



**Minutes of the CSDA Board of Directors**  
**Friday, December 1, 2017**

Sheraton Austin at the Capitol  
Austin, TX

**CALL TO ORDER** - The meeting was called to order by President Jack Sondergard at 7:59 AM on Friday, December 1, 2017. The Assistant to the 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: Peter Bigwood (Brokk, Inc.), Scott Brown (ICS, Blount Inc.), Dan Dennison (Diamond Tools Technology), Mark DeSchepper (Echo GPR Services), Matthew Finnigan (National Concrete Cutting, Inc.), Jami Harmon (GSSI), Jessica Ledger-Kalen (Royale Concrete), Mike Orzechowski (DITEQ Corp), Kevin Schmitt (Husqvarna Construction Products), Jack Sondergard (Central Concrete Cutting), Kellie Vazquez (Holes Incorporated) and Doug Walker (Concrete Cutting Consulting). Not present were Kevin Baron (Western Saw), Matt Dragon (GPRS), Dan Foley (Cobra Concrete Cutting) and Bennett Jones (Advanced Concrete Sawing). Guests in attendance were: Ty Conner (Austin Enterprise), Bruce Ferrell (PROSOCO), Donna Harris (Concrete Renovation), Patrick Harris (Concrete Renovation), Larry Liddle (Diamond Products), Greg Lipscomb (Diamond Products), Chris Lott (ICS, Blount Inc.), Patrick O'Brien (CSDA), Bruno Silla (GSSI) and Tim Terrell (Husqvarna Construction Products).

**APPROVAL OF MINUTES** - Motion was made and seconded to accept the minutes of the September 8, 2017, Board meeting as written. Motion was passed by unanimous vote.

Jack Sondergard reported that Dan Foley has resigned his position as Secretary/Treasurer, Board member and Training Committee Chair due to work and family conflicts. Motion was made and seconded to accept Foley's resignation. Motion was passed by unanimous vote.

Sondergard recommended that the Board vote to have Mike Orzechowski fill the vacant Secretary/Treasurer for the remainder of the term since he has recent familiarity with this position. Motion was made and seconded to appoint Orzechowski to fill the vacant Secretary/Treasurer position. Motion was passed by unanimous vote.

Orzechowski then resigned his Board position to open up this slot for another member to serve. Motion made and seconded to accept Orzechowski's this resignation. Motion was passed by unanimous vote.

Sondergard proposed, on the recommendation of the Election Committee, that the Board vote to have Ty Conner fill the vacant Board position. Motion was made and seconded to appoint Ty Conner to fill the vacant Board of Director position. Motion was passed by unanimous vote.

Sondergard then reported that he has appointed Patrick Harris to fill the vacant Training Committee Chair position.

TREASURER'S REPORT – Mike Orzechowski presented the Treasurer's Report for the period ending November 27, 2017. Motion was made and seconded to accept the report as presented. Motion was passed by unanimous vote.

Orzechowski presented the 2018 budget proposal as recommended by the Finance Committee. Motion was made and seconded to accept the 2018 budget as presented. Motion was passed by unanimous vote.

## BUSINESS OF THE MEETING

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

Patrick 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. There are ten companies to date who have achieved Certification, with an additional four who were previously Certified and have not yet renewed. These companies have been or are being contacted to inquire why they have not yet renewed. Most stated they just haven't had time to fill out the application yet. Walker emphasized the importance of the marketing efforts and outreach from committee and Board members to encourage members to submit an application.

The marketing campaign to reach contractor members has launched and the committee was updated on its status. This campaign will include direct mail and email campaigns, social media marketing, placement of news releases and advertisements in *Concrete Openings* and other industry publications, promotion at the World of Concrete and a discussion panel at the 2018 Convention in Maui. The first direct mail campaign was launched this week, with members receiving a letter from President Jack Sondergard, as well as a 2-sided flier with information about the Company Certification Program.

The committee requested that Certified companies be identified with the Company Certification logo on the online CSDA Membership Directory and Industry Guide. O'Brien International will investigate the possibilities for doing this.

The committee will work with the Marketing and Membership Committees on a proposed assessment fee which would be used to fund the Market Development position.

### **CONVENTION COMMITTEE**

Erin O'Brien presented the committee report. Registration is open for the 2018 Convention & Tech Fair in Maui, and the room block at the Grand Wailea Resort was expanded for the third time to accommodate for additional attendees.

A contract was signed with the Renaissance Vinoy Resort in St. Petersburg, Florida for the 2019 Convention which will be held March 11-15, and the committee will now begin investigating West Coast locations for the 2020 Convention.

### **ELECTION COMMITTEE**

Donna Harris reported that the committee has finalized the nominee slate of Board of Directors for the 2018 election. The nominees are: Peter Bigwood (Brokk, Inc.), Scott Brown (ICS, Blount Inc.), Bill Fisher (National Research Company), Rick Glidewell (Hilti), Bennett Jones (Advanced Concrete Sawing) and Tim Terrell (Husqvarna Construction Products).

Harris also reported that the new committee vice-chair will be Mike Nelson.

### **GPR IMAGING COMMITTEE**

Mark DeSchepper reported that there will be new procedures integrated into the GPR Certification class regarding the criteria for passing and failing students. These new procedures are now in place because a student from the 2017 GPR Certification course did not pass, but was not informed of the status. This led to the company owner calling the CSDA office very upset that his employee had not been told anything onsite about not passing the class. The committee hopes that the new procedures will ensure this problem does not happen in the future.

The committee is working on creating a new database for GPR data. Troy De Souza will create the database itself, and Ryan Hammer has volunteered to provide data.

DeSchepper requested assistance from the Manufacturer committee for volunteers to assist him in the hands-on portion of the World of Concrete course.

Dave Wartenkin with TerraProbe presented an online training called Decipher to the committee at the September meeting that could be used for GPR Certification training. This program was reviewed by committee members, who found some bugs that will be addressed with Wartenkin. Cost is also a concern, and will be investigated further by the committee. Additionally, Chris Lott, Kellie Vazquez and Matt Lamson have volunteered to look at the software and provide more feedback.

The committee will evaluate how to use Decipher as part of training and certification. One thought is to use it as either a pre-test or post-test evaluation tool. It could help verify that the students signed up for the class meet the requirements for certification. Sondergard asked if Decipher could be branded with CSDA branding. There is a possibility of a contract with Wartenkin's company to assure that CSDA is the only association using this program. The committee will be running a demo of Decipher at the March 2018 committee meeting to demonstrate the software to attendees.

### **MANUFACTURER COMMITTEE**

Greg Lipscomb presented the committee report. The 101 Training Courses in Portland at ICS and the 201 Training Courses at St. Petersburg College (SPC) in Clearwater were reviewed. Attendance was down at the 201 courses as a result of a last-minute cancellation by one company who was sending multiple students and the committee expressed concern about the lack of three-phase power available at SPC. In the past, local member John Robinson with

Accu-Cut Concrete Services was able to provide a generator to help with the issue, but he was not able to provide one this time. Pat O'Brien stated that if more power is needed, the committee or the instructor needs to notify CSDA staff so they can request the additional power needed from the college. More pre-planning is needed for future classes to assure that available power is on location.

Lipscomb thanked the three manufacturers who have donated an item to the CSDA WOC booth raffle – Husqvarna, Hilti and Diteq. There was a concern that CSDA would not be allowed to sell tickets as decided at the September meeting, so instead, a tear-out card will be placed in the December issue of *Concrete Openings* that attendees can fill out and bring to the CSDA booth in exchange for a raffle ticket. Additional tickets will be available by purchasing various CSDA promo items at the booth, signing up for the convention, renewing dues or signing up for membership. The drawings will be held at 2:00PM on Tuesday, Wednesday and Thursday and winners must be present.

The Tech Fair will be held again at the Annual Convention on Friday, March 9 from 10:00 AM – 1:00 PM. A deli-style buffet lunch will be served, and a cash bar will be available. Attendees will again be able to win raffle prizes by visiting all exhibitor booths.

The Tech Talks assignments were updated. Brokk will provide the next one for the March issue, with Hilti and Diamond Vantage following. Lipscomb thanked Diamond Tools Technology for providing the article for the December issue.

Hilti will host an Open House prior to the Summer Board and Committee meetings on June 5 in Dallas. Western Saw and ICS have expressed interest in hosting an open house in 2019.

## **MARKETING COMMITTEE**

Jami Harmon presented the committee report. The committee finalized plans for the Austin Pub Crawl and the agenda was available to all in attendance. The t-shirt sponsorships raised \$3,200 and t-shirt sales raised \$500 for the Market Development fund, bringing the total raised to \$3,700.

The design for the new trade show booth has been completed and the booth will be ready for the 2018 World of Concrete show in Las Vegas. CSDA has also purchased booth space to exhibit at the 2018 AIA show in New York City, June 21-23.

The committee submitted a proposal to the Finance committee with a compensation package and funding sources for the new Market Development position. The Finance Committee expressed concern about a lack of funds available to support this proposal and suggested a part-time position. The Marketing Committee does not believe that a part-time position would be successful and will again look at different funding options.

The committee's goals for 2018 were discussed and members were asked for ideas. Some ideas are to enhance the current CSDA website with a portal for specifiers to input job data and contractors can view submissions and choose which ones they want to bid on. Contractors would also be able to use the portal to bid on submissions. The "Diamond Advantage" presentation will be reviewed and updated so it is available to be used for "Lunch and Learns" and for AIA LU credits.

## **MEMBERSHIP COMMITTEE**

Ty Conner reported that there are 15 new members since the last meeting. The 10-month new member campaign was launched, however committee participation in this campaign has been limited, and increased participation has been requested. Anyone who needs assistance accessing the online reporting document, or about the program, should contact Dan Dennison or the CSDA office.

CSDA was contacted by a large contractor member who had concerns about the amount of money they were paying for their branch locations, and were getting pushback from their management about remaining a CSDA member at their current cost. The cost to list each location is \$150. They discussed options for keeping the member and adjusting the current branch dues cost. They approved a new branch dues structure: \$150 per branch for a company's first five branches, \$100 each for the next five branches and any branches above ten will be \$50 each. Motion was made and seconded to accept the Membership Committee proposed revision to the dues structure for additional offices. Motion was passed by unanimous vote. Conner will contact the member to see if they will consider remaining a member with the new dues structure.

A subcommittee consisting of Ty Conner, Dan Dennison, Jami Harmon and David Perkins will look into additional funding opportunities to help fund the Market Development position.

## **NEXT GENERATION COMMITTEE**

Kellie Vazquez presented the committee report. The World of Concrete Next Gen Reception plans are being finalized and the invitation will be available to members to pass out to their customers ahead of the show very soon. The location, date and time will remain the same as in previous years, Renaissance Las Vegas at 4:30pm on Wednesday, January 24.

David Perkins with Hilti will moderate a panel at the 2018 Convention on retaining millennials in the workforce. Dan Dennison will assist on that panel.

The committee will plan a 50/50 raffle at the 2018 Convention. Tickets will be \$5 each or five for \$20, with the winner being drawn during the Gala Luau. The winner will receive half and the other half will go towards the Market Development Fund.

## **POLISHING COMMITTEE**

Jessica Ledger-Kalen presented the committee report. The Concrete Polishing 101 Training manual has been updated and additional CSDA documents, as well as resources from other associations, have been included. The test for the course was also updated, and a Power Point presentation was created for the class during WOC. All materials were sent to the Training committee for final approval.

The CSDA-ST-115 Standard continues to be updated. Professor Chris Brown has been working on the updates, but he missed a deadline for the updates to be completed. Ledger-Kalen reached out to CSDA, and Pat O'Brien contacted Prof. Brown to inquire about the delay. CSDA has been assured that Prof. Brown will get the updates to the committee as soon as possible. The committee would like to submit the updated Standard to the annual ACI meeting to the 310J committee if it is completed and approved by that time. Brad Burns with HTC has another

contact, James McArdle, who may be available to assist in CSDA-ST-115 updates if Prof. Brown does not follow through. He is willing to take a look at what we have and provide recommendations if needed. McArdle will be asked to be a co-author with Brown. The committee has also decided to change the name of CSDA-ST-115 to CSDA-ST-118 to erase some of the negativity associated with CSDA-ST-115.

The committee will next begin work on a new Best Practice document, which would also be presented to ACI. This Best Practice will cover DOI, Haze and Ra. The purpose will be to illustrate which is the best test to use when and give validity to Ra as one option to use along with other testing methods. The new Best Practice should also be able to help sell CSDA-ST-118 as an industry standard. The goal is to complete this document by March.

The committee meet will next meet February 13 in Kansas City, and the Best Practice draft is to be completed by then and finalized at meeting. The goal is also to have CSDA-ST-118 completed by World of Concrete.

### **SAFETY COMMITTEE**

Matthew Finnigan presented the committee report. The committee discussed issues companies have run into since the launch of the new silica program. The CSDA Silica data analysis chart is out of date and needs to be updated. A "Pay to Play" program to collect data is being developed with a standardized collection method. A roundtable will be held at the convention to discuss silica issues with contractors.

Finnigan noted that OSHA-mandated Tuberculosis (TB) testing is on the horizon as a new issue within the industry and could potentially be a larger issue the silica rule. The committee will continue to monitor this issue and any developments.

### **STANDARDS & SPECIFICATIONS COMMITTEE**

Mike Orzechowski presented the committee report. The Dry Dust Best Practice draft was reviewed, and many changes were proposed. The document should be completed by the next meeting.

### **TRAINING COMMITTEE**

Patrick Harris presented the committee report. The 201 Operator Certification courses included several students who the instructors didn't feel had sufficient experience to be awarded Operator Certification status. The students passed the written test, but not the hands-on portion. The committee has proposed that these three students will get a certificate of completion but will not be considered Certified. The course instructor, Rick Norland, will make a final determination and notify the committee of his decision.

A subcommittee was created to investigate how students were able to pass the test but not pass the hands-on portion. The cancellation policy will also be reviewed. Requirements for the 101 class as compared to the 201 class will also be reviewed. There needs to be more clarity in describing pre-requisites for Certification courses. The promotional information for the course will be updated with the new cancellation policy and no guarantees of a certificate. The hands-on portion will be weighted to the student's final overall score in determination the pass course. Kellie Vazquez, Patrick Harris, Rick Glidewell and Scott Brown will form this subcommittee.

The committee recommended that a written agreement between CSDA and Decipher/TerraProbe should be in place so all parties understand expectation and limitations.

Kellie Vazquez has volunteered to create a silica training video. A proposal is being developed to determine cost and requirements for filming and production.

The manual, test and presentation for the Concrete Polishing 101 course at WOC were approved.

The committee would like CSDA to investigate SEO options for promoting the GPR Certification course through search engines like Google.

### UNFINISHED BUSINESS

At the September 2017 meeting, there was discussion on CSDA conducting a full annual audit or review based on the request of Dan Foley who is a licensed CPA and had professional concerns related to his CPA status. Since Foley has resigned his Secretary/Treasurer position, the Finance Committee felt that the current compilation review was sufficient for CSDA's needs and will continue with that process.

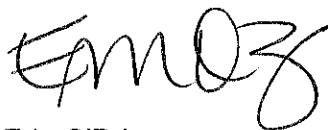
### NEW BUSINESS

Peter Bigwood informed the Board that Brokk has acquired a hydrodemolition company, and there currently is no association dedicated to that niche part of the industry. He asked for opinions on CSDA becoming involved with the hydrodemolition industry, as he has noted an interest by concrete cutters in hydrodemolition. Board members were open to explore such an involvement and maybe even create a new Demolition Committee. Bigwood was asked to gather information before the next Board meeting so that CSDA can look into the option of creating a committee that would include robotic demolition, hydrodemolition and selective demolition.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held on January 24, 2018 in Las Vegas at the Las Vegas Convention Center.

ADJOURNMENT - There being no further business, the meeting was adjourned at 10:25 AM.

Submitted by,



Erin O'Brien  
Assistant Director to the Executive Director



**CSDA Executive Director's Report**  
December 1, 2017

**Membership Status**

**1. Current Membership Status**

	<u>12/93</u>	<u>12/00</u>	<u>12/06</u>	<u>12/08</u>	<u>12/11</u>	<u>12/12</u>	<u>12/13</u>	<u>12/14</u>	<u>12/15</u>	<u>12/16</u>	<u>11/17</u>
Contractors:											
-North America	139	189	365	385	308	322	286	289	308	322	332
-Imaging							4	4	6	6	10
-Polishing							2	9	13	12	6
-Overseas	16	22	41	47	51	40	36	37	38	36	33
Manufacturers	31	46	52	51	44	44	45	42	46	48	47
Distributors			9	16	8	9	9	10	9	14	16
Affiliates	23	28	40	40	42	44	39	40	39	40	35
Associations		8	16	16	17	17	18	18	18	18	19
Total Members	<u>209</u>	<u>293</u>	<u>523</u>	<u>555</u>	<u>467</u>	<u>476</u>	<u>439</u>	<u>449</u>	<u>477</u>	<u>496</u>	<u>498</u>
Dues (\$ 000)	81	133	344	402	337	346	342	350	375	394	414

<b>Membership growth:</b>	<b>+2% (2016-2017 YTD)</b>	<b>Dues growth:</b>	<b>+5% (2016-2017 YTD)</b>
	<b>+138% (1993-2017 YTD)</b>		<b>+411% (1993-2017 YTD)</b>

**2. Prospects/Specifiers Database**

<u>Category</u>	<u>Database Leads</u>
Prospects	9,112 (1,988 in Jan. 1995)
Specifiers	6,048 (764 in Jan. 1995)
General Mail List	<u>3,784</u>
<b>Total Database</b>	<b>18,944 (+2% 2016-2017 YTD)</b>

**3. Welcome 15 new CSDA Members since the September 8, 2017 Board Meeting:**

**A & R Sawing & Drilling Co.**, Kent, WA – Allyson Gregersen – Tel: 253-872-0714  
**Abatement Technical Services**, Norfolk, VA – Dave Hinchee – Tel: 757-549-4814  
**ABC Cutting Contractors, Inc.**, Indiana, Indianapolis, IN – Bill Runion – Tel: 317-885-8989  
**American Pavement Sawing, LLC**, Garden City, MI – John Segasser – Tel: 734-320-5626  
**API Concrete Core Drilling**, Ashburn VA – Paul Rivera – Tel: 571-244-3028  
**Blade Runners**, Gilbert, AZ – David Weston – Tel: 480-926-2788  
**Concrete Cutting Specialists, LLC**, Miramar, FL – Jewel Ceballos – 954-432-3741  
**Construction Systems Management, Inc.**, Seattle, WA – Mark Lawless – Tel: 206-233-0804  
**DK Imaging, LLC**, Barnardsville, NC – Garry Ledford – Tel: 828-707-1533  
**Mana'o Construction, LLC**, Honolulu, HI – Gary Lewis – Tel: 808-677-7800  
**Precision Drilling**, Lubbock, TX – Steve Oles – Tel: 806-744-8623  
**Russo Diamond Cutting Supply**, Delray Beach, FL – Joe Russo – Tel: 561-350-8886  
**Scott Pacatte Concrete Cutters Inc.**, Lake Villa, IL – Scott Pacatte – Tel: 847-918-0300  
**Shazam Cutting & Coring**, Westport, CT – Marshall Urist – Tel: 971-806-4320  
**The Concrete Cutter, LLC**, LeSueur, MN – Cole Mueller – Tel: 507-357-4294

**4. Member Update**

- Membership status since January 1, 2017 includes 38 new members and 36 resignations. This lower number of resignations is a significant achievement and is down 37% from the historical average of 57 resignations per year over the last decade.



**4. Member Update (Cont'd.)**

- CSDA's library of Toolbox Safety Tips (TST) has increased to 108 with the release of the TST208 *Polishing/Refinement Safety*, which includes quiz questions and a sign-off section. TSTs can be downloaded and printed via the Members Section of the CSDA website. New TSTs on robotic demolition and GPR imaging are pending release following approval by the Safety Committee.
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA website continues. Eight new requests were received since the September 8, 2017 Board meeting from Colorado, Connecticut, Florida (2), Oregon, Texas, Wisconsin and Singapore. A total of 462 requests have been received since this feature was introduced in late 2005.

**Training****Attendance by Course and Date**

Course	1993-04	2005-08	2009-12	2013-4	2015	2016	2017	Totals
Cutting Edge / Diamond Cutting	727	57	6			13	5	808
Slab Sawing & Drilling 201	187	31	45	33	9	9	5	319
Wall & Hand Sawing 201			12	21	10	9	6	58
Wire Sawing 201			9	16	5	6	5	41
OSHA	132	34						166
Estimating	40	100	36	34	25	40	11	286
Slab Sawing 101	27	13	13				6	59
ST-115 Certification				8	72	49	6	135
Slab Sawing & Drilling 101		98	25	23	48	11	13	218
Wall & Hand Sawing 101		19	24	29	41	9	13	135
Wire Sawing 101		5		5	31	10	8	59
Mechanics			10					10
Polishing				53	19	40	13	125
Robotic Demolition						15		15
GPR Imaging Certification							16	16
Online Training-RedVector	23	30	30	20	8	3	4	118
Online Training-Yardstick		1,175	821	313	150	471	383	3,313
<b>Totals per Year/Period</b>	<b>1,136</b>	<b>1,562</b>	<b>1,031</b>	<b>555</b>	<b>418</b>	<b>685</b>	<b>494</b>	<b>5,881</b>

**Training Update**

- The association's series of two-day 101-level concrete sawing and drilling courses, held October 9-14 in Portland, Oregon, graduated 34 operators over the six days of courses.
- The November 6-11 201 Operator Certification courses were held at St. Petersburg College in Clearwater, Florida, with 16 registrations for the three courses.
- CSDA has scheduled four training courses at World of Concrete 2018 in Las Vegas, Nevada (the week beginning on Monday, January 22<sup>nd</sup>) and registration is open. The offering of CSDA training programs includes Estimating, Concrete Polishing 101, ST-115 Certification and GPR Imaging Certification.
- The CSDA online training website continues to be popular. To date, 1,051 users (+2% since the September 2017 Board meeting) with 215 (+2%) companies have taken a total of 3,313 exams (+2%). CSDA has now received \$76,749 (+4%) 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	347
Electrical Safety	26
Hand Sawing	258
Slab Sawing & Blade Safety	481
Wall Sawing	379
Wire Sawing	247
<b>Total</b>	<b>1,738 (+2% 2016-17 YTD)</b>

## 2. Safety Handbook / Safety Manual

- A total of 6,668 CSDA Safety Handbooks (original + English/Spanish) have been sold since introduction in January 2000.
- Sales of the CSDA Safety Manual continue, with 260 copies of the print and electronic versions sold since its introduction.

## Standards & Specifications

- A revision to CSDA-BP-001 *Slurry* has been approved and released by the committee. A PDF of the document has been uploaded to the CSDA website and is available to download.
- A Best Practice on the subject of extension cords, CSDA-BP-021, is pending approval by the committee and will be released soon.
- Following Professor Christopher Brown's (Worcester Polytechnic Institute) recommendation to rewrite CSDA-ST-115 *Measuring Concrete Micro Surface Texture* in accordance with ASTM practice, the committee awaits a draft of the first phase of this proposal.

## Concrete Openings

### 1. Advertisement Summary

<u>Issue</u>	<u>Total Pages</u>	<u>Paid Ad Pages</u>	<u>Ad/Total Pages (%)</u>
March '16	68	17.6	26
June '16	68	17.6	26
September '16	64	16.4	26
December '16	72	21.2	29
March '17	64	16.0	25
June '17	64	17.2	27
September '17	64	18.0	28
December '17	68	20.3	30

- The number of paid ad pages for the December 2017 issue has increased over two pages from the September issue, but has decreased one page from the December 2016 issue.
- The December issue includes material from one new advertiser.
- The percentage of ad pages to total pages is targeted at a maximum of 35%. The ad-to-page percentage for the December issue shows the publication has reached 30%, the first time it has reached this mark or higher since the December 2015 issue.

### 2. Concrete Openings Highlights

- The December issue of *Concrete Openings* contains four CSDA contractor job stories:
  - Concrete cutting of a gravity arch dam in British Columbia, Canada
  - Wire sawing of a new underground rail station in Ontario, Canada
  - Polishing and honing to restore an auditorium floor in Des Moines, Iowa
  - Hand sawing and removing historic building features at a former school in Salt Lake City, Utah
- Additional sections include safety, technical and health-related articles, industry news and a CSDA new member testimonial from Dan Dennison of Diamond Tools Technology in Indianapolis, Indiana.
- The December issue also features an introduction to CSDA 2018 Convention keynote speaker Paul de Gelder, with details of the event.
- Free *Concrete Openings* subscription forms continue to be received through the *Concrete Openings* website. A total of 346 new print subscriptions (up +11% since September) have been received through the current website since it went live in March 2015, bringing the total to 2,997.
- *Concrete Openings* released its 2018 Media Kit and space reservation rates in September. An email and social media campaign is underway to encourage 2018 advertising and other submissions.

### 3. Concrete Openings Website

- The *Concrete Openings* website features current and archived issues up to the December 2017 issue.
- The new website has over 80,000 page views (+13% from September) since its launch in March 2015. This brings the total page views for **concreteopenings.com** to 179,137. Over 13,300 (+14%) unique visitors have viewed the site, with 64% of those visitors being from the U.S. and Canada.

## Exhibitions

- Registration is open for WOC 2018, and CSDA is again focusing on promoting Source Code **A26** to any potential registrant. This campaign was a success in 2017 with another record rebate amount, and CSDA hopes to achieve a new record rebate amount in 2018. There is no competition from the CONEXPO show, so attendance is expected to be significantly higher than last year. The show runs from January 23-26, 2018, with training courses and seminars beginning January 22.
- CSDA is endorsing the following future exhibitions and conferences:
  - *Canadian Concrete Expo 2018*, February 7-8 in Toronto
  - *New York Build Expo 2018*, March 19-20 in New York
  - *Concrete Show India 2018*, May 17-19 in Bombay
  - *IACDS 2018 Annual Convention*, May 21-23 in Tokyo, Japan
  - *American Institute of Architects Conference on Architecture 2018*, June 21-23 in New York

## Related Associations

- Early registration for the May 21-23, 2018 IACDS Annual Convention in Tokyo is open. CSDA members interested in attending should contact the CSDA office for details.

## Annual Conventions

- Registration is open for the 2018 Convention & Tech Fair at the Grand Wailea Resort in Maui. This year's agenda includes business, technical and educational sessions in addition to an inspiring keynote speaker, social and networking events and a full slate of optional activities so attendees can enjoy all that Maui has to offer. Attendees can register online, via mail or over the phone with the CSDA office. Significant registration discounts are available to new members and first-time attendees.
- The Keynote Speaker for this year's convention is Paul de Gelder. Paul is an avid marine life and ocean conservationist who survived a brutal shark attack while surfing off the coast of Sydney. His life as a Navy Diver and Army Paratrooper was cut short, but he was able to adapt and overcome to embrace his new mission and new life. Paul's story is compelling and will keep attendees on the edge of their seats while also inspiring all to face their own challenges and succeed.
- A new marketing campaign was launched on social media with the opening of registration. This campaign offers giveaways such as complimentary convention registration, airport transfers, spa treatments and a dinner at the hotel restaurant and more. Attendees can enter by registering early for the convention and making their hotel reservations, and winners will be drawn monthly and announced on CSDA's social media accounts. The prize for the October contest was two complimentary optional activity registrations and the winner was Jami Harmon with GSSI.
- The CSDA hotel room block at the Grand Wailea has again been extended in response to a higher than normal number of reservations. Attendees should make their reservations now, as the block will likely sell out and the rates being offered by the hotel on the same dates are much higher.
- A contract has been signed with The Vinoy Renaissance St. Petersburg Resort & Golf Club for the 2019 Convention & Tech Fair to be held on March 10-15, 2019.

## CSDA Promotion

### 1. Public Relations Activities

<u>Dates</u>	<u>Promotion</u>
October 31, 2017	The October IACDS Newsletter included a promotion piece titled, "Do you want to visit the trade fair World of Concrete 2018?"
October 27, 2017	IACDS website added a banner to its home page promoting CSDA's World of Concrete discount code.
October 27, 2017	IACDS website added details of the CSDA 2018 Convention to its Calendar section.
October 25, 2017	<i>Contractor Supply</i> website ran a notice titled "Aloha! - CSDA Unveils Unmissable 2018 Convention."
October 25, 2017	CSDA issued a news release titled "Aloha! - CSDA Unveils Unmissable 2018 Convention."
October 3, 2017	CSDA issued a news release titled "Shark Week's Paul de Gelder to be Convention Keynote."
October 2, 2017	<i>Evensi</i> website listed the CSDA 2018 Convention & Tech Fair in its calendar of events.

## 1. Public Relations Activities (Cont'd.)

<u>Dates</u>	<u>Promotion</u>
October 2017	<i>WorldWide Drilling Resource</i> magazine included a ¼-page ad promoting CSDA's World of Concrete discount code.
September 20, 2017	<i>Concrete Construction</i> website ran a notice titled "CSDA Champions Inaugural Canadian Concrete Expo."
September 19, 2017	<i>For Construction Pros</i> website ran a notice titled "CSDA Champions Inaugural Canadian Concrete Expo."
September 18, 2017	<i>Evensi</i> website ran a notice promoting CSDA's 101 introductory training courses in Portland, Oregon.
September 18, 2017	CSDA issued a news release titled "CSDA Champions Inaugural Canadian Concrete Expo."
Issue 3 2017	<i>Professional Demolition Americas</i> listed the CSDA 2018 Convention & Tech Fair in its "Event Calendar" feature.
Fall 2017	<i>Finer Points</i> listed the "October 9-14, 2017 CSDA Training" in Portland in its "Calendar of Events" feature.
September 2017	<i>Diamante A&amp;T</i> magazine reprinted "Port Manatee Berth Replacement," a CSDA job story from the March 2017 issue of <i>Concrete Openings</i> .
September 2017	<i>Diamante A&amp;T</i> magazine reprinted "Advancements in Diamond Chain," a CSDA Tech Talk from the March 2017 issue of <i>Concrete Openings</i> .
August/September 2017	<i>Concrete Décor</i> ran a notice entitled "CSDA Releases New Specifier Resources" in its "Industry News" feature based on a CSDA news release.

## 2. Promotional Materials

- \$4,146 worth of promotional materials have been sold (-27% YTD 2016-17).

## 3. Website

- New banners were added to the CSDA website home page to promote the association's winter Board & Committee meetings, World of Concrete 2018, the CSDA 2018 Convention & Tech Fair and the association's annual "Join & Save" campaign.
- The [csda.org/convention](http://csda.org/convention) pages have been updated and registration has been opened for the March 2018 event.
- The [csda.org/woc](http://csda.org/woc) pages have been updated now that registration has opened for January's World of Concrete 2018.
- New listings were created in the CSDA Online Store for sales and sponsorship of the 2017 CSDA Pub Crawl t-shirts.
- The [csda.org/silica](http://csda.org/silica) webpage, created under the Safety header, continues to be updated to provide further information and resources about OSHA's Final Rule on Respirable Crystalline Silica.
- The *Concrete Openings* online subscription form has attracted 3,505 new subscribers since July 2002.
- Online versions of the new CSDA News Top 3 e-newsletters are continually being added to the Members Section of the website, along with the latest meeting minutes.

## 4. Social Networks

- CSDA's Facebook page currently has 1,692 followers (+2% from the September report).
- The association's closed Facebook group, *CSDA Discussion Forum*, currently has 904 members (+6%). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page, [@csdaconcrete](https://www.instagram.com/csdaconcrete), now has 614 followers (+5%). Members should use [@csdaconcrete](https://www.instagram.com/csdaconcrete) and [#csdaconcrete](https://www.instagram.com/csdaconcrete) in work-related posts.
- The CSDA Twitter account, [@csdaconcrete](https://twitter.com/csdaconcrete), currently has 122 followers to date (+4%). Members are encouraged to "follow" this account and "like" or "re-tweet" posts with the hashtags [#csdaconcrete](https://twitter.com/csdaconcrete) and [#CSDANextGen](https://twitter.com/csdaconcrete). The hashtag [#CSDAConv](https://twitter.com/csdaconcrete) is being used to promote the CSDA 2018 Convention.

## **Meetings**

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### **World of Concrete 2018 Meeting and Training Schedule**

#### **Monday, January 22, 2018**

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

#### **Tuesday, January 23, 2018**

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

8:00 AM – 1:00 PM CSDA ST-115 Certification Training

8:00 AM – 5:00 PM CSDA GPR Imaging Certification Training

9:30 AM – 5:00 PM CSDA Exhibiting

#### **Wednesday, January 24, 2018**

8:00 AM – 9:00 AM CSDA Board Meeting

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

8:00 AM – 5:00 PM CSDA GPR Imaging Certification Training

9:30 AM – 5:00 PM CSDA Exhibiting

10:00 AM – 10:45 AM *Concrete Openings Awards*

4:00 PM – 5:30 PM CSDA Next Generation Reception (Renaissance Las Vegas)

#### **Thursday, January 25, 2018**

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

9:30 AM – 5:00 PM CSDA Exhibiting

#### **Friday, January 26, 2018**

9:00 AM – 12:00 PM CSDA Exhibiting

#### **Location**

Las Vegas Convention Center

Las Vegas, NV

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### **Spring Meetings & 2018 Convention & Tech Fair Schedule**

#### **Monday, March 5, 2018**

8:00 AM – 1:30 PM Teambuilding Activity – Molokini Snorkel Trip

#### **Tuesday, March 6, 2018**

8:00 AM – 5:00 PM Committee Meetings

#### **Wednesday, March 7, 2018**

8:00 AM – 9:30 PM Board Meeting

10:30 AM – 5:30 PM Golf Tournament

#### **Thursday, March 8, 2018**

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

2:00 PM – 5:00 PM Offsite Optional Activity – Helicopter Tour of Maui

6:30 PM – 8:00 PM President's Reception

#### **Friday, March 9, 2018**

8:00 AM – 10:00 AM Roundtables

10:00 AM – 1:00 PM Tech Fair

6:00 PM – 7:00 PM Sunset Cocktails hosted by CSDA Manufacturer Members

#### **Saturday, March 10, 2018**

8:00 AM – 11:00 AM Presentations & Panel Discussions

11:00 AM – 12:00 PM Annual Meeting

1:00 PM – 4:00 PM Offsite Optional Activity – Whale Watch Cruise

6:00 PM – 9:00 PM Gala Reception & Dinner

**Spring Meetings & 2018 Convention & Tech Fair Schedule (Cont'd.)**

**Sunday, March 11, 2018**

8:45 AM – 3:00 PM Teambuilding Activity – East Maui Waterfalls and Rainforest Hike

**Hotel**

**Grand Wailea Resort**

3850 Wailea Alanui Drive, Wailea, HI 96753

Tel: 808-875-1234

**Reservations**

**Online:** Visit <https://aws.passkey.com/e/49134424> or [www.csda.org](http://www.csda.org)

**Tel:** 800-888-6100

**Room Rate:** \$239 (SOLD OUT) / \$279 / \$309 / \$329

**Cut-Off Date:** Friday, February 2, 2018

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**Summer Meetings 2018 Schedule**

**Wednesday, June 6, 2018**

7:30 AM – 8:00 AM Continental Breakfast

8:00 AM – 5:00 PM Committee Meetings

6:30 PM Group Dinner

**Thursday, June 7, 2018**

7:30 AM – 8:00 AM Continental Breakfast

8:00 AM – 10:00 AM Board Meeting

**Hotel**

**Marriott Dallas/Addison Quorum by the Galleria**

14901 Dallas Parkway, Dallas, TX 75254

Tel: 972-661-2800

**Reservations**

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

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**Fall Meetings 2018 Schedule**

**Wednesday, September 5, 2018**

7:30 AM – 8:00 AM Continental Breakfast

8:00 AM – 5:00 PM Committee Meetings

6:30 PM Group Dinner

**Thursday, September 6, 2018**

7:30 AM – 8:00 AM Continental Breakfast

8:00 AM – 10:00 AM Board Meeting

**Hotel**

**Milwaukee Marriott Downtown**

323 East Wisconsin Avenue, Milwaukee, WI 53202

Tel: 877-224-1990

**Reservations**

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