



Minutes of the CSDA Annual Business Meeting
Saturday, March 10, 2018

Grand Wailea Resort
Wailea, Hawaii

CALL TO ORDER - The meeting was called to order by President Jack Sondergard at 10:41 AM on March 10, 2018. The Assistant to the CSDA Executive Director, Erin O'Brien, recorded the minutes.

ROLL CALL - A call of the roll indicated that a quorum was present.

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the March 18, 2017 annual business meeting. Motion was passed by unanimous vote.

TREASURER'S REPORT – Mike Orzechowski presented the Treasurer's Report. Motion was made and seconded to accept the financial report as of December 31, 2017 as presented. Motion was passed by unanimous vote.

BUSINESS OF THE MEETING

Jack Sondergard welcomed members to the convention. He thanked the members for their continuing participation and support of the association.

Sondergard appointed John Neff and Kellie Vazquez to serve as Inspectors of Election as required by the CSDA Bylaws for the election of Directors. He then introduced Donna Harris to present the Election Committee report.

ELECTION COMMITTEE

Donna Harris recognized the current Officers and Board of Directors. Harris then introduced the Board nominees. Board of Director nominees were Peter Bigwood, Scott Brown, Bill Fisher, Rick Glidewell, Bennett Jones and Tim Terrell. Harris called for any additional ballots to be submitted immediately so the final vote count could be conducted.

REPORT TO MEMBERS

Executive Director Patrick O'Brien reported to the members on the accomplishments of CSDA in 2017. The 2017 Convention in Puerto Rico was a success and turned a profit for the 25th consecutive year. Attendance was consistent with 2016, with 160 people in attendance, yet a profit was still made. This was the first time CSDA has held a convention in Puerto Rico, and some attendees may have been deterred from attending due to concerns about the Zika virus, which was active during the marketing campaign. Six presentations, panel discussions and a keynote were on the agenda, as well as two workshops and four optional activities were offered.

Keynote speaker Nathan Schwagler, co-founder of the Dali Innovation Labs in St. Petersburg, Florida, challenged attendees to think outside the box using creativity and LEGOs to educate attendees on new ways of thinking.

Marketing accomplishments included various sponsorships and fundraising events. The Austin Pub Crawl held in December raised \$4,000 to support the Market Development Program. Submit Your Job for a Bid Request inquiries were up 5% from 2016.

Concrete Openings magazine continued to be a success story for CSDA. Ad pages sold in 2017 were down 2% to 72 pages, while profit was still a healthy \$34,000, although down 21% from 2016. Circulation is now over 19,000 with an annual readership of 70,000. The *Concrete Openings* stand-alone website continues to be well received with 180,000 page views and over 30,000 unique visitors since the site launched.

The CSDA Website activity has remained strong. The CSDA Facebook page is gaining audience with 1,700 fans (+11% from 2016). The CSDA Instagram page (@csdaconcrete) has 614 followers (up 20% from 2016) and LinkedIn page (700+ group members) have both attracted strong followings. A Twitter account (@csdaconcrete) was launched in late 2015, already picking up over 100 followers.

CSDA membership was up 1%, continuing to grow after a 4% increase in 2016. CSDA ended 2017 with 501 member companies. North American contractors numbered 332, GPR imaging contractors 6, polishing contractors 12, overseas contractors 33, manufacturers 47, distributors 16, affiliates 36 and reciprocal associations 19. The practice of holding quarterly Board and committee meetings in cities with manufacturer members, so that a plant tour can be offered, continued with the September meeting in Phoenix, AZ near the Pentrunder facility. The testimonial campaigns "Why I Joined CSDA" and "Why I Remain a Member" continued to be featured in *Concrete Openings*, highlighting the benefits of membership.

The GPR Imaging Committee held a new class at the World of Concrete 2017, CSDA GPR Certification, that counted 16 students in its first year.

The Next Generation Committee hosted a networking reception at the World of Concrete show, again at the Renaissance Las Vegas drawing another large crowd, as well as a meet and greet for local members and prospects in Phoenix for the September Board and committee meetings. Keith Ripley, Kellie Vazquez, Pat O'Brien and Erin O'Brien met with a representative from the National Center for Construction Education & Research (NCCER) about partnering on future training programs.

The Safety Committee was active with projects in 2017. Toolbox Safety Tips (TSTs) now total 108, with revisions ongoing. Total sales of the six CSDA safety and training DVDs reached 1,738 copies. The CSDA Safety Manual and Safety Handbook have sold over 6,930 copies. CSDA renewed its association membership with the Construction Industry Safety Coalition to continue to provide a unified voice from the construction industry on OSHA's Rule on Occupational Exposure to Crystalline Silica. A Silica Exposure Control Plan was added to the CSDA Safety Manual.

The Standards & Specifications Committee issued several new documents. CSDA-BP-020 *Concrete Chain Sawing* was released and CSDA-BP-001 *Slurry*, CSDA-PC-113 *Polished Concrete* and CSDA-BP-017 *Subsurface Embedments* were all updated and re-released.

The CSDA Polishing Committee held two courses at the WOC 2017, Concrete Polishing 101 and CSDA-ST-115 Certification. The manual and teaching presentation for the Concrete Polishing 101 course were both updated. The committee is continuing to work with Prof. Chris Brown on the Surface Texture update and the new CSDA-ST-118.

The number of graduates from CSDA training programs now totals 5,881, up 9% from 2016. The online training website continues to be very popular. To date, 1,051 users (+7% over 2016) have taken a total of 3,313 exams (+13%). CSDA has now received \$77,000 for its portion of the registration fees. Slab Sawing & Core Drilling 101, Wall/Hand Sawing 101 and Wire Sawing 101 classes were held at ICS/Pentrunder in Portland, OR with 34 students. The Operator Certification 201 classes at St. Petersburg College in Clearwater, FL were a considerable success with 16 students. CSDA also held four training sessions at the World of Concrete 2017. The Estimating course had 11 students, the Polishing course had 13, the CSDA-ST-115 Certification course had six students and the new *Diamond Cutting: Sharpen Your Skills* class had five students. All courses saw attendance drop-off from 2016, due in large part to the compete ConExpo show, also held in Las Vegas in March.

CSDA again received a record rebate in the amount of \$52,938 (up 2% from 2016) from its promotion of the World of Concrete (WOC), with show attendance down 15% to 50,770. Again, this drop was due in large part to the compete ConExpo show held in Las Vegas in March. CSDA received the 5th highest rebate out of 19 cosponsor associations, many of which are significantly larger. CSDA maintained its high rebate amount by taking market share from other associations. Rebates from participation in the WOC since 1977 now total \$800,000. CSDA promotional activities at WOC included the fourth annual *Concrete Openings Awards* ceremony, the Next Generation Reception and a new CSDA Raffle Drawing held during three days at the booth. Items donated by manufacturer members, including Merit, Pullman Ermator and Western Saw were raffled off to those who entered the drawings.

O'Brien thanked all committee members for all their efforts in 2017 and recognized the committee chairs: Doug Walker (Certification), Kevin Baron (Convention), Donna Harris (Election), Greg Lipscomb (Manufacturer), Jami Harmon (Marketing), Ty Conner (Membership), Mark DeSchepper (GPR Imaging), Kellie Vazquez (Next Generation), Jessica Ledger-Kalen (Polishing), Matthew Finnigan (Safety), Mike Orzechowski (Standards & Specifications) and Patrick Harris (Training).

ELECTION RESULTS

Harris announced the results of the election of Board of Directors with terms expiring in 2020. Newly-elected members of the Board of Directors are: Peter Bigwood, Scott Brown, Bill Fisher, Rick Glidewell, Bennett Jones and Tim Terrell. They will join returning Directors and Officers completing the second year of their term. Board members are: Ty Conner, Dan Dennison, Mark DeSchepper, Jami Harmon, Jessica Ledger-Kalen and Greg Lipscomb. Returning Officers are President Jack Sondergard, Vice President Matthew Finnigan, Secretary/Treasurer Mike Orzechowski and Past President Kevin Baron. Sondergard asked meeting attendees to give the new and returning Officers and Board of Directors a round of applause.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

There was no new business.

NEXT MEETING - The next annual meeting will be held March 15, 2019, during the CSDA Convention in St. Petersburg, Florida.

ADJOURNMENT - There being no further business, the meeting was adjourned at 11:13 AM.

Submitted by,

A handwritten signature in black ink, appearing to read "EMOB", written in a cursive style.

Erin O'Brien
Assistant to the Executive Director