



Minutes of the CSDA Board of Directors
Wednesday, January 18, 2017

Las Vegas Convention Center
Las Vegas, Nevada

CALL TO ORDER - The meeting was called to order by President Kevin Baron at 8:00 AM on January 18, 2017. The Assistant to the CSDA Executive Director, Erin O'Brien, recorded the minutes.

ROLL CALL - The following Board members and officers were present providing a quorum for the meeting: Kevin Baron (Western Saw), Tim Beckman (Cutting Edge Services Corp.), Peter Bigwood (Brokk, Inc.), Scott Brown (ICS, Blount), Matthew Finnigan (National Concrete Cutting), Dan Foley (Cobra Concrete Cutting), Greg Lipscomb (Diamond Products), Mike Nelson (K2 Diamond), Judith O'Day (Terra Diamond Industrial), Mike Orzechowski (DITEQ Corp.), Kevin Schmitt (Husqvarna Construction Products), Jack Sondergard (Central Concrete Cutting), Kellie Vazquez (Holes, Inc.) and Doug Walker (Concrete Cutting Consultants). Not present was Bennett Jones (Advanced Concrete Sawing). Guests in attendance were: Arlene Beckman (Cutting Edge Services Corp.), Ty Conner (Austin Enterprise), Dan Dennison (Diamond Tools Technology), Jim Dvoratchek (Hard Rock Concrete Cutters), Bruce Ferrell (PROSOCO), Michael Findels (IACDS), Bill Fisher (National Research Company), Patrick O'Brien (CSDA), Joe Shebesta (Cutting Edge Services Corp.), Julie White (D-Drill) and Peter White (D-Drill).

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the December 2, 2016, 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, 2016. 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

CSDA Executive Director Patrick O'Brien presented a report on the summary of accomplishments achieved by CSDA in 2016. The CSDA 2016 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 15, 2017 in Rio Grande, Puerto Rico in conjunction with the CSDA 2017 Convention.

ADJOURNMENT - There being no further business, the meeting was adjourned at 8:49 AM.

Submitted by,

A handwritten signature in black ink, appearing to read "Erin O'Brien". The signature is stylized and cursive.

Erin O'Brien
Assistant to the Executive Director



CSDA 2016 Accomplishments

Annual Conventions

- 2016 Convention:

- The 24th consecutive profitable year was achieved, with a net profit of \$3,925. Income was \$14,789 under budget and expenses were \$16,015 under budget. This performance was achieved even though attendance was down from 2015 and below budget. The staff worked diligently to reduce expenses so that the convention would not lose money.
- Attendance was down 11% from 2015, with 163 people attending the Convention. Desert locations have historically attracted lower attendance, even though the JW Marriott Desert Springs is an outstanding resort that received glowing reviews from attendees and the negotiated room rates were exceptional.
- Business sessions included four panels, a keynote and presentations, the Tech Fair and a new manufacturer presentations feature. The keynote speaker, Dick Rutan, holds the record for the only non-stop and non-refueled flight around the world. Dick's session entitled "Around the World and Out of this World" was very well received by the attendees.
- CSDA Past President Ted Johnston was honored as the Lifetime Achievement Award recipient, even though he was unable to attend due to the death of his father.
- CSDA Past Presidents met for the ninth time during the convention. The major items discussed included how to attract more people to the annual convention and expanding get-togethers for the Past Presidents group beyond the breakfast meetings.
- Profits over the past 24-year period have amounted to \$594,513 due to an ongoing focus on fiscal controls, management expertise, innovative contract negotiation and detailed onsite management.

- 2017 Convention:

- The March 16-18, 2017 Convention and Tech Fair will be held at the Gran Meliá Golf Resort in Rio Grande, Puerto Rico. The Board and committee meetings will be held in advance on March 14-15, 2017.
- The Gran Meliá is a sophisticated architectural gem on Coco Beach on the Puerto Rico's northeastern coast. In addition to the beachfront location the resort features two golf courses, several unique restaurant options and an award-winning spa. CSDA staff was again successful in keeping room rates low, starting at \$199 per night with breakfast included.
- The keynote speaker will be Nathan Schwagler, who will speak on "Enhancing Business Performance, Communications & Problem-Solving Skills." Nathan is the Co-Director of The Dali Museum's Innovation Labs.
- The 2017 convention presentations are specifically focused on topics in response to member and attendee requests. The Tech Fair, Golf Tournament, President's Reception, Manufacturers' Night and Gala Dinner are all returning to the program as well.

Annual Conventions (cont'd.)

- 2018 Convention:
 - The Board decided to hold the 2018 Convention in Hawaii and the committee conducted site visits to three islands to evaluate properties. Properties visited included: Mauna Lani Resort & Bungalows (Big Island), Hilton Waikoloa Beach Resort (Big Island), The Grand Wailea (Maui, but a different location from past convention sites) and Turtle Bay Resort (Oahu). The Board directed staff to solicit contracts from the Mauna Lani and the Grand Wailea and if a suitable contract can be agreed upon, Hawaii will once again be the convention destination for CSDA.

Company Certification

- The committee held a number of small meetings to discuss topics including the cost of certification, training requirements and the certification process.
- The Company Certification Program application was completed and a Beta group conducted a test run of the application. The application was then finalized and sent to companies for renewals.
- CSDA Attorney Glenn Purdue attended the meeting in Minneapolis and gave his report on the contract proposed by the Construction Certification Institute (CCI). It was recommended that CCI is not the best fit for CSDA. The Purdue law firm will manage the program on an interim basis until an agreement with another management firm can be secured.

Concrete Openings

- Ad pages were down 16% in 2016 with 72.8 total pages. While CSDA's magazine continues to outperform others in the industry, with many publications down-sizing or completely going out of business, the continuing consolidation of manufacturer members is taking a toll on ad sales. In addition, advertisers are continually reviewing their marketing expenditures to wisely spend their budgeted funds. CSDA continues to aggressively promote the advantages of print media advertising and the competitive rates offered by *Concrete Openings*.
- *Concrete Openings* recorded a healthy net profit of \$43,329 (down 20% from 2015) even as ad sales declined during the year.
- The *Concrete Openings* website (www.concreteopenings.com) continues to be popular with 148,137 page views (up 23% over 2015) and 27,600 unique visitors (up 20%) since the site was launched in September 2009. One banner ad was sold.
- The print quantity for the December 2016 issue was increased again for distribution at the World of Concrete 2017 by exhibiting member companies and at the CSDA booth.
- Circulation has increased to 18,596 copies (up 1%) 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.
- A total of 2,874 (up 5% from 2015) online subscriptions to *Concrete Openings* have been received through the website since September 2009.

Database Development & Management

- Total database entries ended 2016 at 18,596 (up 1%).
- The prospect database increased to 8,284 (up 7% in 2016 and from 0 in 1992) entries even after the ongoing database cleanup.
- The specifier (engineers, architects, general contractors and government officials) database stands at 6,074 (started with 0 in 1992).

Financial

- CSDA net income for 2016 was \$2,084, which is a significant achievement considering the \$44,477 expenditure for the new training structure at St. Petersburg College was not budgeted. Income of \$985,738 was only \$74,202 under budget. The corresponding expenses were \$983,654 which was \$48,616 under the budget.
- Membership dues of \$393,507 were up 5% from 2015 but did not meet the budgeted amount for 2016. This dues level is the highest since 2008. The focus of the staff and Membership Committee continues to produce excellent results.
- CSDA assets ended the year at \$560,040, up 20% from 2015.

GPR Imaging

- The committee developed a GPR Imaging Certification training class with the initial class to be offered at the World of Concrete 2017.

Insurance Program

- CSDA received the final royalty payment of \$14,470 from the Solutions Trust.

International Association of Concrete Drillers & Sawers

- The IACDS Conference was held on April 17, 2016 in Munich in conjunction with the Bauma Exhibition. CSDA has been a member since its founding in 1995 and this was one of the better organized meetings under the new leadership of President Julie White and Jose Blanco of the new association management company.
- Two business presentations were made to the delegates. Donat Fritsch's (NESTAG) presentation was titled *Understanding the Business Models of the Industry*. Martin Goedickemeier's (Hilti) presentation was titled *Anchoring for Diamond Cutting and Coring Equipment-Recommendations and Load Considerations during Operation*.
- The Diamond Award presentation was made during the IACDS meeting. Nine submissions were received including submissions from CSDA members A1 Kiwi Cutters & Drillers, Cobra Concrete Cutting Services and Hard Rock Concrete Cutting. The judging panel included CSDA Past Presidents Ted Johnston and Tom Stowell. The winner of the 2016 Diamond Award was Diamantbohr (Switzerland) and the two runner up entries were from Diatec (Germany) and Thayr (Spain).
- IACDS membership includes nine country associations from France, Germany, Japan, Russia, Spain, Sweden, Switzerland, United Kingdom and the United States.
- The IACDS 2017 Annual Convention will be held May 18-20 in Vienna. The event is a change from prior years and will combine professional knowledge-sharing through a number of conference sessions, as well as a showcase of the best products and services presented by the relevant companies of the trade in an exhibition area during three days.

Marketing

- The Marketing Committee drafted a Market Development Program (MDP) document that included elements such as responsibilities of the position, financial compensation and job description.
- The Cutters' Pub Crawl raised \$5,140 to support the MDP from the sale of t-shirts and sponsorships for the shirts.
- The CSDA sponsored PRAXIS event at World of Concrete 2016 was a huge success and made a positive impression on the specifier community in regards to CSDA.
- CSDA also sponsored the Construction Specifications Institute (CSI) Night Out at the CONSTRUCT show and CSI Convention, September 7-9 in Austin, TX.
- CSDA's American Institute of Architects (AIA) membership was renewed to continue CSDA's authorization to offer AIA continuing education programs credits.
- 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 34 (up 8%) new requests were received in 2016, with a total of 442 since this feature began.

Membership

- Membership increased in 2016 to 496 members (up 4%). Membership is up by 137% since 1993.
- In 2016 there were 70 new members and 51 resignations.
- The committee organized visits to local prospective contractors and members in advance of each of the quarterly Board and committee meetings.
- The member testimonials continued in *Concrete Openings* with quarterly insertions in 2016 from Jack Doherty (Jack Doherty Contracting), Bennett Jones (Advanced Concrete Sawing), Tim Rudder (International Drilling & Sawing) and John Serban (Concrete Surgeons).
- Promotional material sales totaled \$5,928 (down 35% after being up 50% in 2015).
- 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 \$5,626.

Next Generation

- A third annual Next Generation reception was held during the World of Concrete 2016 in Las Vegas. The reception returned to the Renaissance Las Vegas Hotel which was a very successful move the prior year. There were approximately 75 attendees, including many new committee members.
- The committee organized a meet and greet with local members and prospects at the June meetings in Minneapolis on the Wednesday evening prior, and drew two new prospects as well as several local members. This event was repeated in Boston in September, as the committee assisted in organizing the Cutters' Crawl along with the Marketing Committee.
- Committee members expressed interest in finding speakers to host workshops at the quarterly meetings and annual conventions to discuss communicating with millennial workers, training middle management and creative problem solving. As a result of this search, the committee found Nathan Schwagler of The Dali Innovation Labs, who will serve as the keynote speaker at the 2017 Convention.

Polishing

- CSDA conducted two very successful polishing training classes at the World of Concrete 2016. ST-115 Certification had 22 students and 40 students attended Concrete Polishing 101.
- A sub-committee is working on updating the Concrete Polishing 101 course manual and the target date for completion is in time by the World of Concrete 2018.
- CSDA and the Concrete Polishing Council of the American Society of Concrete Contractors have reached a consensus to cooperatively work together to advance the concrete polishing industry. A formal agreement will be finalized in 2017.

Public Relations

- Eleven news releases promoting CSDA and its activities were written and distributed throughout the year to over 300 media contacts.
- Over 78 different known placements ran in 28 separate industry publications including:

<i>All Events</i>	<i>ASCC Membership Directory</i>
<i>Auckland Build</i>	<i>Builders Exchange Directory</i>
<i>Coatings Pro</i>	<i>Concrete Construction</i>
<i>Concrete Décor</i>	<i>Concrete Products</i>
<i>Construction Americas</i>	<i>Construction Canada</i>
<i>Contractor Supply</i>	<i>Diamante A&T</i>
<i>Doc Player</i>	<i>Evensi</i>
<i>Finer Points</i>	<i>For Construction Pros</i>
<i>IACDS News</i>	<i>IACDS Website</i>
<i>Muscat Daily</i>	<i>Pictgar</i>
<i>Praxis</i>	<i>Professional Demolition Americas</i>
<i>Professional Demolition Int'l.</i>	<i>Real Estate Rama</i>
<i>Spain Forum</i>	<i>WOC Daily News</i>
<i>WOC Program & Exhibits Guide</i>	<i>WOC Registration Brochure</i>
<i>WOC Website</i>	

Safety

- Safety and training DVD sales have reached 1,704 copies:

Core Drilling	340 copies
Electrical Safety	21 copies
Hand Sawing	258 copies
Slab Sawing & Blade Safety	471 copies
Wall Sawing	373 copies
Wire Sawing	241 copies
- The updated script for the Hand Saw safety video was completed and filming was conducted during the Operator Certification training class in November.
- Sales of the CSDA Safety Manual have reached 256 copies.
- Sales of the CSDA Safety Handbook (original and the new English/Spanish version) have reached 6,606 copies.
- The committee has updated all the Toolbox Safety Tips (TSTs), including quiz questions and answers. The number of TSTs stands at 106 and all are available online on the CSDA website.

Safety (cont'd.)

- 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. The rule was passed and the Jackson Lewis law firm who represents CISC has initiated legal proceedings. In the meantime, the committee is reviewing the CSDA Safety Manual and has begun work on an Exposure Control Plan that will be added to the manual.
- Doug Walker and Patrick O'Brien traveled to Washington, DC to testify of behalf of CISC to the Office of Management and Budget. The goal was to discourage the adoption of the new OSHA Silica rule. There was no feedback during or after the meeting and the new rule was ultimately passed.

Standards, Specifications, Tolerances and Best Practices

- Professor Chris Brown, head of the Mechanical Engineering Department at Worcester Polytechnic Institute (WPI) and a well-recognized expert in field of Metrology, was contacted to complete a review of CSDA Standard ST-115 in response to recent efforts by ATSM to attempt to duplicate the standard. The intention is to have an independent industry expert review the Standard and make recommendations to CSDA for improvements, changes and additions. The review was completed and revisions will be made in the follow-on project with WPI.
- The committee approved and released several documents: CSDA-BP-019 *Robotic Demolition*, CSDA-TL-001 *U.S. Tolerances for Sawing and Drilling*, CSDA-SA-116 *Standard Arbor Configurations* and CSDA-FA-117 *Flushcut Arbor Configurations*. All are available to download from the CSDA website.
- The committee is working with related committees to review changes to CSDA-PC-113 *Polishing Concrete*, CSDA-BP-007 *Ground Penetrating Radar for Concrete Scanning* and CSDA-BP-017 *Depiction of Existing Subsurface Embedments*.
- CSDA representatives entered into an IACDS project to produce an international standard on the use of mechanical anchors. This project is ongoing and the committee will continue its involvement, using CSDA-BP-012 *Mechanical Anchors* as a point of reference for the new document.

Training

- The number of graduates for CSDA training programs now totals 5,387 (up 15%):
 - Cutting Edge (803 graduates)
 - Estimating (275 graduates)
 - Mechanics (10 graduates)
 - Online (3,044 graduates)
 - Operator Certification (402 graduates)
 - OSHA Construction Safety (166 graduates)
 - Polishing (112 graduates)
 - Robotic Demolition (15 graduates)
 - Slab Sawing & Drilling 101 (205 graduates)
 - ST-115 Certification (129 graduates)
 - Wall & Hand Sawing 101 (122 graduates)
 - Wire Sawing 101 (51 graduates)

Training (cont'd.)

- The CSDA Online Training website continues to be very popular. To date, 980 users (up 4% since 2015) with 205 companies (up 3%) have taken a total of 2,930 exams (up 19%). CSDA has now received \$62,446 (up 12%) for its portion of the registration fees since January 2007.
- CSDA held four very well attended training courses at World of Concrete 2016 in Las Vegas, Nevada. The Estimating class attracted 40 students (up 60% from 2015) as did the Concrete Polishing 101 course (up 111%). The ST-115 Certification class had 22 students, the largest number for this class to date, while the new introductory-level *Diamond Cutting: Sharpen Your Skills* class had 13 students.
- An inaugural Robotic Demolition training class was held January 13-15, 2016 at St. Petersburg College in Clearwater, Florida, with 15 students. Hands-on elements of the class involved using the machines to demolish the CSDA training slab so it could be rebuilt in time for the October/November 2016 Operator Certification courses.
- A site-specific CSDA-ST-115 Certification class was held April 14, 2016 at Ace Cutting Equipment & Supply, Inc. in Novi, Michigan with 23 graduates.
- The CSDA training structure at St. Petersburg College in Clearwater, Florida, was rebuilt at a cost of \$44,777. The original structure cost \$45,000 and was completed in 2002, so a 14-year life of the structure was achieved.
- A series of 101-level concrete cutting courses was held at Diamond Products in Elyria, Ohio, October 3-8, 2016, graduating 31 students.
- The association's advanced Operator Certification courses were held October 31 to November 5, 2016 in Clearwater, Florida, graduating 24 students.
- A CSDA-ST-115 Certification class was held September 26, 2016 during the Concrete Décor Show in San Diego, California, graduating four students.

Websites/Social Media

- The CSDA Facebook page continues to be popular, with 1,526 followers (up 20% from 2015).
- The CSDA Instagram account now has 426 followers (up 50% from 2015).
- The "CSDA Forum for Professionals" closed Facebook group, the association's forum discussion platform, currently has 726 members (up 23% from 2015). Page discussions can only be seen by group members and are not visible elsewhere, but all are welcome to join the group.
- Online subscription for *Concrete Openings* continues to generate leads with 3,382 (up 4% from 2015) new subscribers since this feature was added.
- New comprehensive web pages have been built for the 2017 Convention & Tech Fair and improvements made to the registration and sponsorship registration processes.
- New window banners have been designed and added to promote the seasonal Board & Committee Meetings, Join & Save membership deal, 101-level and Operator Certification training courses, WOC registration and the 2017 Convention & Tech Fair.
- The CSDA Twitter account, **@csdaconcrete**, currently has 88 followers to date. Members are encouraged to follow this account and "like" or "re-tweet" posts with the hashtags **#csdaconcrete** and **#CSDANextGen**.
- New videos were added to the CSDA YouTube channel – one promoting the association's presence at WOC 2016 and two providing member testimonials to encourage new members to join the association.

World of Concrete & Exhibitions

- CSDA received an all-time record rebate in the amount \$52,119 (up 15%) for its support of the World of Concrete 2016. Attendance for the WOC 2016 was up 8% to 60,110. CSDA's rebate was 10.5% 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 \$746,867 have been received since CSDA began as a cosponsor in 1977.
- CSDA World of Concrete 2016 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 2016 exhibitions:
 - *PRAXIS at World of Concrete on February 1-5, 2016 in Las Vegas*
 - *New York Build Expo on March 7-8, 2016 in New York*
 - *BuildTech Yangon 2015 on April 2-5, 2016 in Yangon, Myanmar*
 - *Construction Expo 2016 on June 15-17, 2016 in Sao Paulo, Brasil*
 - *Concrete Show South America, August 24-26, 2016 in Sao Paulo, Brasil*
 - *CONSTRUCT on September 7-9, 2016 in Austin, Texas*
 - *Concrete Décor Show 2016 on September 25-29, 2016 in San Diego*
 - *Infra Oman 2016 on October 10-12, 2016 in Sultanate of Oman*
 - *BuildTech Asia 2016 on October 18-20, 2016 in Singapore*
 - *International Concrete Polishing & Staining Exhibition on October 20-22, 2016 in Milwaukee*
 - *Concrete Myanmar 2016 on November 10-12, 2016 in Yangon, Myanmar*
 - *Auckland Build 2016 Expo on November 16-17, 2016 in New Zealand*