



**Minutes of the CSDA Board of Directors**  
**Friday, June 3, 2016**

Westin Minneapolis  
Minneapolis, MN

**CALL TO ORDER** - The meeting was called to order by President Kevin Baron at 7:58 AM on June 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, or represented by proxy, providing a quorum for the meeting: Kevin Baron (Western Saw), Tim Beckman (Cutting Edge Services, Inc.), Peter Bigwood (Brokk, Inc.), Scott Brown (ICS, Blount Inc.), Matt Dragon (GPRS), Matthew Finnigan (National Concrete Cutting), Dan Foley (Cobra Concrete Cutting), Bennett Jones (Advanced Concrete Sawing), Greg Lipscomb (Diamond Products), Mike Orzechowski (DITEQ Corp), Kevin Schmitt (Husqvarna Construction Products), Jack Sondergard (Central Concrete Cutting), Kellie Vazquez (Holes Incorporated) and Doug Walker (Douglas H. Walker). Not present were: Mike Nelson (K2 Diamond) and Judith O'Day (Terra Diamond Industrial). Guests in attendance were: Kraig Baron (Western Saw), Arlene Beckman (Cutting Edge Services), Chris Bennett (Tao Group), Dan Brown (Esch Construction Supply), Tony Brunette (Structure Scan), Ty Conner (Austin Enterprise), Jessica Ledger-Kalen (Royale Concrete), Patrick O'Brien (CSDA), Glenn Purdue (Purdue Awsumb & Baudler P.A.), Bruno Silla (GSSI) and Ray Thornton (K2 Diamond).

**APPROVAL OF MINUTES** - Motion was made and seconded to accept the minutes of the March 9, 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 May 27, 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 reviewed the final draft of the CSDA Company Certification Program application and it is now finalized. The committee is requesting that all companies that are currently certified complete the application, so the committee can get an idea as to the effectiveness of the document.

Glenn Purdue attended the meeting and gave his report on the contract proposed by the Construction Certification Institute (CCI) and Fred McGee. It was determined that CCI is not the best fit for CSDA and the committee will continue searching for alternate program administrators.

## **CONVENTION COMMITTEE**

Kevin Baron presented the committee report. The Gran Melia Golf Resort Puerto Rico has been recommended by the committee as the location for the 2017 Convention & Tech Fair. Motion was made and seconded to hold the 2017 Convention & Tech Fair at the Gran Melia Golf Resort Puerto Rico. Motion was passed by unanimous vote, with two members abstaining. The dates for the convention will be March 16-18, 2017 with the Board and committee meetings being held March 14-15.

There was discussion on the concern about the Zika virus and the debt crisis. CSDA staff will address these concerns during the marketing campaign for convention and let attendees know what precautions the hotel has taken to reduce the risk for contracting Zika. Pat and Erin O'Brien reported that during their site visit last month, Zika was not a concern, and due to the location and condition of the property, there are few, if any, mosquitos around the hotel. The Puerto Rico financial crisis should have no effect on the CSDA Convention as the financial transactions for this program are conducted with banks in the US.

## **ELECTION COMMITTEE**

Doug Walker presented the committee report. The committee is finalizing the slate of Board and Officers for the 2017 elections.

## **GPR IMAGING COMMITTEE**

Bruno Silla presented the committee report. The outline for the upcoming GPR Imaging course is being revised and will be finalized in the next couple of weeks. The committee approved this course to be held at the World of Concrete (WOC) 2017, and will submit to the Training committee for approval.

## **MANUFACTURER COMMITTEE**

Greg Lipscomb reported the Tech Fair at the 2016 Convention was a success and the shorter timeframe worked out well. The format will remain the same for the 2017 Tech Fair in Puerto Rico.

Tech Talks are assigned for the upcoming issues of *Concrete Openings*. Upcoming training courses were reviewed as well as equipment assignments.

The committee decided to hold a Manufacturers' Night again in Puerto Rico and will decide on a venue at the September meeting in Boston.

Kellie Vazquez and Matthew Finnigan joined the meeting for a group discussion on the new OSHA Silica Rule. Discussions included changes needed in equipment operation manuals along with testing the manufacturers could do in order to help get different sawing operations into Table 1 of the standard to make it easier for contractors to comply with the new rule.

## **MARKETING COMMITTEE**

Chris Bennett presented the committee report. The committee will be organizing a Pub Crawl at the Boston meetings in September to help raise money and awareness for the marketing development position. T-shirts will be sold and sponsorships for these shirts are available. Any interested sponsors should contact Kevin Baron. The Pub Crawl will be held Thursday evening, September 8.

CSDA is sponsoring the Construction Specifications Institute (CSI) Night Out at the upcoming CONSTRUCT show and CSI Convention, September 7-9 in Austin, TX. Chris Bennett and Joel Cookston of Tao Group will be representing CSDA at the show. The committee approved spending \$1,500 for the Marketing Committee budget for this sponsorship.

A subcommittee was formed to research the option of hiring a consulting group to fulfil the goal of the marketing development position. This subcommittee will also research the benefits to hiring a consulting firm as compared to a person to fill this position.

## **MEMBERSHIP COMMITTEE**

Ty Conner reported that Dan Dennison will be the new vice-chair for the Membership Committee. Several committee members visited local contractors on Wednesday prior to the meetings, with many of these prospects planning on joining CSDA and becoming more involved. Many of these companies came to the committee meetings on Thursday and the dinner Thursday night. The committee will do this again in Boston.

## **NEXT GENERATION COMMITTEE**

Kellie Vazquez presented the committee report. The group hosted a meet and greet Thursday night, June 2 in Minneapolis that drew two new prospective members. They are also planning one for Boston in September, in conjunction with the Pub Crawl.

The committee is requesting an annual budget of \$2,500 to cover the costs of meet and greets.

The committee is looking for speakers for the 2017 Convention & Tech Fair, focusing on a speaker who can discuss working with millennials.

## **POLISHING COMMITTEE**

Chris Bennett presented the committee report. The committee discussed how the OSHA Silica Rule will affect the polishing industry. Volunteers will be conducting testing on upcoming jobsites to collect data and produce case studies. The committee will investigate options to conduct the testing so that it can be a CSDA case study.

Professor Chris Brown, Director Surface Metrology Laboratory in the Mechanical Engineering Department at Worcester Polytechnic Institute was contracted by CSDA to review CSDA ST-115. Funding for this effort to update the document was previously approved.

The committee is requesting all CSDA manufacturer members who are involved in the polishing industry to send at least one of their employees to get CSDA ST-115 Certified.

## **SAFETY COMMITTEE**

Matthew Finnigan reported that the committee is also looking into testing for silica and should combine efforts with the Polishing committee to work together. There will be a time scheduled in Boston for the Safety, Polishing and Manufacturer committees to meet together to discuss. The Construction Institute Safety Coalition (CISC) has filed suit against OSHA in an attempt to overturn issues within the standard. A webinar on the provisions in the crystalline silica final rule has been produced by Jackson Lewis, the law firm that is representing CISC, and is available for members online at <https://vimeo.com/168242085>, password **CSC4**. The committee will review the CSDA Safety Manual and begin work on an Exposure Control Plan that will be added to the manual. They will also begin gathering numbers for budget purposes related to testing in order to gather data regarding respirable crystalline silica exposure.

The script for the Hand Saw safety video is completed and filming will begin soon.

The Best Practice on electrical cord safety has been completed and the committee will review and submit comments prior to the September meeting, with the goal of the Safety and Standards & Specs committees to approve for release at that time.

The final TSTs needing updating and revisions were reviewed and these updates will be completed by June 30. A promotional ad for the TSTs will run in upcoming issues of *Concrete Openings* and the CSDA website.

A new recordkeeping standard was recently released by OSHA and the committee will research who is affected by the standard and how it will affect CSDA contractors.

## **STANDARDS & SPECIFICATIONS COMMITTEE**

Mike Orzechowski presented the committee report. The committee is currently working on six different documents pending release. CSDA-ST-118 *Standard Core Bit Configuration* is ready to be released pending final reviews. A draft of new Tolerance document, CSDA-TL-001 *U.S. Tolerances for Sawing and Drilling* is in progress, and the committee plans to approve it at the September 2016 meeting. The extension cord Best Practice is getting an executive summary and the goal is for it to be released at the next meeting.

The committee is working on a review of CSDA-ST-115 *Measuring Concrete Micro Surface Texture* with the Polishing committee.

## **TRAINING COMMITTEE**

Dan Foley presented the committee report. The structure at St. Petersburg College has been demolished and cleaned up and bids have gone out for the rebuild.

Select Concrete has been approved to host CSDA ST-115 Certification courses in the future.

Husqvarna and Brokk are discussing a location for the 2017 demo robot class. Patrick O'Brien is talking with WOC about hosting a demo course in Las Vegas during WOC 2018.

The WOC 2017 courses have been approved. Estimating, Concrete Polishing, Diamond Cutting: Sharpen Your Skills and CSDA ST-115 Certification will repeat from 2016 and a new course on GPR Certification will be added. This course will be two days and will feature classroom and hands-on training.

Tommy Clay and Jessica Ledger-Kalen are working on a CSDA ST-115 webinar to help educate specifiers on the Standard and how it can be applied to their projects.

#### UNFINISHED BUSINESS

There was no unfinished business.

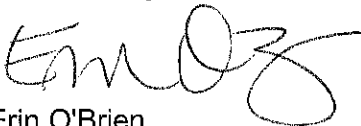
#### NEW BUSINESS

The annual dues for the Construction Industry Safety Coalition (CISC) for 2016 are \$3,500, which is higher than the budgeted amount of \$500. The additional funds are required to support the legal actions taken by CISC to challenge the new OSHA Silica Rule. Motion was made and seconded to approve \$3,500 in annual dues for CISC. The motion was passed by unanimous vote.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held on September 9, 2016 in Boston, Massachusetts at the Sheraton Boston.

ADJOURNMENT - There being no further business, the meeting was adjourned at 9:17 AM.

Submitted by,



Erin O'Brien  
Assistant Director to the Executive Director



## CSDA Executive Director's Report

June 3, 2016

### Membership Status

#### 1. Current Membership Status

	<u>12/93</u>	<u>12/00</u>	<u>12/06</u>	<u>12/08</u>	<u>12/10</u>	<u>12/11</u>	<u>12/12</u>	<u>12/13</u>	<u>12/14</u>	<u>12/15</u>	<u>05/16</u>
Contractors:											
-North America	139	189	365	385	305	308	322	286	289	308	300
-Imaging								4	4	6	5
-Polishing								2	9	13	12
-Overseas	16	22	41	47	51	49	40	36	37	38	32
Manufacturers	31	46	52	51	44	47	44	45	42	46	44
Distributors			9	16	8	10	9	9	10	9	12
Affiliates	23	28	40	40	42	42	44	39	40	39	36
Associations		8	16	16	17	17	17	18	18	18	18
Total Members	209	293	523	555	467	473	476	439	449	477	459
Dues (\$ 000)	81	133	344	402	337	329	346	342	350	375	365

<b>Membership growth:</b>	<b>-5% (2015-2016 YTD)</b>	<b>Dues growth:</b>	<b>+4% (2015-2016 YTD)</b>
	<b>+120% (1993-2016 YTD)</b>		<b>+351% (1993-2016 YTD)</b>

#### 2. Prospects/Specifiers Database

<u>Category</u>	<u>Database Leads</u>
Prospects	8,908 (1,988 in Jan. 1995)
Specifiers	6,091 (764 in Jan. 1995)
General Mail List	<u>3,636</u>
<b>Total Database</b>	<b>18,635 (+3% 2015-2016 YTD)</b>

#### 3. Welcome 19 new CSDA Members since the March 9, 2016 Board Meeting:

**A-Core Concrete Cutting, Inc.**, Salt Lake City, UT - Jake Rodgers - Tel: 801-261-5552  
**Avenger Performance Group**, Bakersfield, CA - Edwin Hacobian - Tel: 661-349-7705  
**Civil Field Services**, Vincent, AL - Joey Collier -Tel: 205-288-8619  
**Clear Cut Concrete**, Cave Creek, AZ - Aaron Witsoe - Tel: 489-414-9198  
**Concrete Cutters, Inc.**, Kaukauna, WI - Lori Zuleger - Tel: 920-766-1721  
**CoreTech Industries Ltd.**, Abbotsford, BC, CANADA - Ron Driediger – Tel: 604-626-0100  
**Dot Diamond Core Drilling, Inc.**, Hyattsville, MD - Paul Rivera - Tel: 301-316-8220  
**Marek Sawing & Drilling, LLC**, Spring, TX - Danielle Aucoin - Tel: 281-251-9323  
**Matrix Environmental, Inc.**, Long Beach, CA – Dustin Devoto - Tel: 714-299-8444  
**Mavo Concrete Sawing Services Inc.**, White Bear Lake, MN - Josh Rubatt - Tel: 715-392-2463  
**NEXXT Concrete Cutting & Construction Ltd.**, Edmonton, AB CANADA - Travis Lega -Tel: 780-466-0900  
**Productions Team Inc.**, Prattville, AR – Jason Barnes - Tel: 870-917-2054  
**Prosource Diamond Tools, LLC**, Indianapolis, IN - Cory Crouch - Tel: 317-722-7739  
**REPIMEX C.A.**, Caracas, VENEZUELA – Alfredo Gomez - Tel: 58-21 2265 7587  
**Quest Building Products Inc.**, San Diego, CA - Jesse Botello- Tel: 858-586-0864  
**Quest Building Products Inc.**, Anaheim, CA - Jodi Cain - Tel: 714-738-6640  
**Quick Cut, Inc.**, St. George, UT - Daniel Syphus – Tel: 435-628-8719  
**Rental Tools Online**, Sterling, VA - Stan Hampton- Tel: 866-952-8665  
**The Hiring Range**, Rogers, AR - Zachary McDaniel - Tel: 203-900-4868

#### 4. Member Update

- Membership status since January 1, 2016 includes 33 new members and 51 resignations.
- The decrease in members from 483 in June 2015 to 459 in June 2016 reflects an earlier cleanup of the membership records to drop those who have not paid dues for the current year. The Membership Committee and CSDA staff are continuing their efforts to resign these members.
- The number of Toolbox Safety Tips (TST) remains at 106, with the focus on bringing old documents up-to-date with quiz questions and sign-off sections. TST#110-A *Roadway Safety* was reissued in March, TST#131-A *Attributes of Safe Cutting Professionals* was reissued in April while three TSTs were reissued in May: TST#156 *Empty Containers*; TST#159 *Evacuation Safety*; and TST#168 *Elevator Safety*. All TSTs have been uploaded as PFD's on the Member Section of the CSDA Website.
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA Website continues on a regular basis. Seven new requests were received since the March 9, 2016 Board meeting from Ohio, Texas, Washington (2), Australia (2) and Canada. A total of 421 requests have been received since this feature was introduced in late 2005.
- Two CSDA promotional emails were sent to member prospects in March and May based on the "CSDA Superheroes" campaign launched in 2015. The email distribution dates coincided with the release of two major superhero movies in those months and were complemented by several social media posts.

#### 5. Next Generation

- Members of the Next Generation hosted two panel discussions at the 2016 Convention & Tech Fair. Jami Harmon moderated a panel entitled "Utilizing Social Media to Grow Your Business" while Mark DeSchepper moderated a panel entitled "How Cutters and Scanners Can Work Together." Both panels received very positive feedback from convention attendees.
- The group will be organizing a "Meet and Greet" prior to the group dinner Thursday night at the Summer Board & Committee Meetings in Minneapolis. This will be an informal gathering to bring together current committee members and local contractors.

#### 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	45	125
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	23	30	30	10	10	8	3	114
Online Training-Yardstick		1,175	821	212	101	150	166	2,625
<b>Totals per Year/Period</b>	<b>1,136</b>	<b>1,562</b>	<b>1,031</b>	<b>321</b>	<b>234</b>	<b>418</b>	<b>322</b>	<b>5,024</b>

#### Training Update

- A CSDA-ST-115 Certification class was held April 14, 2016 at Ace Cutting Equipment & Supply, Inc. in Novi, Michigan, with 23 graduates. Another class is being scheduled during the Concrete Décor Show in San Diego, California, September 26-29, 2016.

**Training Update (Cont'd.)**

- CSDA plans to schedule five training courses again at World of Concrete in Las Vegas, Nevada (January 16-20, 2017), based on the success of the 2016 course offerings. The 2017 program will again feature an Estimating class along with a Concrete Polishing 101, ST-115 Certification and *Diamond Cutting: Sharpen Your Skills* class. A fifth course on GPR imaging certification is being added.
- Registration for a series of 101-level concrete cutting courses in Elyria, Ohio, October 3-8, 2016, has been opened. The Slab Sawing & Core Drilling 101, Wall & Hand Sawing 101 and Wire Sawing 101 courses are hands-on and are geared toward new operators, sales people and anyone looking to expand their knowledge of cutting disciplines.
- Registration for the association's advanced Operator Certification courses, scheduled for October 31 to November 5, 2016 in Clearwater, Florida, will open in June.
- The CSDA online training website continues to be popular. To date, 969 users (+2% since the March 9, 2016 Board Meeting) with 204 companies (+1%) have taken a total of 2,625 exams. CSDA has now received \$59,788 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	467
Wall Sawing	370
Core Drilling	336
Hand Sawing	258
Wire Sawing	240
Electrical Safety	21
<b>Total</b>	<b>1,692 (+3% 2015-16 YTD)</b>

**2. Safety Handbook / Safety Manual**

- A total of 6,570 CSDA Safety Handbooks (original + new bilingual) have been sold since introduction in January 2000.
- Sales of the CSDA Safety Manual continue, with 253 copies of the print and electronic versions sold since its introduction.

**Standards & Specifications**

- The committee approved two new CSDA Standards in April. CSDA-SA-116 *Standard Arbor Configurations* and CSDA-FA-117 *Flushcut Arbor Configurations* have been uploaded to the CSDA Website and are available to all in PDF format.
- CSDA-SC-118 *Standard Core Bit Configuration* is awaiting some final edits and additions before being released in June, along with Tolerance document CSDA-TL-001 *U.S. Tolerances for Sawing and Drilling*.
- A review of CSDA-ST-115 *Measuring Concrete Micro Surface Texture* is being carried out by the Polishing Committee with assistance from the Standards & Specifications Committee. Any updates to this Standard will be incorporated and a new revision released to the industry.

**Concrete Openings**

**1. Advertisement Summary**

<u>Issue</u>	<u>Total Pages</u>	<u>Paid Ad Pages</u>	<u>Ad/Total Pages (%)</u>
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
June '16	68	17.6	25



## 1. Advertisement Summary (Cont'd.)

- The number of paid ad pages for the June issue remain the same as March, despite some companies deciding not to schedule advertising in this issue. Staff have continued an aggressive campaign to attract new business, which resulted in one new advertiser, one returning advertiser and two existing advertisers increasing their ad space from the original contracts.
- The percentage of ad pages to total pages is targeted at a maximum of 35%, so the 25% figure for the June issue still presents a big opportunity to increase as pages for the remainder of the year.
- The June issue also features a 2/3-page house ad that promotes CSDA's online membership directory and search features. Ads of the same size will appear in the September and December issues focused on the association's web-based resources for both members and specifiers.

## 2. Concrete Openings Highlights

- The June issue of *Concrete Openings* contains four CSDA contractor job stories:
  - Core drilling of a deep rock tunnel system in Indianapolis, Indiana
  - Wall sawing of window openings at a newspaper office building in Houston, Texas
  - The large-diameter core drilling of a concrete slurry wall in Staten Island, New York
  - The creation of concrete openings on a lighthouse tower off the coast of England
- Additional sections include business, safety, technical and health-related articles, industry news and a CSDA member testimonial from Tim Rudder of International Drilling & Sawing, Inc., in Montgomery, Alabama.
- Articles detailing the CSDA 2016 Convention, the IACDS 2016 Meeting and the association's involvement with Praxis events also feature.
- A new column from current IACDS President Julie White is included and will become a regular feature in the magazine.
- Free *Concrete Openings* subscription forms continue to be received through the *Concrete Openings* website. A total of 167 new print subscriptions (up +28% since March 2016) have been received through the website since it went live in March 2015, bringing the total to 2,818.
- Marketing campaigns to increase ad pages and encourage job story submissions from member companies are underway.

### Concrete Openings Website

- The *Concrete Openings* Website features current and archived issues up to the June 2016 issue.
- The new Website has had almost 34,600 page views (+24% from March 2016) since its launch in March 2015. This brings the total page views for [concreteopenings.com](http://concreteopenings.com) to 134,737. Over 5,400 (+17%) unique visitors have viewed the site for an average of four minutes.

### Exhibitions

- CSDA conducted a marketing campaign for WOC 2016 focused on CSDA Source Code **A26**. The campaign was a success, as CSDA's rebate for this year totaled \$52,119. This is the highest rebate amount ever earned by CSDA! The goal was to improve on the 2015 rebate performance \$45,309. There were 1,446 attendees who registered using the **A26** source code, giving CSDA a rebate of about \$36 per registered attendee. CSDA ranked fourth this year out of 18 co-sponsor associations, many much larger than CSDA.
- 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:
  - *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 in San Diego
  - *Infra Oman 2016* on October 10-12 in Sultanate of Oman
  - *BuildTech Asia 2016* on October 18-20 in Singapore
  - *International Concrete Polishing & Staining Exhibition* on October 20-22 in Milwaukee
  - *Concrete Myanmar 2016* on November 10-12 in Yangon, Myanmar
  - *Auckland Build 2016 Expo* on November 16-17 in New Zealand
  - *CONEXPO-CON/AGG 2017* on March 7-11 in Las Vegas

## Related Associations

- The IACDS 2016 Conference was held on April 16-17, 2016 in Munich at the end of the Bauma Exhibition. CSDA has been a member of IACDS since its founding 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 by Donat Fritsch of NESTAG and Martin Goedickemeier of Hilti. Donat's presentation was *Understanding the Business Models of the Industry* and Martin's was *Anchoring for Diamond Cutting and Coring Equipment-Recommendations and Load Considerations during Operation*.
- The presentation of the Diamond Award 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 President's Ted Johnston and Tom Stowell. The winner of the 2016 Diamond Award was Diamantbohr Group from Switzerland and the two runner up entries were from Diatec in Germany and Thayr in Spain.

## Annual Conventions

- The CSDA 2016 Convention & Tech Fair was held March 10-12, 2016 at the JW Marriott Desert Springs Resort. There were 163 registered attendees with 19 companies exhibiting at the Tech Fair.
- Keynote Speaker Dick Rutan gave an exciting keynote address and received many positive reviews from attendees. There were five additional presentations/panel discussions given and moderated by CSDA members.
- Ted Johnston was unfortunately unable to make the convention due to a death in the family and Jim Dvoratchek accepted Ted's Lifetime Achievement Award on his behalf.
- The convention committee conducted three site visits in Puerto Rico in May 2016 to the following resorts: W Vieques Retreat on Vieques Island, Waldorf Astoria El Conquistador Resort in Fajardo and Gran Melia Puerto Rico Resort in Rio Grande. Based on the visits, the committee is recommending the Gran Melia Puerto Rico Resort to the Board as the location for the 2017 Convention & Tech Fair. The dates are March 14-18, 2017.
- The committee continues to investigate west coast locations for 2018 including Hawaii and will be conducting site visits this fall.

## CSDA Promotion

### 1. Public Relations Activities

<u>Dates</u>	<u>Promotion</u>
May 8, 2016	<i>Evensi</i> website ran a notice titled, "CSDA Summer Board & Committee Meetings" with a description and links to the meeting details.
May 2016	<i>The ASCC 2016 Member Directory</i> included a CSDA listing in its "Member Directory" section.
April 14, 2016	<i>Construction Canada</i> published an article by Chris Bennett entitled "Polished Concrete's Warring State" that highlighted CSDA Standard ST-115 Measuring Concrete Micro-surface Texture.
April 9, 2016	IACDS website included information about the election of the CSDA 2016 Board of Directors in the newsletter, which linked to a web page with more details.
April 6, 2016	<i>Contractor Supply</i> website ran a notice titled, "CSDA elects new board members."
April 2016	<i>Concrete Décor</i> ran a notice titled, "CSDA Surpasses Graduation Record" in its "Industry News" feature.
April 2016	<i>Concrete Décor</i> listed the CSDA Board and Committee Meetings in its "Event Calendar" feature.
March 31, 2016	<i>Concrete Décor</i> website ran a notice titled, "CSDA Elects 2016 Board of Directors."
March 31, 2016	<i>Concrete Décor</i> website ran a notice titled, "First-Time Attendees Up 36% at 2016 CSDA Convention."
March 30, 2016	<i>Concrete Construction</i> website ran a notice titled, "CSDA Elects 2016 Board of Directors."

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

March 29, 2016	<i>Contractor Supply</i> website ran a notice titled, "First-Time Attendees Up 36% at 2016 CSDA Convention."
March 29, 2016	<i>For Construction Pros</i> website ran a notice titled, "First-Time Attendees Up 36% at 2016 CSDA Convention."
March 29, 2016	CSDA news release issued, entitled, "First-Time Attendees Up 36% at 2016 CSDA Convention."
March 29, 2016	<i>For Construction Pros</i> website ran a notice titled, "CSDA Elects 2016 Board of Directors."
March 28, 2016	Auckland Build 2016 website lists CSDA as a show partner on its Partners page.
March 28, 2016	CSDA news release issued, entitled, "CSDA Elects 2016 Board of Directors."
March 25, 2016	<i>Real Estate Rama</i> website ran a notice titled, "Construction Industry Voices Concerns with Silica Rule," listing CSDA as a member of the CISC.
March 23, 2016	<i>Contractor Supply</i> website ran a notice titled, "OSHA Silica Rule - Make Your Voice Heard" based on a CSDA eblast.
March 1, 2016	<i>Diamante A&amp;T Magazine</i> reprinted the December 2015 <i>Concrete Openings</i> job story "Open Wide", giving credit to CSDA.
March 2016	<i>IACDS Newsletter</i> ran a notice entitled "WOC Awards Ceremony Celebrates CSDA Members" with information from the February 16 <sup>th</sup> CSDA news release.
February/March 2016	<i>Concrete Décor</i> listed the CSDA 2016 Convention & Tech Fair in its "Event Calendar" feature.

## 2. Promotional Materials

- \$3,074 worth of promotional materials have been sold (-14% YTD 2015-16).

## 3. Website

- The CSDA Website had two new banners added to promote the association's summer meetings and fall training courses, linking to the applicable information.
- The *Concrete Openings* online subscription form has attracted 3,326 new subscribers since July 2002.
- CSDA staff continue to update the Members Section of the website with the latest TST revisions, meeting minutes, issues of CSDA News and any other relevant information.

## 4. Social Networks

- CSDA's Facebook page currently has 1,419 followers (+5% from the March 2016 report).
- The "CSDA Forum for Professionals" closed Facebook group, the association's forum discussion platform, currently has 669 members (+5%). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page, **@csdaconcrete**, now has 327 followers (+14%). Members should use **@csdaconcrete** and **#csdaconcrete** in work-related posts and the best ones will be reposted to the CSDA account.
- The CSDA Twitter account, **@csdaconcrete**, currently has 70 followers to date. Members are encouraged to "follow" this account and "like" or "re-tweet" posts with the hashtags **#csdaconcrete** and **#CSDANextGen**.
- A social media hashtag was created for the CSDA 2016 Convention. **#CSDAConv16** was used by members to present a collective of images and posts about the event across multiple platforms.
- Professional photographs from the CSDA 2016 Convention were added to a gallery on the Flickr website service, and an email was distributed to all convention attendees with a link to the gallery.

## **Meetings**

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### **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

12:00 – 7:00 PM      Clam Bake at the Beach (Organized by Ron & Charlotte Culgin)

#### **Hotel**

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

#### **Reservations**

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

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### **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](http://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

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**World of Concrete 2017 Meeting and Training Schedule**

**Monday, January 16, 2017**

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

**Tuesday, January 17, 2017**

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

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

9:30 AM – 5:00 PM CSDA Exhibiting

**Wednesday, January 18, 2017**

8:00 AM – 9:00 AM CSDA Board Meeting

8:00 AM – 5:00 PM CSDA *Diamond Cutting: Sharpen Your Skills* Training

8:00 AM – 5:00 PM CSDA Concrete Polishing 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 19, 2017**

8:00 AM – 5:00 PM CSDA *Diamond Cutting: Sharpen Your Skills* Training

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

9:30 AM – 5:00 PM CSDA Exhibiting

**Friday, January 20, 2017**

9:30 AM – 1:00 PM CSDA Exhibiting

**Location**

Las Vegas Convention Center

Las Vegas, NV

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