



Minutes of the CSDA Board of Directors
Wednesday, February 3, 2016

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 February 3, 2016. 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.), Matthew Finnigan (National Concrete Cutting), Dan Foley (Cobra Concrete Cutting), Patrick Harris (Concrete Renovation, Inc.), 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) and Kellie Vazquez (Holes, Inc.). Not present were Paul DeAndrea (DeAndrea Coring & Sawing, Inc.), Mark DeSchepper (Construction Solutions) and Kevin Warnecke (ICS, Blount Inc.). Guests in attendance were Ty Conner (Austin Enterprise), Jim Dvoratchek (Hard Rock Concrete Cutters), Jeff Keeling (Brokk, Inc.), Jessica Ledger-Kalen (Royale Concrete), Larry Liddle (Diamond Products), Tom Oberschlake (Cutting Edge Services Corp.), Patrick O'Brien (CSDA), Joe Shebesta (Cutting Edge Services Corp.) and Doug Walker.

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the December 4, 2015, 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, 2015. 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 2015. The CSDA 2015 Accomplishments report is attached.

TRAINING COMMITTEE

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

Peter Bigwood mentioned that there were several students from the Robotic Demolition course held in Clearwater, Florida on January 13-15, 2016 who were not certain if they had passed the class or not. There was discussion about which students had passed the class and which students would be considered certified. The Training committee will address the standards to determine passing the class and/or certification for this initial CSDA Robotic Demolition course.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held on March 9, 2016 in Palm Desert, California in conjunction with the CSDA 2016 Convention.

ADJOURNMENT - There being no further business, the meeting was adjourned at 8:47 AM.

Submitted by,

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

Erin O'Brien
Assistant to the Executive Director



CSDA 2015 Accomplishments

Annual Conventions

- 2015 Convention:

- The 23rd consecutive profitable year was achieved, with a net profit of \$21,476. Income was \$21,286 under budget and expenses were \$42,557 under budget. This performance was achieved even though attendance was up from 2014 but below budget. The staff worked diligently to reduce expenses so that the convention would not lose money.
- Attendance was up 9% from 2014, with 183 people attending the Convention. While the attendance numbers were up they were short of the budgeted figure. The timing of the convention just before the Easter holiday ultimately had an effect on attendance.
- Business sessions included seven presentations, the Tech Fair and two roundtables. The keynote speaker was Mark Eaton, a former auto mechanic turned NBA All-Star, who holds the NBA season record for the most blocked shots. Mark's session entitled "The Four Commitments of a Winning Team" was reported as the best CSDA presenter ever by many of the attendees.
- Social events included the President's Reception, the Manufacturers' Night, held off-site at the Dali Museum and the Gala. The Dali evening was rated as even better than the Pima Air & Space Museum the prior year that was rated so highly. CSDA Past President Ken Barnes was honored as the Lifetime Achievement Award recipient during the Gala Dinner Ceremony.
- CSDA Past Presidents met for the eighth time during the convention and the major items discussed included how to attract more people to the annual convention and the company certification program.
- Profits over the past 23-year period have amounted to \$562,831 due to an ongoing focus on fiscal controls, management expertise, innovative contract negotiation and detailed onsite management.

- 2016 Convention:

- The March 10-12, 2016 Convention and Tech Fair will be held at the JW Marriott Desert Springs in Palm Desert, California. The Board and committee meetings will be held in advance on March 8-9, 2016.
- The CSDA staff was again successful in keeping room rates low, at \$225 per night in spite of the newly established room rate limit. A \$200 rate goal was set over 20 years ago but the Board agreed to raise the target rate to \$250.
- The Keynote Speaker will be Dick Rutan, a test pilot who set a record flying the Voyager Aircraft to a non-stop and unrefueled flight around the world.
- CSDA Past President Ted Johnston will be honored as the Lifetime Achievement Award recipient during the Gala Dinner and at an informal ceremony before the President's Wine Reception on Wednesday, March 9th.

Annual Conventions (cont'd.)

- 2016 Convention:
 - The 2016 convention presentations are specifically focused on topics in response to member and attendee requests. The Tech Fair, Golf Tournament, President's Reception and Gala Dinner are all returning to the program as well.
- 2017 Convention:
 - Following a strategy session with the Board & committee members, the recommendation was made to hold the 2017 Convention in Puerto Rico. This will be the first visit by CSDA to this island and the Convention Committee is already researching potential hotels and organizing site inspections.

Company Certification

- The committee terminated the agreement with Asurency, Inc. in order to explore opportunities for a new certification agreement with another provider. Discussions were held with Fred McGee, President of the Construction Certification Institute regarding his proposal to manage the CSDA Company Certification Program.
- The Committee held a number of small meetings to discuss topics including the cost of certification, training requirements and the certification process.
- The committee has finalized the details for the CSDA Company Certification program. The goal is to have program approved and ready for a presentation to the membership at the annual convention.

Concrete Openings

- Ad pages were up 3% in 2015 with 86.6 total pages. CSDA continues to aggressively promote the advantages of advertising and the competitive rates offered by *Concrete Openings*. CSDA's magazine continues to outperform the industry as many publications have down-sized or completely gone out of business.
- *Concrete Openings* recorded a healthy net profit of \$54,447 (up 126% from 2014) as ad pages increased slightly and expenses were tightly controlled.
- The *Concrete Openings* website (www.concreteopenings.com) continues to be popular with 120,137 page views (up 25% over 2014) and 23,000 unique visitors (up 18% over 2014) since the site was launched in September 2009. Four banner ads have been sold.
- A new website was introduced to replace the 2009 version. The new site offers a responsive design, meaning it adapts to be easily read on any electronic platform, easier navigation, new modern design and increased ad banner options.
- The print quantity for the December 2015 issue was increased again for distribution at the World of Concrete 2016 by exhibiting member companies and at the CSDA booth.
- Circulation has increased to 18,483 copies (up 3%) per issue with annual readership conservatively estimated at 70,000 per issue. This growth continues steadily even with the regular U.S. Postal Service data base cleanup.
- A total of 1,095 (up 14% from 2014) new subscribers to *Concrete Openings* have been received through the website since September 2009.

Database Development & Management

- Total database entries ended 2015 at 18,483 (up 3%).
- The prospect database increased to 8,284 (up 6% in 2015 and from 0 in 1992) entries even after the ongoing database cleanup.
- The specifier (engineers, architects, general contractors and government officials) database stands at 6,097 (started with 0 in 1992).

Financial

- CSDA net income for 2015 was \$53,141 which was a significant improvement over the projected budget loss of \$2,617. Income of \$986,477 was only \$12,753 under budget with increases in training and the World of Concrete rebate while convention income was under budget, although still profitable. The corresponding expenses were \$68,511 under the budget with the convention, *Concrete Openings* and training line items all under budget.
- Membership dues of \$375,076 were up 7% from 2014 and exceeded the 2015 budget. 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 \$465,096, up 11% from 2014.

Insurance Program

- CSDA did not receive the final royalty of \$14,470 from the Solutions Trust as budgeted in 2015. This final payment was received in early 2016.

International Association of Concrete Drillers & Sawers

- The IACDS 2015 Conference was held April 22-24 in Paris, France in conjunction with the InterMat/World of Concrete Europe exhibitions. Progress was made in utilizing the individual strengths of each country associations for the collective good of the industry.
- Julie White of D-Drill was elected President and Jose Blanco of Spain became the new secretary.
- IACDS membership includes 9 country associations from France, Germany, Japan, Russia, Spain, Sweden, Switzerland, United Kingdom and the United States.
- The IACDS 2016 Conference will be held on April 17, 2016 in Munich in conjunction with the Bauma Exhibition.

Marketing

- The Marketing Committee began work to reintroduce the market development position. A plan with a timeline, funding and job requirements is being finalized.
- 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 29 (up 8%) new requests were received in 2015, with a total of 408 since this feature began.

Membership

- Membership increased in 2015 to 472 members (up 5%). Membership is up by 126% since 1993.
- In 2015 there were 73 new members and 50 resignations.
- A plant tour and dinner was organized by Husqvarna in conjunction with the June Board and committee meetings in Kansas City. This added event helped to attract excellent attendance at the meetings.
- Ted Johnston was selected to receive the Lifetime Achievement Award and will formally receive this recognition at the CSDA 2016 Convention.
- The member testimonials continued in *Concrete Openings* with quarterly insertions in 2015 from Tim Beckman (Cutting Edge Services Corp.), Peter Bigwood (Brokk, Inc.), Veronica Conti (Southeast Scanning & Coring) and Ruben Gil (The Floor Whisperer).
- Promotional material sales totaled \$9,137 (up 50%) in 2015.
- YourMembership, who hosts the CSDA Website, began selling ads for Industry Guide, which offers a new layout and additional company listing options as an alternative to the current membership directory. Royalty funds received by CSDA for this benefit amounted to \$6,922.

Next Generation

- A second annual Next Generation reception was held during the World of Concrete 2015 in Las Vegas. The location was moved to a new venue, the Renaissance Las Vegas Hotel, to give the event a more intimate feeling. There were approximately 50 attendees, including many new committee members. One former member re-joined CSDA as a result of the event.
- The Board approved the purchase of up to two GoPro cameras for the committee to film meetings, conventions, World of Concrete, training classes and more. This footage will be used to promote CSDA on social media and the website.
- Membership of the committee continues to grow with a total of 64 (up from 56 in 2014) participating members.

OSHA Alliance

- OSHA officially notified CSDA via a letter dated June 17, 2015 that the Alliance was discontinued. While the letter was general concerning the specific reasons behind the cancellation, OSHA was displeased that CSDA challenged the proposed silica rule and that we were not affiliated with a union. There may be an opportunity to renew the Alliance under a new administration when the doors for cooperation between CSDA and OSHA could once again become open. CSDA is not alone, as other association alliances were not renewed for similar reasons.

Polishing

- CSDA has a very successful exhibition at the CONSTRUCT show in St. Louis, October 1-2, 2015. CSDA sponsored the PRAXIS event and Executive Director Patrick O'Brien served on the presentation panel hosted by Bill DuBois of Gensler, which is a large architectural firm headquartered in New York. The PRAXIS event was moved to CONSTRUCT from World of Concrete, where CSDA had previously sponsored it in 2014. The booth received heavy traffic from architects after a PRAXIS presentation promoting CSDA's specification CSDA-ST-115.

Public Relations

- Twelve news releases promoting CSDA and its activities were written and distributed throughout the year to over 300 media contacts.
- Over 68 different known placements ran in 31 separate industry publications including:

<i>ASCC Membership Directory</i>	<i>Builders Exchange Directory</i>
<i>Business Wire</i>	<i>Compact Equipment</i>
<i>Concrete Construction</i>	<i>Concrete Construction Online</i>
<i>Concrete Décor</i>	<i>Concrete International</i>
<i>Concrete Products</i>	<i>Concrete Surfaces</i>
<i>Construccion Pan-Americana</i>	<i>Construction Demolition&Recycling</i>
<i>Contractor Supply</i>	<i>CSDAA News</i>
<i>Design & Durability</i>	<i>Diamante A&T</i>
<i>Engineering News Record</i>	<i>Finer Points</i>
<i>For Construction Pros</i>	<i>Gulf News Journal</i>
<i>OSHA Website</i>	<i>PDi Professional Demolition</i>
<i>PDA Americas</i>	<i>PR Website</i>
<i>Professional Demolition Americas</i>	<i>Pro Remodeler</i>
<i>Specification Products</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 DVD sales have reached 1,674 copies:

Core Drilling	333 copies
Electrical Safety	16 copies
Hand Sawing	257 copies
Slab Sawing & Blade Safety	464 copies
Wall Sawing	367 copies
Wire Sawing	237 copies
- Sales of the CSDA Safety Manual have reached 250 copies.
- Sales of the CSDA Safety Handbook (original and the new English/Spanish version) have reached 6,529 copies.
- The number of Toolbox Safety Tips (TSTs) has increased to 106 while the committee also remains focused on updating existing TSTs. Current TSTs are available online on the CSDA Website.
- CSDA renewed its association membership with the Construction Industry Safety Coalition (CISC) to continue to provide a unified voice from the construction industry on OSHA's Proposed Rule on Occupational Exposure to Crystalline Silica. CISC is comprised of 25 trade associations representing virtually every aspect of the construction industry.

Standards, Specifications, Tolerances and Best Practices

- CSDA released CSDA-MR-001 *Aptitude Test*, which is the first in a new series of member resource documents. The aptitude test, accompanied by a separate answer key sheet, has been uploaded to the Members Section of the CSDA Website.
- The committee also approved the release of CSDA-BP-018 *Drug and Alcohol Testing*. This new document is available on the CSDA Website.
- Also released was a new Best Practice titled CSDA-BP-019 *Robotic Demolition*. This document is also on the CSDA Website.
- ASTM is preparing to release *WK49335 Test Method for Concrete Micro Surface Texture* which is very similar to *CSDA ST-115 Test Method for Measuring Concrete Micro Surface Texture*. CSDA sent an inquiry to ASTM to ask how they can release a document that takes much of the details from CSDA ST-115 without any recognition or mention of the original document.

Training

- The number of graduates for CSDA training programs now totals 4,702 (up 11%):
 - Cutting Edge (790 graduates)
 - Estimating (235 graduates)
 - Mechanics (10 graduates)
 - Online (2,459 graduates)
 - Operator Certification (378 graduates)
 - OSHA Construction Safety (166 graduates)
 - Polishing (72 graduates)
 - RedVector (111 graduates)
 - Slab Sawing & Drilling 101 (194 graduates)
 - Wall & Hand Sawing 101 (113 graduates)
 - Wire Sawing 101 (41 graduates)
- The CSDA Online Training website continues to be very popular. To date, 938 users (up 5% over 2014) with 199 companies (up 6%) have taken a total of 2,459 exams (up 6%). CSDA has now received \$55,628 (up 11%) for its portion of the registration fees since January 2007.
- CSDA held three very well attended training sessions at the World of Concrete 2015: Estimating (25 students, up 39% over 2014), Polishing (19 students) and Core Drilling & Hand Sawing 101 (8 students). There was an issue with the instruction for the Polishing class and CSDA refunded the students their registration fee in total as a gesture of good faith. In spite of this refund CSDA still had a net income of \$23,882 from the World of Concrete.
- Site-specific training classes were held at Atlantic Concrete Cutting in Mount Holly, New Jersey on March 2-7 with 21 students participating. The classroom and hands-on training included Slab Sawing & Core Drilling 101, Wall/Hand Sawing 101 and Wire Sawing 101.
- CSDA held four ST-115 Certification classes: St. Petersburg, Florida on March 31 with 17 graduates, May 4 in Portland, Oregon with 13 graduates, Concrete Décor Show in Indianapolis, Indiana on September 30 with 10 graduates and a site-specific class at O'Connor's Carpet Center in New York on November 11 with eight graduates.

Training (cont'd.)

- CSDA held a series of 101-level classes in Olathe, Kansas, October 12-17 that was a great success. The total number of graduations for the three classes was 54.
- The Operator Certification courses held at St. Petersburg College in Clearwater, Florida, November 2-7 was also a success with 24 graduates.

Websites/Social Media

- The CSDA Facebook page continues to be popular, with 1,274 followers (up 30% from 2014).
- The CSDA YouTube channel with five videos has been viewed 7,120 times (up 15%).
- Online subscription for *Concrete Openings* continues to generate leads with 3,242 (up 4%) new subscribers since this feature was added.
- New comprehensive web pages have been built for the 2016 Convention & Tech Fair and improvements made to the registration and sponsorship registration processes.
- A page has also been built to provide details of ST-115 and its accompanying certification class, including a list of ST-115 Certified Operators.
- New window banners have been designed and added to promote the Winter Meetings, Robotic Demolition training class, WOC registration and the 2016 Convention & Tech Fair.
- The *Concrete Openings* online subscription form has attracted 3,242 new subscribers since July 2002.
- The new forum format that replaced the website-based discussion forums continues to attract many industry professionals. The group currently has 592 members.
- The CSDA Instagram page now has 211 followers. The account and hashtag have been changed to **@csdaconcrete** and **#csdaconcrete** to more clearly identify this is the association's account. Members are encouraged to use **@csdaconcrete** in work-related posts and the best ones will be reposted to the CSDA account.
- Following the recommendations of CSDA members, staff have set up a Twitter account for the association with the handle **@csdaconcrete**. Twitter is popular with industry specifiers and is another platform to promote CSDA through social media. Members are encouraged to "follow" this account and "like" or "re-tweet" posts.
- A new video featuring CSDA members promoting the association's WOC Source Code **A26** has been uploaded to the "CSDA Videos" YouTube channel.

World of Concrete & Exhibitions

- CSDA received a rebate in the amount \$45,289 (up 29%) for sponsorship of the World of Concrete 2015. Attendance for the WOC 2015 was up 14% to 55,779. CSDA ranked 5th out of 19 cosponsor associations. This excellent performance was due to an aggressive marketing campaign focused around CSDA's "\$15 for '2015" promotional theme. The combined efforts by CSDA staff, with member support, promoting complimentary registration resulted in this large gain.
- Total WOC rebates of \$694,747 have been received since CSDA began as a cosponsor in 1977.
- Extra copies of the December issue of *Concrete Openings* were again printed for distribution by CSDA exhibitor members at the WOC 2015.

World of Concrete & Exhibitions (cont'd.)

- CSDA World of Concrete 2015 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 has launched an aggressive WOC 2016 marketing campaign to encourage more attendees to use CSDA’s **A26** code when registering. This is a new approach intended for attendees to use this code no matter whether they register through the CSDA Website or and other website to register. Attendees are also being encouraged to use the **A26** code at the show site if they wait until the last minute to register.
- CSDA endorsed the following 2015 exhibitions:
 - *BuildTech Yangon 2015* on April 2-5, 2015 in Yangon, Myanmar
 - *Intermat/World of Concrete Europe* on April 20-25, 2015 in Paris, France
 - *Buildexpo Int’l Trade Exhibition* on April 27-29, 2015 in Nairobi, Kenya
 - *Concrete Show India* on May 7-9, 2015 in Mumbai, India
 - *Buildexpo Int’l Trade Exhibition* on May 8-10, 2015 in Dar es Salaam, Tanzania
 - *INTERTECH 2015* on May 19-20, 2015 in Indianapolis, Indiana
 - *APEX 2015* on June 24-26, 2015 in Amsterdam, Netherlands
 - *Concrete Show South America* on August 26-28, 2015 in Sao Paulo, Brasil
 - *Our World in Concrete Structures* on August 26-28, 2015 in Singapore
 - *Concrete Décor Show* on September 28-October 2, 2015 in Indianapolis
 - *Infra Oman 2015* on October 5-7, 2015 in Sultanate of Oman
 - *BuildTech Asia 2015* on October 13-15, 2015 in Singapore
 - *Concrete Show South East Asia 2015* on October 28-30, 2015 in Jakarta, Indonesia
 - *International Conference on Stone & Concrete Machining* on November 2-3, 2015 in Bochum, Germany
 - *World Demolition Summit 2015* on November 6, 2015 in Amsterdam, Netherlands