



Minutes of the CSDA Board of Directors
Wednesday, March 9, 2016

JW Marriott Desert Springs Resort
Palm Desert, CA

CALL TO ORDER - The meeting was called to order by President Kevin Baron at 8:00 AM on March 9, 2016. 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: Kevin Baron (Western Saw), Tim Beckman (Cutting Edge Services, Inc.), 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), Mike Orzechowski (DITEQ Corp), Judith O'Day (Terra Diamond Industrial), Kevin Schmitt (Husqvarna Construction Products), Jack Sondergard (Central Concrete Cutting), Kellie Vazquez (Holes Incorporated), Kevin Warnecke (ICS, Blount Inc.) and Doug Walker (Douglas H. Walker). Not present was: Paul DeAndrea (DeAndrea Coring & Sawing, Inc.). Guests in attendance were: Patti Austin (Austin Enterprise), Chris Bennett (Tao Group), Scott Brown (ICS, Blount Inc.), Kevin Coakley (Hard Rock Concrete Cutters), Ty Conner (Austin Enterprise), Dan Dennison (Diamond Tools Technology), Mark DeSchepper (Construction Solutions), Matt Dragon (GPRS, Inc.), Jim Dvoratchek (Hard Rock Concrete Cutters), Jonathan Kimball (Holes Incorporated), David Lepki (Husqvarna Construction Products), Larry Liddle (Diamond Products), Jason Linninger (Husqvarna Construction Products), Rick Norland (Construction Solutions), Patrick O'Brien (CSDA) and Keith Ripley (Diamond Products).

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the February 3, 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 February 29, 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

Patrick O'Brien presented the CSDA Executive Director's Report covering current membership status, new members, Next Generation, 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

Jack Sondergard reported that the committee has finalized the remaining details for the Company Certification program and is working on forming a Beta group to do a test run of the application this summer. A contract has been received from Construction Certification Institute (CCI) and the committee will submit that contract to Glenn Purdue for review and will edit the contract as needed before submitting to CCI.

A survey was given to all contractor members upon registration at the 2016 Convention, and that information will be used to help finalize the application.

CONVENTION COMMITTEE

Kevin Baron presented the committee report. The committee will be conducting a site visit in May 2016 to three properties in Puerto Rico for the 2017 Convention and will make a final decision by the June 2016 Board meeting. After the 2017 Convention contract is signed, the committee will shift their focus to the 2018 Convention in Hawaii.

ELECTION COMMITTEE

Doug Walker presented the committee report. The election results are being finalized and will be announced at the annual meeting. Lifetime Achievement Award winner Ted Johnston will not be attending the convention due to a personal matter, but requested that the Gala presentation still continue.

GPR IMAGING COMMITTEE

Mark DeSchepper presented the committee report. Bruno Silla was named as the new vice-chair. Due to large attendance, DeSchepper updated the committee on the purpose and goals. Certification programs from American Concrete Institute and American Society of Non-destructive Testing were discussed, but the lack of manufacturer participation and input in these programs is concerning and emphasizes the importance of having manufacturers involved in the creation of CSDA GPR Imaging training and certification programs.

A goal was set to hold a certification training class at World of Concrete 2017. A rough outline of this course will be presented and reviewed at the June 2016 meeting, with a final run through in Boston at the September 2016 meeting. Patrick O'Brien mentioned that World of Concrete requires a basic course outline by May 3, 2016 and a detailed agenda by late Fall 2016, so if the course is going to take place, the committee will need to provide CSDA with this information by these dates.

MANUFACTURER COMMITTEE

Greg Lipscomb reported the upcoming Tech Talk articles have been assigned. GSSI will host the next manufacturer plant tour in September 2016 with Brokk volunteering for June 2017, ICS for 2018 and Western Saw for 2019.

There are 19 exhibiting companies at this year's Tech Fair. The 2017 Tech Fair in Puerto Rico will be limited to tabletop only to help minimize shipping costs.

MARKETING COMMITTEE

Chris Bennett presented the committee report. The PRAXIS event at World of Concrete was a huge success and made a positive impression on the specifier community in regards to CSDA. The committee is looking into the benefits of becoming a member of CSI.

Funding opportunities for the Market Development position continue to be investigated, and ideas were presented by Bennett and Mike Nelson. Ideas discussed were a pub crawl in Boston where T-shirts would be sold to raise money for the position and a carnival-type event during or after the Manufacturers' Night in Puerto Rico at the 2017 Convention. The committee also requested that the surplus from the 2015 budget be placed in the reserve fund for the market development position. It was also discussed if hiring an architectural consulting firm to fill the position would be an option.

MEMBERSHIP COMMITTEE

Ty Conner reported that the committee will be contacting members who have not yet paid their 2016 dues. Conner and other Board members and committee volunteers will be arriving early to the June meetings in Minneapolis to visit CSDA members and prospects. Anyone interested can contact Conner, who will be arranging the visits.

NEXT GENERATION COMMITTEE

Kellie Vazquez presented the committee report. Jami Harmon and other Next Generation members are hosting a panel Saturday morning during the convention on social media.

A Next Generation-hosted happy hour will take place before the group dinner on Thursday evening, during the June meetings in Minneapolis. The committee also discussed holding a breakfast or lunch leadership/training course for Next Generation members.

The Next Generation reception at the World of Concrete was a huge success, with over 75 in attendance. The number of invites printed will be increased next year as many committee members ran out.

POLISHING COMMITTEE

Chris Bennett presented the committee report. Bennett thanked the manufacturers who assisted with the ST-115 and Polishing classes at WOC. Feedback on both classes was excellent, with the only negative comment regarding the long distance from the classrooms to the slab. This will be taken into consideration for future classes.

Concern has been raised that CSDA-ST-115 has references to a specific proprietary profilometer that may need to be addressed and modified. Professor Chris Brown, a mechanical engineer at Worcester Polytechnic Institute 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. Prof. Brown proposed a rate of \$280 an hour for 16 hours to complete this review. The committee approved a fee of \$5,000 to pay Prof. Chris Brown to work on ST-115.

A TST on polishing is being reviewed by the committee and will be forwarded to the Safety committee for final approval.

SAFETY COMMITTEE

Matthew Finnigan reported that the committee worked on updating TSTs and has targeted April 15, 2016 for completion of all current TSTs. The committee also discussed how to best market the TSTs and suggested an ad in *Concrete Openings* along with producing short YouTube videos to use in social media.

Patrick O'Brien and Doug Walker traveled to Washington, DC to speak to the OMB discouraging the adoption of the current OSHA Silica ruling. The current ruling has drastically decreased worker deaths and the new regulations that OSHA has proposed would be near impossible to achieve by most CSDA member companies and would cost significantly more than OSHA has projected. The committee has asked the CSDA office to draft a letter that can be used by all contractors to send to their congressional representatives urging them to sign onto a bill introduced by Rep. Bill Huizenga (R-MI) to the House LHHS Appropriations Committee leadership. This letter will be provided to all CSDA members with instructions on where to send.

STANDARDS & SPECIFICATIONS COMMITTEE

Mike Orzechowski presented the committee report. The ASTM document that is comparable to CSDA-ST-115 is at this point just a draft, but does duplicate a great deal of information presented in the CSDA Standard. The committee will monitor the development of this document, and would like to begin participation in this ASTM committee. The committee is asking for a budget of up to \$3,000 to help fund travel and related expenses to have Rick Norland and Chris Bennett to attend the ASTM meetings going forward. The Board voted unanimously to approve the funding proposal.

Two Arbor Configuration Standards were conditionally approved with a two-week period for comments. If no further comments are received, the documents will be considered approved and will be released.

TRAINING COMMITTEE

Dan Foley presented the committee report. The Robotic Demolition class had 15 students and received very positive feedback. This course will be repeated in the future, and planning has already begun. All 15 students from recent class will receive certificates of completion, while four will receive certification in Robotic Demolition.

Dustin Hartman with CSDA member Select Concrete made a proposal to the committee to host ST-115 certification at his Indianapolis facility. Select Concrete hosts several training courses at their facility and CSDA-ST-115 Certification is mandatory for some of those courses. Select Concrete would host the ST-115 certification courses and would pay CSDA a portion of the registration fee. The committee will work on the details with Select, and will also reach out to CSDA member Rocket Supply and Runyon Surface Prep to propose having them host ST-115 training courses as well.

The committee is going to purchase hi-visibility vests to be used in the training classes with the CSDA logo. Jack Sondergard is going to purchase the first 50. Instructors and students will have different color vests.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

Doug Walker is no longer employed by Atlantic Concrete Cutting and his Board position is automatically resigned. Walker has rejoined CSDA as Doug Walker, Ltd. Per the Bylaws the Board can vote to appoint a person to fill the open Board position. Motion was made and seconded to appoint Doug Walker to fill the open Board position that expires in 2017. The motion was passed by unanimous vote.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held on June 3, 2016 in Minneapolis, Minnesota at the Westin Minneapolis.

ADJOURNMENT - There being no further business, the meeting was adjourned at 9:47 AM.

Submitted by,

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

Erin O'Brien
Assistant Director to the Executive Director



CSDA Executive Director's Report

March 9, 2016

Membership Status

1. Current Membership Status

	<u>12/93</u>	<u>12/00</u>	<u>12/06</u>	<u>12/08</u>	<u>12/09</u>	<u>12/10</u>	<u>12/11</u>	<u>12/12</u>	<u>12/13</u>	<u>12/14</u>	<u>12/15</u>
Contractors:											
-North America	139	189	365	385	351	305	308	322	286	289	308
-Imaging									4	4	6
-Polishing									2	9	13
-Overseas	16	22	41	47	52	51	49	40	36	37	38
Manufacturers	31	46	52	51	50	44	47	44	45	42	46
Distributors			9	16	11	8	10	9	9	10	9
Affiliates	23	28	40	40	40	42	42	44	39	40	39
Associations		8	16	16	17	17	17	17	18	18	18
Total Members	<u>209</u>	<u>293</u>	<u>523</u>	<u>555</u>	<u>521</u>	<u>467</u>	<u>473</u>	<u>476</u>	<u>439</u>	<u>449</u>	<u>477</u>
Dues (\$ 000)	81	133	344	402	364	337	329	346	342	350	375

Membership growth:	+6% (2014-2015 YTD)	Dues growth:	+7% (2014-2015 YTD)
	+128% (1993-2015 YTD)		+363% (1993-2015 YTD)

2. Prospects/Specifiers Database

<u>Category</u>	<u>Database Leads</u>
Prospects	8,858(1,988 in Jan. 1995)
Specifiers	6,096 (764 in Jan. 1995)
General Mail List	<u>3,593</u>
Total Database	18,547(+2% 2015-2016 YTD)

3. Welcome 14 new CSDA Members since the December 4, 2015 Board Meeting:

Accurate Professional Concrete Cutter LLC, Davenport, FL - Kathy Lamonaco Ortiz - Tel: 407-953-6297
American GPR Services LLC, Avondale, AZ - Joe Long - Tel: 623-628-6090
Apexdia USA Inc., Duluth, GA - Jeff Shim - Tel: 770-653-3233
Broward Concrete Cutting, Oakland Park, FL - Daniel McCullough - Tel: 954-530-2167
Douglas H. Walker, Mt Holly, NJ - Douglas H. Walker - Tel: 609-820-3994
Hard Rock Concrete Cutting, Raleigh, NC - Brian Cox - Tel: 919 410-3683
Hayden Wrecking, Washington Park, IL - Jerry Moore - Tel: 618-874-8318
Hoosier Concrete Cutting & Breaking, Warsaw, IN - Lee Wahl - Tel: 574-527-4333
J.P. Services of Sarasota, Sarasota, FL - Taya Parodo - Tel: 941-587-4362
Northwest Indiana Concrete Cutting, Schererville, IN - Stacy Deming - Tel: 219-865-0008
O'Neill Transportation & Equipment LLC, Grand Island, NE - Patrick O'Neill - Tel: 308-384-1690
Refine Concrete Services, LLC, The Woodlands, TX - Crystal O'Dea - Tel: 281-882-3098
The Prism Diamond Group, LLC, Lebanon, OH - Todd Forbush - Tel: 816-820-3634
Tiger Trenching, Lake Havasu City, AZ - Brett Wilcoxson - Tel: 928-453-1755

4. Member Update

- Membership status since January 1, 2016 includes 12 new members and 4 resignations.
- The \$375,076 in membership dues collected in 2015 exceeded the budget and is the highest level achieved since 2008. CSDA staff continues to focus on retaining members, soliciting prospects and dues collection.

4. Member Update (Cont'd.)

- The number of Toolbox Safety Tips (TST) is at 106. TST#141-A *First Aid and Emergencies* was reissued in December, TST#133-A *Fire Extinguishers* was reissued in January while TST#151-B *Following Distances* was reissued in February. All TSTs have been uploaded as PFD's on the Member Section of the CSDA Website.
- CSDA staff continue to reformat and update all TSTs with quiz questions and sign-off areas, as per the Safety Committee's request. This will be completed by the June 2016 meetings.
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA Website continues on a regular basis. Six new requests were received since the December 4, 2015 Board meeting from Florida, Illinois, New Jersey, Oregon and Texas (2). A total of 414 requests have been received since this feature was introduced in late 2005.
- The "CSDA Superheroes" campaign produced 13 new members between July 1 and November 17, 2015.

5. Next Generation

- Members of the committee shot extensive footage at this year's WOC and will be producing a promotional video for use on social media and the CSDA website using the new GoPro camera.
- President Kevin Baron and Executive Director Pat O'Brien assisted the Next Gen committee during World of Concrete by working a welcome table at the Next Gen Reception.
- The Next Gen Reception during WOC was the most well-attended and successful yet, with over 75 attendees, many being new and prospective committee members.

Training

Attendance by Course and Date

Course	1993-04	2005-08	2009-12	2013	2014	2015	2016	Overall Totals
Cutting Edge / Diamond Cutting	727	57	6				13	803
Slab Sawing & Drilling 201	187	31	45	23	10	9		305
Wall & Hand Sawing 201			12	12	9	10		43
Wire Sawing 201			9	8	8	5		30
OSHA	132	34						166
Estimating	40	100	36	16	18	25	40	275
Slab Sawing 101	27	13	13					53
ST-115 Certification					8	72	22	102
Slab Sawing & Drilling 101		98	25	11	12	48		194
Wall & Hand Sawing 101		19	24	10	19	41		113
Wire Sawing 101		5			5	31		41
Mechanics			10					10
Polishing				19	34	19	40	112
Robotic Demolition							15	15
Online Training-RedVector						8		111
Online Training-Yardstick		1,175	821	212	101	150	166	2,625

Total to Date → 4,998

Training Update

- 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 can be rebuilt in time for the October/November 2016 Operator Certification courses at the same location.
- CSDA held four training courses at World of Concrete 2016 in Las Vegas, Nevada. The Estimating class attracted 40 students (+60% from 2015) as did the Concrete Polishing 101 course (+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.
- A CSDA-ST-115 Certification class is being held April 14, 2016 at Ace Cutting Equipment & Supply, Inc. in Novi, Michigan.

Training Update (Cont’d.)

- The Training Committee has scheduled a series of 101-level concrete cutting courses in Elyria, Ohio, for October 3-8, 2016. The Slab Sawing & Core Drilling 101, Wall Sawing 101 and Wire Sawing 101 courses are geared toward new operators, sales people and anyone looking to expand their knowledge of cutting disciplines.
- Advanced Operator Certification courses have been scheduled for October 31 to November 5, 2016 at St. Petersburg College in Clearwater, Florida.
- The CSDA online training website continues to be popular. To date, 954 users (+2% since the December 4, 2015 Board Meeting) with 202 companies (+2%) have taken a total of 2,625 exams (+7%). CSDA has now received \$57,583 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>
Slab Sawing & Blade Safety	465
Wall Sawing	368
Core Drilling	334
Hand Sawing	258
Wire Sawing	238
Electrical Safety	19
Total	1,682 (+3% 2015-16 YTD)

2. Safety Handbook / Safety Manual

- A total of 6,534 CSDA Safety Handbooks (original + new bilingual) have been sold since introduction in January 2000.
- Sales of the CSDA Safety Manual continue, with 251 copies of the print and electronic versions sold since its introduction.

Standards & Specifications

- The new Best Practice CSDA-BP-019 *Robotic Demolition* has been released to the industry and available to download from the CSDA website.
- Tolerance document, CSDA-TL-001 *U.S. Tolerances for Sawing and Drilling*, is under review and approval at the March committee meeting is sought.
- A review of CSDA-SA-116 *Standard Arbor Configurations*, CSDA-FA-117 *Flushcut Arbor Configurations* and CSDA-SC-118 *Standard Core Bit Configuration* continues. The committee wants to ensure input from manufacturer sources before approving these documents.

Concrete Openings

1. Advertisement Summary

<u>Issue</u>	<u>Total Pages</u>	<u>Paid Ad Pages</u>	<u>Ad/Total Pages (%)</u>
June '14	68	19.2	28
September '14	76	19.5	26
December '14	76	25.3	33
March '15	68	19.6	29
June '15	68	20.7	30
September '15	68	21.6	32
December '15	76	24.7	33
March '16	68	17.6	25

- The number of paid ad pages for the March issue followed the usual trend of being down after the most popular December issue. The number is also down two pages from the March 2015 issue.
- The percentage of ad pages to total pages is targeted at a maximum of 35%, so the 25% figure for the March issue indicates that there is a big opportunity to increase as pages for the rest of the year.
- The March issue features one new advertiser while another advertiser increased its ad space requirements.

2. Concrete Openings Highlights

- The March issue of *Concrete Openings* contains four CSDA contractor job stories:
 - Core drilling of support piles at Guantanamo Bay Naval Station, Cuba
 - Slab and wall sawing at a Coca-Cola bottling distributing center in Montgomery, Alabama
 - Cutting of wall openings at a sports stadium in Vermillion, South Dakota
 - GPR imaging of a medical center's concrete helipad in Salt Lake City, Utah
- Additional features include business, safety, technical and health-related articles, industry news and a CSDA member testimonial from Jack Doherty of Jack Doherty Contracting in Massachusetts.
- The March issue includes house ads for free print subscriptions, upcoming CSDA Operator Certification courses and the CSDA and *Concrete Openings* websites.
- Free *Concrete Openings* subscription forms continue to be received through the *Concrete Openings* website. A total of 131 new print subscriptions (up +58% since December 2015) have been received through the website since it went live in March 2015, bringing the total to 2,782.
- A marketing campaign is underway to promote the magazine and increase ad pages for the remainder of the year and beyond.

Concrete Openings Website

- The *Concrete Openings* website features current and archived issues up to the March 2016 issue.
- The new Website has had over 28,000 page views (+40% from December 2015) since its launch in March 2015. This brings the total page views for **concreteopenings.com** to 128,137. Almost 4,600 (+53%) unique visitors have viewed the site for an average of five minutes.

Exhibitions

- CSDA conducted a marketing campaign for WOC 2016 focused on CSDA Source Code **A26**. The WOC Cosponsor Meeting is May 3-4 in Las Vegas and we will learn how successful this approach worked for CSDA. The goal was to improve on the 2015 rebate performance \$45,309.
- CSDA was active at the WOC 2016 with four training programs, a *Concrete Openings* Award Ceremony, a CSDA Next Generation Reception, a CSDA Board meeting, sponsorship of the PRAXIS event, specifier panel discussions and a video interview.
- CSDA is endorsing the following future exhibitions and conferences:
 - *New York Build Expo* on March 7-8, 2016 in New York
 - *Construction Expo 2016* on June 15-17 in Sao Paulo, Brasil
 - *Concrete Show South America*, August 24-26 in Sao Paulo, Brasil
 - *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 in Singapore
 - *Concrete Myanmar 2016* on November 10-12 in Yangon, Myanmar
 - *CONEXPO-CON/AGG 2017* on March 7-11 in Las Vegas

Related Associations

- The IACDS 2016 Conference will be held on April 17, 2016 in Munich on the last day of the Bauma Exhibition. Patrick O'Brien will attend for CSDA.

Annual Conventions

- The CSDA 2016 Convention & Tech Fair is this week, March 10-12, 2016 at the JW Marriott Desert Springs Resort.
- The Keynote Speaker for the 2016 Convention is Dick Rutan, a retired Air Force pilot and Presidential Citizen's Medal of Honor recipient who holds the record for the longest non-stop and non-refueled flight around the world. He has been inducted into the National Aviation Hall of Fame and is a Vietnam veteran, where he earned a Silver Star, five Distinguished Flying Crosses, 16 Air Medals and a Purple Heart. He will speak on his military and experimental aircraft past and how to apply the lessons he learned as a test pilot and entrepreneur to everyday business.
- Ted Johnston will be honored at the Convention Gala in Palm Desert with the CSDA Lifetime Achievement Award.
- The hashtag #csdaconv16 has been created for convention attendees to share their convention experiences and photos on social media, including Facebook, Instagram and Twitter.

Annual Conventions (Cont'd.)

- The Convention Committee, based upon the direction provided by the December 2015 strategy session by the Board and committee members, will conduct a site visit in May to visit properties in Puerto Rico. The committee is also searching for a West Coast location for the CSDA 2018 Convention & Tech Fair.

CSDA Promotion

1. Public Relations Activities

<u>Dates</u>	<u>Promotion</u>
February 22, 2016	<i>For Construction Pros</i> website ran a notice titled, "CSDA Graduates up 83% at World of Concrete 2016."
February 19, 2016	<i>Concrete Décor</i> website ran a notice titled, "World of Concrete awards ceremony celebrates CSDA members."
February 18, 2016	<i>Concrete Décor</i> website ran a notice titled, "CSDA Graduates up 83% at World of Concrete 2016."
February 18, 2016	<i>Contractor Supply</i> website ran a notice titled, "CSDA graduates up 83 percent at World of Concrete."
February 18, 2016	CSDA issued a news release entitled, "CSDA Graduates up 83% at World of Concrete 2016."
February 17, 2016	<i>For Construction Pros</i> website ran a notice titled, "WOC Awards Ceremony Celebrates CSDA Members."
February 16, 2016	<i>Contractor Supply</i> website ran a notice titled, "CSDA fetes innovative member's projects at WOC."
February 16, 2016	CSDA issued a news release entitled, "WOC Awards Ceremony Celebrates CSDA Members."
February 3, 2016	<i>World of Concrete Daily News</i> ran a notice entitled, "CSDA President to be Honored with Award," referring to Ted Johnston's Lifetime Achievement Award.
February 1-5, 2016	Praxis promoted CSDA as a sponsor in its signage and hand-out promo materials listing the hands-on CSDA ST-115 and CSDA Polishing 101 classes on its schedule. The Concrete Openings Award program was also listed and held at the Praxis booth in the Gold Lot.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> listed CSDA in its "World of Concrete Cosponsors" feature.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> included CSDA in its "Continuing Education & Education Partners" feature.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> included CSDA's four training courses in its "Association & Industry Training" listing.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> included CSDA's four training courses with times and locations in its "Association & Industry Training Courses" feature.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> included CSDA in its "Additional Industry Training Courses" feature.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> listed CSDA, in multiple categories, under its "Products" directory.
February 1-5, 2016	The <i>World of Concrete 2016 Program & Exhibits Guide</i> listed CSDA in its "Exhibitors" directory.
January 29, 2016	IACDS included information about the CSDA 2016 Convention in its e-newsletter, which linked to a web page with more details.
January 25, 2016	IACDS website included details of the CSDA 2016 Convention in its calendar section.
January 4, 2016	<i>Spain Forum</i> website included a link and description of CSDA in its directory listing.
January 2016	<i>Concrete Décor</i> published a notice entitled, "Canadian CSDA President to Receive Lifetime Achievement Award" in its "Industry News" feature.
January 2016	<i>Concrete Décor</i> published a notice entitled, "CSDA Chooses High-Flying Keynote Speaker for Convention" in its "Industry News" feature.

1. Public Relations Activities (Cont'd.)

January 2016	<i>Concrete Décor</i> published a notice entitled, "CSDA ST-115 a Hit at Specifier Trade Show" in its "Industry News" feature.
Issue 4 2016/Jan 2016	<i>Professional Demolition Americas</i> listed CSDA training courses at the World of Concrete in its "Heading for Las Vegas?" article.
December 23, 2015	<i>Doc Player</i> website ran a notice titled, "Membership Directory and Resource Guide" that linked to the CSDA document.
December 21, 2015	<i>For Construction Pros</i> website ran a notice titled, "CSDA to Go Big at WOC in Las Vegas."
December 18, 2015	<i>Contractor Supply</i> website ran a notice titled "CSDA Announces 2016 Calendar."
December 18, 2015	CSDA issued a news release entitled, "CSDA to Go Big at WOC in Las Vegas."
December 18, 2015	CSDA issued a news release entitled, "CSDA Announces 2016 Calendar."
December 3, 2015	<i>Professional Demolition International</i> website ran a notice titled, "CSDA-ST-115 a Hit at Specifier Trade Show."
December 2015	<i>Diamante A&T</i> magazine reprinted the June 2015 <i>Concrete Openings</i> job story "Blast Off", giving credit to CSDA.

2. Promotional Materials

- \$764 worth of promotional materials have been sold (-70% YTD 2015-16).

3. Website

- New website listings and banners have been created to promote upcoming association events for 2016.
- The *Concrete Openings* online subscription form has attracted 3,290 new subscribers since July 2002.
- CSDA staff continue to look at ways to enhance and improve the website for the membership.

4. Social Networks

- CSDA's Facebook page currently has 1,347 followers (+6% from the December report).
- The new forum format that replaced the website-based discussion forums continues to attract many industry professionals. The group currently has 635 members (+7% from December). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page now has 287 followers (+36% from December). The account handle and hashtag, **@csdaconcrete** and **#csdaconcrete**, 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.
- The CSDA Twitter account, handle **@csdaconcrete**, was launched in October 2015 and has 44 followers to date. 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.

Meetings

Summer Meeting Schedule

Thursday, June 2, 2016

8:00 AM - 5:00 PM Committee Meetings

Friday, June 3, 2016

8:00 AM - 10:00 AM Board Meeting

Hotel

The Westin Minneapolis
88 South 6th Street, Minneapolis, MN 55402
Tel: 612-333-4006

Reservations

Online: Visit www.csda.org and click on the appropriate listing in the Event Calendar

Tel: 612-333-4006

Room Rate: \$159.00

Cut-off Date: Monday, May 2, 2016

Fall Meeting Schedule

Thursday, September 8, 2016

8:00 AM – 5:00 PM Committee Meetings

Friday, September 9, 2016

8:00 AM – 10:00 AM Board Meeting

Hotel

Sheraton Boston Hotel
39 Dalton Street, Boston, MA 02199
Tel: 857-243-6923

Reservations

Online: Visit www.csda.org and click on the appropriate listing in the Event Calendar

Tel: 888-627-7054

Room Rate: \$199.00 (mention Concrete Sawing & Drilling Association to get this rate)

Cut-Off Date: Sunday, August 7, 2016

Winter Meetings Schedule

Thursday, December 1, 2016

8:00 AM - 5:00 PM Committee Meetings

Friday, December 2, 2016

8:00 AM - 10:00 AM Board Meeting

Hotel

Laguna Cliffs Marriott Resort
25135 Park Lantern, Dana Point, CA 92629
Tel: 949-661-5000

Reservations

Online: Visit www.csda.org and click on the appropriate listing in the Event Calendar

Tel: 888-236-2427

Room Rate: \$189.00 (Mention CSDA Winter Board & Committee Meetings to get this rate)

Cut-Off Date: Monday, October 31, 2016