraising events. The Milwaukee Night at the Ballpark held in September raised \$3,500 to support the Market Development Program. Funding was secured for this position, and a subcommittee was formed to begin the search. Submit Your Job for a Bid Request inquiries were up 3% from 2017.

*Concrete Openings* magazine continued to be a success story for CSDA. Ad pages sold in 2018 were down 4% to 68 pages, while profit was still a healthy \$11,000, although down 32% from 2017. Circulation is now over 20,000 with an annual readership of 70,000. The *Concrete Openings* stand-alone website continues to be well received with 205,000 page views and 3,132 new subscribers in 2018, up 5% from 2017.

The CSDA Website activity has remained strong. The CSDA Facebook page is gaining audience with 1,800 fans (+6% from 2017). The CSDA Instagram page (@csdaconcrete) has 831 followers (up 35% from 2017) and LinkedIn page (700+ group members) have both attracted strong followings. A Twitter account (@csdaconcrete) was launched in late 2015, already picking up over 150 followers.

CSDA membership was down slightly by 1%, after two years of growth. CSDA ended 2018 with 498 member companies. North American contractors numbered 353, overseas contractors 29, manufacturers 48, distributors 15, affiliates 33 and reciprocal associations 19. Membership dues for 2018 in the amount of \$414,183 was the highest ever collected by CSDA. 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 Dallas, TX near the Hilti facility. 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.

The GPR Imaging Committee held the second CSDA GPR Certification class at the World of Concrete 2018, with 16 students. A new class, GPR Methods & Theory, was developed for World of Concrete 2019.

The Next Generation Committee hosted a networking reception at the World of Concrete show, again at the Renaissance Las Vegas drawing another large crowd.

The Safety Committee was active with projects in 2018. Toolbox Safety Tips (TSTs) now total 108, with revisions ongoing. Total sales of the six CSDA safety and training DVDs reached 1,776 copies. The CSDA Safety Manual and Safety Handbook have sold over 7,037 copies. The Hand Saw Safety video was revised and re-released. CSDA renewed its association membership with the Construction Industry Safety Coalition to continue to provide a unified voice from the construction industry on OSHA's Rule on Occupational Exposure to Crystalline Silica. CSDA participated in OSHA's Safe + Sound Week in October.

The Standards & Specifications Committee issued several new documents. CSDA-BP-021 *Extension Cords* was released, as were CSDA-BP-022 *Dust Control* and CSDA-BP-023 *Noise*

*Control.* A Whitepaper on Dry Dust was also released. CSDA contributed to OPEI Standard ANSI/OPEI B175.4.

The CSDA Polishing Committee held two courses at the WOC 2018, Concrete Polishing 101 and CSDA-ST-118 Certification. The manual and teaching presentation for the ST-118 Certification course were both updated. A new course for World of Concrete 2019, Testing Polished Concrete Methods was developed. Three rounds of testing were held in Atlanta, Kansas City and Las Vegas to collect data on Ra, Rsk and Rq. Data is being analyzed by individual firms and the committee will release their findings when results are available, using this data to update CSDA-ST-118.

The number of graduates from CSDA training programs now totals 7,857, up 34% from 2017. The online training website continues to be very popular. To date, 1,173 users (+12% over 2017) have taken a total of 4,289 exams (+29%). CSDA has now received \$86,000 for its portion of the registration fees. Slab Sawing & Core Drilling 101, Wall/Hand Sawing 101 and Wire Sawing 101 classes were held at St. Petersburg College in Clearwater, FL with 34 students. The Operator Certification 201 classes at St. Petersburg College in Clearwater, FL were a record success with 43 students. CSDA also held four training sessions at the World of Concrete 2018. The Estimating course had 18 students, the Polishing course had 22, the CSDA-ST-118 Certification course had two students and the new GPR Certification class had eight students. All courses saw an increase in attendance from 2017, due in large part to the fact that there were no competing industry trade shows.

CSDA again received a record rebate in the amount of \$53,770 (up 2% from 2017) from its promotion of the World of Concrete (WOC). This was the highest rebate CSDA has ever received, and coincided with record show attendance, up 14% to 58,073. This marked the largest WOC show in nine years. CSDA received the 4<sup>th</sup> highest rebate out of 19 cosponsor associations, many of which are significantly larger. CSDA maintained its high rebate amount by taking market share from other associations. Rebates from participation in the WOC since 1977 now total \$855,000. CSDA promotional activities at WOC included the fifth annual *Concrete Openings* Awards ceremony, the Next Generation Reception and the CSDA Raffle Drawings, held during three days at the booth. Items donated by manufacturer members, including Brokk, Diamond Vantage and Vacuworx were raffled off to those who entered the drawings.

O'Brien thanked all committee members for all their efforts in 2018 and recognized the committee chairs: Doug Walker (Certification), Kevin Baron (Convention), Donna Harris (Election), Greg Lipscomb (Manufacturer), Jami Harmon (Marketing), Dan Dennison (Membership), Mark DeSchepper (GPR Imaging), Kellie Vazquez (Next Generation), Jessica Ledger-Kalen (Polishing), Matthew Finnigan (Safety), Mike Orzechowski (Standards & Specifications) and Patrick Harris (Training).

## **ELECTION RESULTS**

Harris announced the results of the election of the Officers and Board of Directors with terms expiring in 2020. Newly-elected Officers are: President Matthew Finnigan, Vice-President Mike Orzechowski, Secretary/Treasurer Kellie Vazquez, and Past President Jack Sondergard. Newly-elected members of the Board of Directors are Ty Conner, Dan Dennison, Mark DeSchepper, Bruce Ferrell, Jami Harmon and Greg Lipscomb. They will join returning Directors completing the second year of their term. Returning Board members are: Peter Bigwood, Scott Brown, Bill Fisher, Rick Glidewell, Bennett Jones and Tim Terrell. Sondergard 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 March 14, 2020, during the CSDA Convention in Carlsbad, CA

ADJOURNMENT - There being no further business, the meeting was adjourned at 11:15 AM.

Submitted by,

A handwritten signature in black ink, appearing to read "Erin O'Brien", with a stylized flourish at the end.

Erin O'Brien  
Assistant to the CSDA Executive Director



## *CSDA 2018 Accomplishments*

### **Annual Conventions**

- 2018 Convention:
  - The 269 attendees at the March 8-10, 2018 Convention and Tech Fair at the Waldorf Grand Wailea in Maui, Hawaii were the largest gathering for a CSDA convention in over a decade.
  - The 26<sup>th</sup> consecutive profitable year for CSDA Conventions was achieved:
    - Net profit of \$13,449 (+47%)
    - Income was \$47,483 over budget
    - Expenses were only \$34,529 over budget
    - The budget was based upon 174 attendees while the attractive location, great room rates and comprehensive marketing plan boosted attendance 55% over budget.
  - The keynote speaker Paul de Gelder was greeted with rave reviews as one of the best CSDA keynote speakers ever. His presentation "Adapt. Improve. Overcome" recounted his survival and recovery from a shark attack off the coast of Sydney in 2009 as a former Australian Navy Diver.
  - Additional business sessions included three panels, three business and technical presentations, two roundtables and the Tech Fair.
  - The Lifetime Achievement Award was presented to Mike Nelson of K2 Diamond at the Gala Reception & Luau by President Jack Sondergard.
  - CSDA Past Presidents met for the eleventh time during the convention and addressed topics including social media, the economy and millennials.
  - Profits over the past 26-year period have amounted to \$617,115 due to a continuous focus on tight fiscal controls, management expertise, innovative contract negotiation and detailed onsite management.
  
- 2019 Convention:
  - The March 13-15, 2019 Convention and Tech Fair will be held at The Vinoy Renaissance St. Petersburg Resort & Golf Club in Florida. The Board and committee meetings will be held in advance on March 11-12, 2019.
  - CSDA staff was again successful in keeping room rates low at \$254 per night.
  - Captain Kent Ewing will be the featured keynote speaker. As the former Commanding Officer of the aircraft carrier USS America during Desert Storm, he will relay his experience in leading of a crew of 5,000 many in their late teens or early 20's and how you can apply his lessons to your business.
  - The 2019 convention presentations are specifically focused on topics in response to member requests. Sessions will include technical presentations, panel discussions and roundtables to complement the Tech Fair. Social activities will include the Golf Tournament, President's Reception, Havana Nights and the Manufacturers' Night at the Dali Museum where Rick Norland will be honored with a presentation of the CSDA Lifetime Achievement Award.

### **Annual Conventions (cont'd.)**

- 2020 Convention:
  - The Convention Committee conducted a search of available West Coast properties for the 2020 Convention. A site trip was organized in October 2018 to visit seven of the properties on the short list. A contract was signed with Omni La Costa Resort & Spa in Carlsbad, CA for a March 8-15, 2020 event. The Omni is a beautiful property 30 minutes north of San Diego and features two championship golf courses, award-winning spa and the Chopra Center's total mind-body healing retreat. The room rate is well within the CSDA Board-approved budget at \$269 per night.

### **Company Certification**

- The committee surveyed members who had not submitted a CSDA Company Certification Program (CCP) application and discovered that the Quality Assurance and Environmental Controls sections of the application presented a challenge especially to smaller contractors. A template was developed to aid contractors in completing these sections of the application.
- Doug Walker and Jack Sondergard moderated a panel discussion at the CSDA 2018 Convention on the CCP to answer questions and encourage greater participation.
- CSDA Attorney Glenn Purdue continued to serve as the program administrator and will continue through 2019. The committee is searching for a permanent program administrator.
- Pinellas County, Florida is looking at implementing a license for cutting contractors to mirror Miami-Dade County's licensing requirements for concrete cutting. John Robinson with Accu-Cut in Tampa is assisting the County with their research and has submitted CSDA's Operator Certification and CCP programs for their review.

### **Concrete Openings**

- Ad pages were down 4% in 2018 with 68.3 total pages. CSDA's official magazine continues to outperform and outlast others in the industry, but the ongoing consolidation of manufacturer members in 2018 lead to a slight decline in ad pages. CSDA continues to aggressively promote the advantages of print media advertising and the competitive rates offered by *Concrete Openings*.
- *Concrete Openings* recorded a net profit of \$10,920 (down 68% from 2017) as several advertisers cancelled planned ads and ad sales continued to decline due to consolidation and a shift from print media advertising.
- The *Concrete Openings* website ([www.concreteopenings.com](http://www.concreteopenings.com)) continues to be popular with 205,335 page views (up 15% over 2017) and 45,000 unique visitors (up 24%).
- The print quantity for the December 2018 issue was increased for distribution at the World of Concrete 2019 via the show's publication bins, exhibitor member booths and at the CSDA booth.
- Circulation has increased to 19,896 copies (up 5%) per issue with annual readership conservatively estimated at 70,000 per issue. This growth continues even with the ongoing U.S. Postal Service data base cleanup.

### **Concrete Openings (cont'd.)**

- A total of 3,132 (up 5% from 2017) online subscriptions to *Concrete Openings* have been received through the website since it was launched in September 2009.
- The *Concrete Openings* 2019 Media Kit was produced and a promotion campaign began in September.

### **Database Development & Management**

- Total database entries ended 2018 at 19,896 (up 5%).
- The prospect database increased to 9,211 (up 1% in 2018, started with 0 in 1992) entries even after the ongoing database cleanup.
- The specifier database of engineers, architects, general contractors and government officials stands at 6,650 (up 10% in 2018, started with 0 in 1992).

### **Financial**

- CSDA income for 2018 was \$1,011,622 which up 5% from 2017 but down 5% from budget. The corresponding expenses were \$1,037,774 which was 4% under budget.
- Membership dues of \$414,183 were up slightly from 2017 and the highest dues amount ever recorded for the association. The focus of the staff continues to produce excellent results with new members and member retention.
- CSDA assets ended the year at \$580,158, down 3.5% from 2017.

### **GPR Imaging**

- The inaugural GPR Imaging Certification course was held at World of Concrete 2018 with 16 students.
- The committee is still evaluating training enhancements with TerraProbe, LearnGPR.com and Decipher.
- A partnership with the National Utilities Locating Association (NULCA) was established and they joined CSDA as a reciprocal association member. They offer a utility locating certification and can refer students looking for a concrete scanning certification to CSDA.
- CSDA GPR Methods & Theory class was developed and the first class will be offered at World of Concrete 2019.

### **International Association of Concrete Drillers & Sawers**

- The IACDS 2018 Convention was held May 21-23 in Tokyo. Erin O'Brien represented CSDA at this meeting and presented *Millennial Acquisition and Retention* to the attendees. Attendance was the highest in recent years, with 101 attendees.
- Discussion in Tokyo focused on the challenges facing the industry as a whole as well as individual countries. Finding and keeping qualified operators and employees is a challenge faced by companies all over the world. Safety and training concerns were also prevalent in all countries. Discussions also included creating an online training platform that could be used by all national associations and would be endorsed by IACDS.

### ***International Association of Concrete Drillers & Sawers (cont'd.)***

- Locations for future IACDS Conventions were set: Munich, Germany in conjunction with bauma (2019), Italy (2020) and Australia/New Zealand (2021).
- The IACDS 2019 Annual Convention will be held on April 14<sup>th</sup> in Munich, Germany in conjunction with bauma Exhibition. The presentation of the Diamond Awards will be made at bauma on April 11<sup>th</sup>.

### ***Marketing***

- The Marketing Committee continued to refine the job description and budget/funding plan for the Market Development Position (MDP). A subcommittee of Marketing, Membership, Certification and Finance members examined opportunities to fund the position beyond the current \$170,000 reserve account. An eight percent dues increase for 2019 was proposed and subsequently approved by the Board. This dues increase will cover most of the remaining deficit in the budget to fund the position for the required two-year timeframe. The remaining deficit to fund the two-year salary package for the MDP will be covered by sponsorships for group outings including pub crawls, raffles and "Lunch and Learn" events for specifiers. A subcommittee was established and set a goal to have a person in this position by the 2019 Convention.
- The CSDA Night at the Ballpark in Milwaukee raised \$3,500 for the MDP fund.
- CSDA exhibited at the American Institute of Architects (AIA) '18 Expo, June 19-21 in New York City. There were approximately 32,000 attendees and CSDA received about 50 direct leads from attendees stopping by the CSDA booth.
- The "Submit Your Request" feature in the "Specifier's Corner" on the CSDA website home page continued as a popular resource for specifiers. A total of 13 (up 3%) new requests were received in 2018, with a total of 475 since this feature began.

### ***Membership***

- Membership decreased slightly by three companies to 498 in 2018. Membership is up by 139% since 1993.
- In 2018 there were 47 new members and 50 resignations. The number of resignations was up over 2017 but still down from the historical average of 57 resignations per year over the last decade.
- The member testimonials continued in *Concrete Openings* with quarterly insertions in 2018 from Carlos Blevins (American Pavement Sawing), Patrick Harris (Concrete Renovation, Inc.), Jessica Ledger-Kalen (Royale Concrete) and Jason Young (Donley Concrete Cutting Co.).
- Hilti hosted a plant tour on June 5 in conjunction with the quarterly Board and committee meetings in Dallas, TX.
- A new member benefit program was offered through Center for America, which helps connect military veterans and employers looking for employees.
- Promotional material sales totaled \$4,596 (down 5% in 2018).
- YourMembership, who hosts the CSDA website, continued its campaign to sell ads for the Industry Guide, which offers a new layout and additional company listing options as an alternative to the standard membership directory. Royalty funds received by CSDA for this member benefit amounted to \$3,275.

### **Next Generation**

- A fourth Next Generation reception was held during the World of Concrete 2018 in Las Vegas. The reception drew many current and prospective members.

### **OSHA**

- CSDA participated in the annual OSHA 2018 Safe + Sound Campaign and received a Certificate of Recognition for its participation.

### **Polishing**

- CSDA conducted two polishing training classes at the World of Concrete 2018. The ST-115 Certification had only two students, but 22 attended the Concrete Polishing 101 class.
- The Polishing Committee completed and approved two training classes for WOC 2019. Craig Cowan was selected as the new instructor for those two classes. The course content for the newest class, *Testing Methods and Equipment for Polished Concrete Floors* was completed.
- Testing for Ra, Rsk and Rq was conducted at locations in Atlanta, Kansas City and Las Vegas during the year. While the testing was time-consuming, it was deemed very successful because of the amount of data collected. DOI, gloss and haze testing were also completed. Data is being analyzed and a report will be available in 2019.
- Discussions were held with Prof. Chris Brown about his past and future involvement. He would still like to stay involved, but the committee does not feel they are getting the results he promised. The committee will stay in communication with Prof. Brown.

### **Public Relations**

- Six news releases promoting CSDA and its activities were written and distributed throughout the year to over 250 media contacts.
- Over 46 different known placements ran in 22 separate industry publications were recorded. With the explosion of digital media many placements are made online and we are not aware of all of them. The known publications included:

<i>ACI Website</i>	<i>ASCC Membership Directory</i>
<i>Builders Exchange of Central Ohio</i>	<i>Concrete Construction</i>
<i>Concrete Décor</i>	<i>Concrete International</i>
<i>Contractor Supply</i>	<i>De Beton Bohrer</i>
<i>Diamante A&amp;T</i>	<i>Evensi</i>
<i>Finer Points</i>	<i>For Construction Pros</i>
<i>IACDS News</i>	<i>IACDS Website</i>
<i>National Driller</i>	<i>Professional Demolition Americas</i>
<i>Professional Demolition Int'l.</i>	<i>WOC Daily Planner</i>
<i>WOC Program &amp; Exhibits Guide</i>	<i>WOC Registration Brochure</i>
<i>WOC Website</i>	<i>Worldwide Drilling Resource</i>

## **Safety**

- Safety and training DVD sales have reached 1,776 copies:

Core Drilling	354 copies
Electrical Safety	33 copies
Hand Sawing	262 copies
Slab Sawing & Blade Safety	489 copies
Wall Sawing	385 copies
Wire Sawing	253 copies
- Sales of the CSDA Safety Manual have reached 267 copies.
- Sales of the CSDA Safety Handbook (original and the English/Spanish version) have reached 6,770 copies.
- The revised CSDA Hand Saw Safety Video was completed and released for sale.
- The committee has updated all the Toolbox Safety Tips (TSTs), including quiz questions and answers. The number of TSTs stands at 108 and all are available online on the CSDA website.
- CSDA continued its membership with the Construction Industry Safety Coalition (CISC) to provide a unified voice from 25 trade associations from the construction industry on OSHA's Rule on Occupational Exposure to Crystalline Silica.

## **Standards, Specifications, Tolerances and Best Practices**

- The committee revised, approved and released several documents: Best Practices on dry dust (*CSDA-BP-022 Dust Control*), noise (*CSDA-BP-023 Noise Control*) and extension cords (*CSDA-BP-021 Extension Cords*). A Whitepaper titled "Dry Dust" was also approved by the committee. All documents are available to download from the CSDA website.
- The Outdoor Power Equipment Institute (OPEI) standard *ANSI/OPEI B175.4 – ANS for Outdoor Power Equipment – Internal Combustion Engine-Powered Cut-Off Machines – Safety and Environmental Requirements* was reviewed and input was submitted to OPEI.

## **Training**

- The number of graduates for CSDA training programs now totals 7,857 (up 34%):
  - Cutting Edge (808 graduates)
  - Estimating (304 graduates)
  - GPR Imaging (30 graduates)
  - Mechanics (10 graduates)
  - Online (5,248 graduates)
  - Operator Certification (461 graduates)
  - OSHA Construction Safety (166 graduates)
  - OSHA Silica (9 graduates)
  - Polishing (147 graduates)
  - Robotic Demolition (15 graduates)
  - Slab Sawing & Drilling 101 (300 graduates)
  - ST-115 Certification (137 graduates)
  - Wall & Hand Sawing 101 (148 graduates)
  - Wire Sawing 101 (74 graduates)

### **Training (cont'd.)**

- The CSDA Online Training website continues to be very popular. To date, 1,173 users (up 12% since 2017) with 228 companies (up 6%) have taken a total of 4,289 exams (up 29%). CSDA has now received \$86,134 (up 12%) for its portion of the registration fees since January 2007.
- CSDA held four training courses at World of Concrete 2018 in Las Vegas. The offering of training programs included Estimating (18 participants), Concrete Polishing 101 (22), CSDA-ST-118 Certification (2) and GPR Imaging Certification (8). CSDA received \$35,145 in registration fees for these classes.
- The Slab Saw/Core Drill, Wall/Hand Sawing and Wire Sawing 101 courses were held at St. Petersburg College in Clearwater, FL in October. Fifty-one graduated from the three courses.
- The Slab Saw/Core Drill, Wall/Hand Sawing and Wire Sawing 201 Operator Certification courses were held in November at St. Petersburg College in Clearwater, FL. Forty-three graduated from the three courses.
- The Training Committee requested and received funding approval from the Board in the amount of \$37,500 for Digital Lagoon to create a new Cutting Edge online course, as well as a Learning Management System, which is a new training website that will also be created by Digital Lagoon and hosted by CSDA. This new training website will offer many more online training options and a streamlined management system.
- A site specific GPR Certification Training Course was conducted at B & D Concrete Cutting in Atlanta, GA in February. Six students attended, and four achieved certification.
- The first OSHA Silica Training course was held in September. Five students completed this class. A second class was held in December with four students.

### **Websites/Social Media**

- The CSDA Facebook page continues to grow, with 1,800 followers (up 6% from 2017).
- The association's Facebook CSDA Discussion Forum currently has 961 members (up 6% from 2017).
- The CSDA Instagram account now has 831 followers (up 35% from 2017).
- The CSDA Twitter account, **@csdaconcrete**, currently has 144 followers (up 18% from 2017).
- A LinkedIn account was created and has 824 followers.
- Members are encouraged to follow these accounts and "like" or "re-tweet" posts with the hashtags **#csdaconcrete**, **#csdaconv** and **#CSDANextGen**.
- Online subscription for *Concrete Openings* continues to generate leads with 3,132 new subscribers since this feature was added.
- New comprehensive web pages were built for the 2018 Convention & Tech Fair and improvements made to the registration and sponsorship registration processes.
- New rotating banners have been designed and added to promote the seasonal Board & Committee Meetings, Join & Save membership deal, 101-level and Operator Certification 201 training courses, WOC registration and the 2018 Convention & Tech Fair.

## **World of Concrete & Exhibitions**

- CSDA received another record rebate amount of \$53,770 (up 2%) for its support of the World of Concrete 2018. Attendance for the WOC 2018 was up 14% to 58,073. CSDA's rebate was 10.8% of the total cosponsor rebates of 19 cosponsor associations. This excellent performance was due to an aggressive marketing campaign focused around CSDA's focus on the **A26** code. The combined efforts by CSDA staff, with member support, promoting complimentary registration resulted in this large gain.
- Total WOC rebates of \$853,576 have been received since CSDA began as a cosponsor in 1977.
- CSDA World of Concrete 2018 Exhibitors "Booth Directory" with exhibitor booths indexed by both booth number and alphabetical by company name was distributed at the CSDA booth and made available online.
- The fifth annual *Concrete Openings Awards Ceremony* was held on Wednesday, January 24 during the show. These awards honor four CSDA contractor members whose job stories were featured throughout the year in *Concrete Openings*. The ceremony drew over 100 attendees.
- CSDA was a supporting association of the Canadian Concrete Expo 2018, held February 7-8 in Toronto. While CSDA did not exhibit, promotional materials were provided to the show and CSDA was able to offer complimentary registration for attendees. The show drew almost 3,400 attendees and 200 exhibitors over two days, mostly from eastern Canada.
- CSDA sponsored The Construction Underground (TCU) networking event in Tampa on August 2<sup>nd</sup>. Attendees included architectural and engineering firms, as well as contractor, manufacturer, distributor and affiliate prospects.
- CSDA endorsed the following 2018 exhibitions:
  - *New York Build Expo 2018, March 19-20 in New York City*
  - *MiaCon 2018, May 17-19 in Miami*
  - *IACDS Annual Convention 2018, May 21-23 in Tokyo, Japan*
  - *Concrete Show India, May 24-26 in Bombay, India*
  - *Intertech 2019, May 29-31 in New Orleans*
  - *American Institute of Architects Conference on Architecture 2018, June 21-23 in New York City*
  - *Concrete 2018, September 8-11 in Sydney*
  - *International Fire & Safety Standards Summit, October 2 in Oman*
  - *BuildTech Asia 2018, October 22-24 in Singapore*
  - *Protection of Structure Against Hazards (PSH2018) Conference, October 29-31 in Hanoi, Vietnam*
  - *BAU BEIJING, October 31-November 31 in Beijing, China*
  - *Auckland Build Expo, November 8-9 in Auckland, New Zealand*
  - *World of Concrete Asia, November 19-21 in Shanghai*
  - *Kuwait Fire and Safety Summit, November 27-28 in Kuwait*
  - *World of Concrete Toronto 2018, November 28-30 in Toronto*