



Minutes of the CSDA Board of Directors
Wednesday, January 22, 2014

Las Vegas Convention Center
Las Vegas, Nevada

CALL TO ORDER - The meeting was called to order by President Judith O'Day at 8:02 AM on January 22, 2014. The CSDA Executive Director, Patrick 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: Kevin Baron (Western Saw), Steve Garrison (Hilti, Inc.), Donna Harris (Concrete Renovation, Inc.), Tim Beckman (Cutting Edge Services Corp.), Ty Conner (Austin Enterprise), Mark DeSchepper (Construction Solutions), Jim Dvoratchek (Hard Rock Concrete Cutters), Matthew Finnigan (National Concrete Cutting), Mike Greene (Greene's, Inc.), Greg Lipscomb (Diamond Products), Judith O'Day (Terra Diamond Industrial) and Mike Orzechowski (DITEQ Corp.). Not present were Paul DeAndrea (DeAndrea Coring & Sawing, Inc.), Sid Kilgore (Dixie Diamond Manufacturing) and Ron Rapper (Husqvarna Construction Products). Guests in attendance were Arlene Beckman (Cutting Edge Services Corp.), Andy Bowman (ACI), Matt Dragon (Hilti, Inc.), Dan Foley (Cobra Concrete Cutting), Jami Harmon (GSSI), Bennett Jones (Advanced Concrete Sawing), Frank Keeling (Keeling Group), Jeff Keeling (Brokk, Inc.), Jan Kesik (GSSI), Larry Liddle (Diamond Products), Bud Lipscomb, Ed Lounsberry (EXCO), Mike Nelson (K2 Diamond), Rick Norland (Construction Solutions), Erin O'Brien (CSDA), Mason Peters (Disco Abrasive America), Marty Rack (Hilti, Inc.), Bruno Silla (GSSI), Mark Turner (Diamond Tools Technology), Doug Walker (Atlantic Concrete Cutting) and Nancy Walker (Atlantic Concrete Cutting).

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the December 6, 2013, Board meeting as written. Motion was passed by unanimous vote.

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

BUSINESS OF THE MEETING

EXECUTIVE DIRECTOR'S REPORT

Patrick O'Brien presented a report on the summary of accomplishments achieved by CSDA in 2013. The CSDA 2013 Accomplishments report is attached.

UNFINISHED BUSINESS

There was no unfinished business.

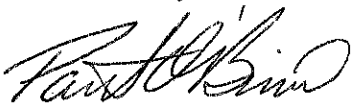
NEW BUSINESS

There was no new business.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held on March 12, 2014 in Tucson, Arizona in conjunction with the CSDA 2014 Convention.

ADJOURNMENT - There being no further business, the meeting was adjourned at 8:39 AM.

Submitted by,

A handwritten signature in black ink, appearing to read "Patrick O'Brien", written in a cursive style.

Patrick O'Brien
Executive Director



CSDA 2013 Accomplishments

Annual Conventions

- 2013 Convention:
 - The 21st consecutive profitable year was achieved, with a net profit of \$27,123. Income was down \$12,240 from budget, as attendance was less than expected. Expenses were \$46,908 under budget. Knowing before the event that attendance was less than expected, staff worked to reduce expenses so that the convention would not lose money.
 - Attendance was down 18% from 2012, with 197 people attending the Convention. The 2012 Convention was held in Maui, one of the most popular convention locations, which accounts for the decline in attendance.
 - Business sessions included seven presentations, the Tech Fair and two roundtables organized by the Next Generation Committee. The keynote address by Seth Mattison entitled *Bridging the Generational Gap* was rated as one of the best presentations at a CSDA Convention.
 - Social events included a record six optional activities in addition to the traditional President's Reception and Manufacturers' Night. President's Reception sponsorship amounted to \$22,500 and Manufacturers' Night raised \$19,500 in sponsorships.
 - CSDA Past Presidents met for the sixth time during the convention and the major items discussed included convention speakers, regional meetings, membership, planning and marketing.
 - Profits over the past 21-year period have amounted to \$531,266 due to an ongoing focus on fiscal controls, management expertise, innovative contract negotiation and detailed onsite management.

- 2014 Convention:
 - The March 13-15, 2014 Convention and Tech Fair will be held at The Westin La Paloma Resort & Spa in Tucson, Arizona. The Board and committee meetings will be held in advance on March 11-12. The CSDA event immediately follows the CONEXPO-CON/AGG 2014 Exhibition on March 4-8, 2014 in Las Vegas, Nevada.
 - The CSDA staff was again successful in keeping room rates low, at \$199 per night. The \$200 per night goal was set over 20 years ago and remains the annual target to keep costs low for members, despite many finer hotels being unable to offer these low rates during prime season.
 - The Keynote Speaker is David Levin, the co-author of the book *The Question Behind the Question*, and an industry-leading speaker on personal accountability. Additional presentations will cover advanced GPR techniques, concrete polishing, understanding the new healthcare laws and recruiting and retaining qualified employees.

Annual Conventions (cont'd.)

- 2014 Convention:
 - A one-day registration option was added for local members interested in attending part of the convention without incurring the expense of attending the full three days.
 - The successful Manufacturers' Night will continue with an off-site location for the first time at the Pima Air & Space Museum on Friday, March 14th. CSDA Past President Tom Stowell will be honored as the Lifetime Achievement Award recipient. The President's Reception and Gala Dinner will round out the two remaining nights.
 - Optional activities in addition to the golf tournament will include a tour of the country's largest dry cave, a horse back trail ride and a 4-wheeling Jeep rally challenge. New social events include a Ladies', Next Generation and a Blue Hair Happy Hours.
 - A "One-on-One With CSDA" session was added, where attendees have the opportunity to meet with CSDA Executive Director Patrick O'Brien to ask questions, make suggestions or voice concerns in a private format.

- 2015 Convention:
 - The Convention Committee is investigating potential locations for the 2015 Convention along the Gulf and East coasts of Florida as the location rotates to the eastern part of the US. This is later than normal because hotels are asking for higher prices the further out the contracts are signed. This is much different than in the past.

Company Certification

- The CSDA Company Certification Program entered its third year with 13 companies certified.
- The slow pace of companies signing up has lead the committee to recommend that the existing three-tier structure be reduced to one level as has been recommended to CSDA by the Construction Certification Institute. The three-tier level is just too complicated and puts CSDA members in competition with one another. This will be implemented in early 2014.

Concrete Openings

- Ad pages were down 11% in 2013 with 77 total pages. Advertisers are constantly juggling ad space purchases between print and internet options and this has lead to a small decline. Even with this drop in total ad pages sold, the performance continues to exceed many publications that have down-sized or completely gone out of business.
- *Concrete Openings* still recorded a healthy net profit of \$32,016 (down 60% from 2012) in spite of the decline in ad pages sold.
- The *Concrete Openings* Website (www.concreteopenings.com) continues to be popular with 80,000 page views (up 26% since 2012) since the site was launched in September 2009. The number of banner ads sold has remained constant at six.

Concrete Openings (cont'd.)

- A new feature, Polished Perspective, was introduced with the March 2013 issue. This feature focuses on all facets of concrete polishing to support the efforts to attract concrete polishing contractors to the association.
- The print quantity for the December 2013 issue was increased again for distribution at the World of Concrete 2014 by exhibiting member companies and at the CSDA booth.
- The *2013-14 CSDA Resource Guide & Membership Directory* was mailed with the June issue of *Concrete Openings* to regular subscribers, including 6,000 architects, engineers, general contractors and government officials.
- Circulation has increased to 17,753 (up 1%) copies per issue with annual readership conservatively estimated at 65,000 per issue. This growth continues to be especially impressive with the continual drop in contacts from the regular U.S. Postal Service data base clean-up.
- A total of 819 (up 23%) new subscribers to *Concrete Openings* have been received through the website.

Database Development & Management

- Total database records ended 2013 at 17,753 (up 1%).
- The prospect database increased by 131 and stands at 8,284 (up from 0 in 1992) entries even after the ongoing database cleanup.
- The specifier (engineers, architects, general contractors and government officials) database stands at 6,049 (started with 0 in 1992).

Executive

- CSDA was represented at the Concrete and Masonry Related Associations (CAMRA) and the Concrete Joint Sustainability Initiative (CJSI) annual meetings on May 28-30, 2013. CAMRA and CJSI membership includes CSDA and 35 leading concrete and masonry associations. The success of the SAGE (Small Association Group Executives) group that CSDA helped start has had a major influence in the change in focus for CAMRA. Rather than the traditional one meeting with an all-present format, several smaller breakout sessions were offered that focused individually on the needs of smaller and larger associations. The breakout sessions covered codes and standards, ePublishing, social media, government affairs and certification.

Financial

- CSDA net income was -\$4,787 which was in line with the budget. Income was \$884,150 (off \$149,936 from budget) with the major shortage in dues (\$78,637). The corresponding expenses were \$149,508 under budget resulting in a net loss of -\$4,787 versus a budgeted net income of -\$4,360.
- Membership dues of \$341,808 were down 1% from 2012. Dues are up 322% since 1992.
- CSDA assets ended the year at \$441,196, up \$3,907 over 2012.

Insurance Program

- CSDA was notified via a letter from George Fischer of Solutions Trust (name of the new captive) stating that the captive acknowledged they owe CSDA a \$28,941 royalty payment for 2011. They were not able to make this payment in 2013 and anticipate that they will be able to pay half of this amount in 2014.

International Association of Concrete Drillers & Sawers

- The 2013 IACDS Meeting was held April 21-23 in Munich, Germany in conjunction with the bauma Exhibition. The Diamond Award presentation ceremony was held during bauma on April 19th. IACDS held a Technical Seminar on April 19th to take advantage of the 530,000 people that attended this exhibition. Six different presentations were held on topics such as high speed drilling, metal cutting with wire saws, GPR and grinding and grooving.
- Presentations were also held during the IACDS meeting. Andrey Kosolapov of Moscow State Construction University gave a presentation on new technology for tunnel construction through solid rock.
- Elections for president and vice presidents were held. Lars Sandstrom of Sweden was elected president and will serve a two-year term. The two vice presidents elected were Julie White of the United Kingdom and Norikazu Shibuya of Japan.
- The IACDS 2014 Annual Meeting will be held on June 12-14 in Madrid, Spain in conjunction with the European Demolition Association exhibition.

Marketing

- The "Submit Your Job for a Bid Request" feature in the "Specifier's Corner" on the CSDA Website home page continued as a popular resource for specifiers. A total of 41 (up 195%) new requests were received in 2013, with a total of 348 since this feature began.
- Patrick O'Brien continues to author the "Words from O'Brien" in *PDi Professional Demolition International*.
- The committee had CSDA join the American Institute of Architects (AIA) as a Professional Provider to allow CSDA to offer courses for Learning Units (LU) credits to specifiers. This will greatly aid CSDA's efforts to reach this community, especially with lunch and learn presentations.
- The committee finalized the CSDA PowerPoint presentation for use by contractor members and as a tool for providing LU's to AIA architects.

Membership

- Membership decreased in 2013 to 439 members (down 7%). There were an unusually high number of members that did not renew membership in 2013. Membership is up by 110% since 1993.
- In 2013 there were 31 new members and 60 resignations.
- A plant tour and dinner was organized by Western Saw in conjunction with the June meetings in the Los Angeles area. This added event helped to attract excellent attendance at the meetings.

Membership (cont'd.)

- The “Why I Joined CSDA” and “Why I Remain a Member” testimonials in *Concrete Openings* continued with quarterly insertions in 2013 from Kevin Baron, Henk Dykhouse, Emily Hammer and Samantha Smith.
- Tom Stowell was selected to receive the Lifetime Achievement Award and will formally receive this recognition at the CSDA 2014 Convention.

Next Generation

- The committee organized and conducted two roundtables for the 2013 Convention on succession planning and a topic of “If I Knew Then What I Know Now.” They also hosted the third annual New Member/First-Time Attendee Reception.
- Membership of the committee continues to grow with a total of 49 (up from 44 last year) participating members.
- The committee spearheaded the effort to update Best Practice *CSDA-BP-009 Green Construction*.
- Members of the committee were active in contacting local members and prospects during the quarterly Board and committee meetings, and several prospective new members and current members attended these meetings as a result.

OSHA Alliance

- Joint OSHA/CSDA Alliance Implementation Team Meetings were held on January 9, May 16 and September 18, 2013. These meetings updated both OSHA and CSDA on the projects completed and those still in process, including new best practice fact sheets, a construction roundtable, Alliance renewal, *Concrete Openings* articles and Alliance Web pages.
- Joy Flack and Joel Oliva of OSHA’s Nevada office presented a CSDA sponsored seminar entitled “OSHA Updates: Hazard Materials, Silica Dust and Crane Operators” as part of the World of Concrete 2013 Education Program and had excellent attendance at this session.
- CSDA worked with OSHA and the American Society of Safety Engineers Alliance to support and promote North American Occupational Safety and Health Week May 5-11, 2013.
- CSDA and OSHA continued joint participation at the World of Concrete show as a part of its Alliance partnership. OSHA and Nevada OSHA representatives staffed the booth with CSDA and continue to work to introduce speaking opportunities at the WOC seminar program.

Public Relations

- Eighteen news releases promoting CSDA and its activities were written and distributed throughout the year to over 300 media contacts.
- Over 55 different known placements ran in 28 separate industry publications including:

<i>Builders Exchange Directory</i>	<i>Concrete.tv</i>
<i>Concrete Construction</i>	<i>Concrete Engineering International</i>
<i>Concrete Equipment Guide</i>	<i>Concrete International</i>
<i>Contractor Tool Source</i>	<i>Contractor Supply</i>
<i>Der Beton Bohrer</i>	<i>Diamante A&T</i>
<i>Diamonds</i>	<i>Oman Daily Observer</i>
<i>Finer Points</i>	<i>For Construction Pros</i>
<i>G&M Services</i>	<i>PDi Professional Demolition</i>
<i>PDa Americas</i>	<i>OSHA Alliance Quarterly Review</i>
<i>OSHA Website</i>	<i>Our World in Concrete Structures</i>
<i>Polishing Inc.</i>	<i>Site-K Construction Zone</i>
<i>SPC Corporate Training Catalog</i>	<i>Times of Oman</i>
<i>TWIN Covilha Int'l. Conference</i>	<i>WOC Daily News</i>
<i>WOC Program & Exhibits Guide</i>	<i>WOC Registration Brochure</i>

Safety

- Safety and training video/DVD sales have reached 1,581 copies:

Core Drilling	314 copies
Electrical Safety	2 copies
Hand Sawing	247 copies
Slab Sawing & Blade Safety	445 copies
Wall Sawing	351 copies
Wire Sawing	222 copies
- Sales of the 208-page CSDA Safety Manual have reached 237 copies.
- Sales of the 57-page CSDA Safety Handbook have reached 6,320 copies.
- An updated CSDA Safety Handbook was released in December 2013. The new English/Spanish handbook includes a full-color cover.
- The committee has focused on responding to the proposed OSHA silica standard. CSDA signed on with 25 other associations to form the Construction Industry Safety Coalition to respond to the proposed OSHA silica standard. CSDA was instrumental in attracting five CAMRA members to join this group.
- A total of 104 Toolbox Safety Tips (TSTs) have now been issued to provide information on specific job site hazards. Revisions to older TSTs also continues throughout the year. TSTs are available in print form and online.

Standards, Specifications, Tolerances and Best Practices

- A new CSDA Standard *CSDA-ST-115 Measuring Concrete Micro Surface Texture* was created by the CSDA Polishing Committee and approved by the Standards & Specifications Committee. This first of its kind standard identifies approved instrumentation for measuring surface texture and provides a benchmark measurement procedure for contractors and specifiers to follow.

Standards, Specifications, Tolerances and Best Practices (cont'd.)

- The Best Practice *CSDA-BP-009 Green Construction* was updated by the Next Generation Committee and approved for release.
- A new Best Practice *CSDA-BP-014 Images for Publication* was completed and released.
- A new Best Practice *CSDA-BP-015 Green Polishing and Grinding Practices* was completed and released.
- The Specifications, Standards, Tolerances and Best Practice documents were listed in the *2013-2014 CSDA Resource Guide and Membership Directory* with an online link to the latest documents.
- The committee reviewed and commented on the Outdoor Power Equipment Institute draft standard ANSI/OPEI B175.4-201X, ANS for Outdoor Power Equipment – Portable, Handheld, and Internal Combustion Engine Powered Cut-Off Machines – Safety and Environmental Requirements.

Training

- The number of graduates for CSDA training programs now totals 3,915:
 - Cutting Edge (790 graduates)
 - Operator Certification (285 graduates)
 - OSHA Construction Safety (166 graduates)
 - Estimating (192 graduates)
 - Slab Sawing & Drilling 101 (187 graduates)
 - Wall Sawing 101 (53 graduates)
 - Wire Sawing 101 (5 graduates)
 - Mechanics (10 graduates)
 - Polishing (19 graduates)
 - Online (2,208 graduates)
- The CSDA Online Training Website continues to be very popular. To date, 826 users (+12% over 2012) with 172 companies (+29%) have taken a total of 2,208 exams (+11%). CSDA has now received \$41,407 (+26%) for its portion of the registration fees since January 2007.
- CSDA held three training sessions at the World of Concrete 2013: Core Drilling Certification 201, Concrete Polishing and Estimating. Attendance was excellent at all three courses with nine, 19 and 16 attendees respectively for the three classes.
- Eleven students graduated from an on-site Slab Sawing & Drilling 101 class held January 14-16 at Atlantic Concrete Cutting in Mount Holly, New Jersey.
- A Wall/Hand/Chain Sawing 101 class was held on March 21-22, 2013 in Tulsa, Oklahoma with 10 students attending.
- The Operator Certification 201 courses on November 4-9, 2013 in Clearwater, Florida achieved record attendance of 14 students plus two auditors. This was the highest attendance ever for Operator Certification.
- The Slab Saw 101 Training & Troubleshooting Course syllabus being developed by The Keeling Group is 90% complete. A dry run of this course with industry peers and local contractors will be held in late February.

Training (cont'd.)

- The committee approved a three-tiered pricing structure to encourage greater attendance. The first member student pays \$785, the second \$600 and \$400 for three or more students from the same company for all two-day training classes under this new structure.

Website

- The CSDA Facebook page and YouTube channel continue to be popular, with 712 fans (+34%). The CSDA YouTube channel with four videos has been viewed 5,433 times (+15%).
- Online subscription for *Concrete Openings* continues to generate leads with 2,966 (+5%) new subscribers since this feature was added.

World of Concrete & Exhibitions

- CSDA received a rebate in the amount \$38,167 (+14%) for sponsorship of the World of Concrete 2013. CSDA ranked 3rd out of 19 cosponsor associations and the result was achieved through the efforts of CSDA staff who conducted an aggressive marketing campaign, with member support, that promoted the complimentary registration.
- Total rebates of \$614,305 have been received since CSDA began as a cosponsor in 1977.
- CSDA unveiled a new booth at the 2013 WOC, featuring updated photos, a modern layout and the new logo, better representing the wide variety of services offered by CSDA contractors.
- Extra copies of the December issue of *Concrete Openings* were printed for distribution by CSDA exhibitor members at the WOC 2013.
- CSDA World of Concrete 2013 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.
- CSDA endorsed the following exhibitions in 2013:
 - *Brazil Road Expo 2013* on March 19-21 in São Paulo, Brazil
 - *Guangzhou Abrasives Exhibition GAE2013* on May 9-11 in Guangzhou, China
 - *IABSE* on May 6-8 in Rotterdam, Netherlands
 - *INTERTECH 2013* on May 6-8 in Baltimore, Maryland
 - *Civil Engineering & The Concrete Future* on May 26-28 in Covilhã, Portugal
 - *Concrete Show South America* on August, 28-30 in São Paulo, Brazil
 - *Infra Oman 2013* on September 30-October 2 in Oman
 - *Concrete 2013* on October 16-18 on the Gold Coast, Australia
 - *International Conference on Stone and Concrete Machining* on November 14-15 in Dortmund, Germany
 - *EXCON 2013* on November 20-24 in Bangalore, India
 - *Shock & Impact Loads on Structures Conference* on November 25-26 in Singapore
 - *Trends and Challenges in Concrete Structures* on December 19-21 in Delhi, India