



**Minutes of the CSDA Board of Directors**  
**Thursday, December 9, 2021**

Loews Vanderbilt Hotel  
Nashville, TN

**CALL TO ORDER** - The meeting was called to order by President Mike Orzechowski at 10:03 AM on Thursday, December 9, 2021. 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: Brandon Bailey (A-Core), Ty Conner (Austin Enterprise), Mark DeSchepper (Echo GPR Services), Matthew Finnigan (National Concrete Cutting, Inc.), Bill Fisher (National Research Company), Donna Harris (Concrete Renovation), Jeff Keeling (Brokk, Inc.), Kellie Kimball (Holes Incorporated), Greg Lipscomb (Diamond Products), Ryan McBride (Polished Concrete Consultants), Mike Orzechowski (DITEQ Corp.), David Perkins (Hilti, Inc.), Bruno Silla (GSSI), Kristin Waters (Greene's Inc.), Kevin Warnecke (ICS) and Ronnie Wilhite (Texas Cutting & Coring). Guests in attendance were: Scott Brown (ICS), Bob Crowther (Husqvarna Construction Products), Dan Foley (Cobra Concrete Cutting), Doug Gallagher (ICS), Kevin Gardner (Husqvarna Construction Products), Patrick Harris (Concrete Renovation), Sid Kilgore (Diamond Products), Duke Long (Interstate Sawing), Chad McDonald (Husqvarna Construction Products), Clint Ralston (Fine Cut), Joe Shebesta (In Place Machining), Billy Tucker (DITEQ Corp.), Doug Walker (Walker Cutting Services) and Jon Zack (CSDA).

**OPENING REMARKS** – Mike Orzechowski welcomed everyone to the meeting.

**APPROVAL OF MINUTES** - Motion was made and seconded to accept the minutes of the September 2, 2021 Board meeting as written. Motion was passed by unanimous vote.

**TREASURER'S REPORT** – Mark DeSchepper presented the Treasurer's Report for the period ending November 30, 2021. Motion was made and seconded to accept the report as presented. Motion was passed by unanimous vote.

DeSchepper presented the 2022 budget proposal as recommended by the Finance Committee. Motion was made and seconded to accept the 2022 budget as presented. Motion was passed by unanimous vote.

## BUSINESS OF THE MEETING

### **EXECUTIVE DIRECTOR'S REPORT**

Erin O'Brien presented the CSDA Executive Director's Report covering current membership status, new members, training, safety, standards and specifications, *Concrete Openings* magazine/website, exhibitions, related associations, annual conventions, Next Generation, public relations activities, promotional materials, CSDA website, social networks and future meetings. The CSDA Executive Director's Report is attached.

### **CERTIFICATION COMMITTEE**

Doug Walker presented the committee report. There have been no new Certified Companies or applications since the September Board meeting.

### **CONVENTION COMMITTEE**

Erin O'Brien presented the committee report for Kevin Baron. The 2022 Convention was to take place March 29 – April 2, 2022 at the Hamilton Princess Hotel in Bermuda. Due to local COVID-19 related travel restrictions in Bermuda, the committee decided it was best to relocate the Convention to maximize attendance. A search for a new location was begun in November, and the committee is recommending The Scott Resort & Spa in Scottsdale, AZ as the new location. A favorable proposal has been received. Motion was made and seconded to move the location of the Convention to The Scott Resort. Motion was passed by unanimous vote.

The 2023 Convention & Tech Fair will now be held in Bermuda at the Hamilton Princess Resort.

### **ELECTION COMMITTEE**

Donna Harris presented the committee. Six applications for the 2022 Board of Directors were received, and the committee is recommending the following slate for the 2022 Election: Bob Crowther, Husqvarna Construction Products; Donna Harris, Concrete Renovation; Jeff Keeling, Brokk, Inc.; Duke Long, Interstate Sawing & Demolition; David Perkins, Hilti, Inc. and Kevin Warnecke, ICS.

With the move of the Convention from Bermuda to Arizona, the committee will reach out to Kevin Baron to see if he would like to receive the Lifetime Achievement Award in 2022. No other LAA applications have been received to date.

### **GPR IMAGING COMMITTEE**

Bruno Silla presented the committee report. The two GPR Certification classes held in the fall, one in Olathe, KS on October 22 with Mark DeSchepper instructing, and the other in Clearwater, FL on November 6 with Rick Norland instructing, were both a success. Fourteen students total graduated from these two courses.

Due to low registration, the GPR Methods & Theory class at the World of Concrete will be cancelled. The committee will continue to watch registration for the GPR Certification class, which currently has five students registered, and determine at a later date if this class will still be held.

The manuals for both classes were reviewed, and based on student feedback, future manuals will have updated images included in color. The committee will review the text for any additional updates.

A proposal was made to hold the GPR Certification class in the same city and at the same time as the Board and committee meetings. The committee will continue to discuss and will make a decision at the March 2022 meeting.

Planning continues for an online GPR Methods & Theory class, and discussion began for an online data analysis course.

## **MANUFACTURER COMMITTEE**

Scott Brown presented the committee report. The 2021 training courses held in Olathe, KS in October and Clearwater, FL in November were both successful. The committee thanked all who participated with equipment and personnel for their support.

The committee will hold a new equipment lottery at the March 2022 meeting to assign a primary and secondary supplier of all equipment. The secondary supplier will be used if the class is larger than 20 students.

The Tech Talk schedule was updated, with Garry Henderson of DDM Concut providing the latest Tech Talk for the September 2021 issue of *Concrete Openings*. Bob Crowther with Husqvarna will provide the Tech Talk for the December 2021 issue, and Scott Brown with ICS will provide the Tech Talk for the March 2022 issue.

The Tech Fair for 2021 was cancelled but is back on for the 2022 Annual Convention in Scottsdale, AZ. Registration will open soon for the Convention & Tech Fair. Manufacturers' Night will also resume during the 2022 Convention.

Jon Zack asked all manufacturer members to provide CSDA with their marketing contact person or firm.

The committee restated their goals of increasing contractor participation in association events and business, and for each manufacturer on the committee to bring in five new contractor members by the end of 2021.

## **MARKETING COMMITTEE**

Ronnie Wilhite presented the committee report. Wilhite was appointed as the new Chair of the committee and announced Dani Planto with Diamond Vantage as the vice-chair.

The 2021 Calendar Contest was a success, and the calendar will be included with the December 2021 mailing of *Concrete Openings* magazine. For the 2022 contest, entries will be limited to 5 to 10 per company.

A presentation on GPR is being developed to use to present to specifiers. Erin O'Brien and Bruno Silla are working on this project and will have a draft for the committee to review at the March meeting.

CSDA is supporting the 2022 Canadian Concrete Expo in Toronto, February 17-18. Erin O'Brien will attend this show to determine if CSDA should exhibit in the future. Scott Brown with ICS will also be there as an exhibitor and will provide feedback to the committee at the March 2022 meeting.

O'Brien International presented several marketing proposals they would like to implement with CSDA in 2022. These proposals will help to market CSDA members, including those who have Company Certification, Operator Certification and GPR Operator Certification, to the concrete construction community via digital marketing and advertising. These programs will enhance member benefits for all members. Another proposal focused on marketing members and the association to specifiers. The committee recommended these proposals to the Board for approval. Motion was made and seconded to approve the O'Brien International marketing proposals. Motion was passed by unanimous vote.

### **MEMBERSHIP COMMITTEE**

David Perkins presented the committee report. The committee is going to start work on a new dues structure that will either be a flat fee or tiered based on use instead of sales. They also want to incorporate credits for participation in things like convention, training, meeting attendance, sponsorships, etc.

Bill Glynn with U.S. Saws and SMI/AEM was present at the meeting and reported that SMI would like to renew the partnership between their group and CSDA. SMI was approved for reciprocal membership in CSDA, and Bill will provide information to CSDA about the SMI meeting at World of Concrete.

### **NEXT GENERATION COMMITTEE**

Bill Fisher presented the committee report. The committee will again host a CSDA networking reception at the World of Concrete 2022 on Wednesday, January 19 from 5-7pm at the Davidoff of Geneva Cigar Bar.

The 2021 Calendar Photo Contest was a success, with Austin Enterprise winning the Instagram contest for the cover. Next year's contest will emphasize best safety practices in all submitted photos, and the committee will automatically eliminate any that do not follow the guidelines.

The whiskey-tasting virtual happy hour was held in November with 18 participants. The committee will plan a group activity at the Scottsdale convention.

### **POLISHING COMMITTEE**

Ryan McBride presented the committee report for Bruce Ferrell. The Concrete Polishing 101 class at World of Concrete was cancelled due to low registration numbers. It was determined by the committee that due to lack of contractor participation and industry interest, the committee will suspend its meetings until further notice, or until it becomes necessary to meet again. It will retain all Intellectual Property gained from the various testing projects until further notice.

## **SAFETY COMMITTEE**

Brandon Bailey presented the committee report. The scripts for the safety videos on Flat/Slab Sawing, Core Drilling, Wall Sawing and Wire Sawing have been reviewed, updated and will be sent around to the committee with the minutes for final review.

Erin O'Brien reported she has a call scheduled with OSHA to discuss renewing the OSHA Alliance with CSDA on January 26, 2022.

The committee proposed hosting a roundtable on anchoring. This roundtable will be held in 2022.

CSDA's membership in the Construction Employer's Association (CEA) Silica Data sampling program was reviewed, and it was decided that the benefits did not justify the cost of participation. The committee decided not to renew the membership and will look into the SGS Galson program instead.

The committee discussed the possibility of hosting a Safety Summit, similar to the one hosted in November 2021 by ASCC and TCA. A subcommittee will be formed to determine interest, possible topics and speakers, location and price.

The June 2022 issue of *Concrete Openings* will focus on Safety. Anyone wanting to contribute an article, job story or other feature should contact Erin O'Brien. Topics of interest for the issue are distracted/defensive driving, hand saw safety, zero accidents and heat illness prevention and symptom recognition. Kellie Kimball has a contact for these topics, and she will connect Erin O'Brien with this contact.

## **STANDARDS & SPECIFICATIONS COMMITTEE**

Greg Lipscomb presented the committee report. The committee discussed partnering with OSHA or an outside safety expert to assist in the development and updating of CSDA's Best Practices, Standards and Specifications. The committee will look at options and cost for this project.

The committee will develop an additional Best Practice Installation of Blades and Flanges in 2022. *CSDA-BP-010 Hi-Cycle Concrete Cutting Equipment* will be reviewed at the March 2022 meeting.

## **TRAINING COMMITTEE**

Kellie Kimball presented the committee report for Patrick Harris. Work continues for online training classes for Estimating, GPR Methods and Theory and Silica. Jon Zack traveled to Houston to work with Kellie Kimball on shooting the content for the silica class in August. He will have a draft version for the committee to review in January 2022. Video for the GPR Methods & Theory class was shot at Echo GPR in November.

The 101 and 201 fall training classes were successful, with 28 students attending the 101 courses at Husqvarna in Olathe, KS, six students attending the GPR Certification course in Olathe, 10 students attending the 201 Operator Certification course in Clearwater and eight students attending the GPR Certification course in Clearwater. All Operator Certification and GPR Certification students were certified.

The new online *Cutting Edge* course continues to be successful, with 88 students registering for classes and over \$16,000 in training income to date since the new site was launched in July.

The Concrete Polishing 101 and GPR Methods & Theory class planned for World of Concrete 2022 were cancelled due to low registration. The Estimating class and GPR Certification classes are still on the schedule.

A tentative GPR Certification class is planned for February 11 in Texas, however the committee will evaluate the need for this class in December, due to its proximity to the World of Concrete Certification class.

Two subcommittees were created – one to review and update the equipment list for the 101 and 201 classes and another to review and update the training manuals and instructor presentations for the 101 and 201 classes. The equipment list subcommittee includes Patrick Harris, Clint Ralston, Scott Brown, Greg Lipscomb, Bob Crowther, David Perkins and Rick Glidewell. They will have an updated list ready by January 15<sup>th</sup>. The training manual revision subcommittee includes Scott Brown, Patrick Harris, Mike Orzechowski, Garry Henderson, Clint Ralston and Dan Foley. Rick Norland will send the instructor presentations to Patrick Harris. The committee will have these manuals and presentations updated and ready for approval by August 31, 2022.

A request was made to create a “train the trainer” program so new instructors for the 101 and 201 courses can be added. More instructors would allow CSDA to hold more classes during the year and in various locations.

The committee confirmed dates for 2022 Fall Training. Diamond Products will host the 101 training classes in Elyria, OH, October 3-7 and the 201 Operator Certification courses will be held again at St. Petersburg College in Clearwater, FL from November 7-11, 2022. GPR Certification courses will be held in conjunction with these two classes.

#### UNFINISHED BUSINESS

There was no unfinished business.

#### NEW BUSINESS

There was no new business.

NEXT MEETING - The next meeting of the CSDA Board of Directors will be held January 19, 2022 at the World of Concrete in Las Vegas, NV.

ADJOURNMENT - There being no further business, the meeting was adjourned at 11:29 AM.

Submitted by,



Erin O'Brien  
CSDA Executive Director



**CSDA Executive Director's Report  
December 9, 2021**

**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>12/15</u> | <u>12/17</u> | <u>12/18</u> | <u>12/19</u> | <u>12/20</u> | <u>11/21</u> |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Contractors:</b>            |              |              |              |              |              |              |              |              |              |              |              |
| -North America                 | 139          | 310          | 365          | 385          | 305          | 308          | 333          | 338          | 324          | 301          | 262          |
| -Imaging                       |              |              |              |              |              | 6            | 11           | 12           | 7            | 7            | 8            |
| -Polishing                     |              |              |              |              |              | 13           | 6            | 3            | 4            | 6            | 5            |
| -Overseas                      | 16           | 41           | 41           | 47           | 51           | 38           | 33           | 29           | 23           | 19           | 20           |
| <b>Manufacturers</b>           | 31           | 55           | 52           | 51           | 44           | 46           | 47           | 48           | 46           | 40           | 39           |
| <b>Distributors</b>            |              |              | 9            | 16           | 8            | 9            | 16           | 15           | 14           | 12           | 10           |
| <b>Affiliates</b>              | 23           | 42           | 40           | 40           | 42           | 39           | 36           | 33           | 31           | 26           | 24           |
| <b>Associations</b>            |              | 14           | 16           | 16           | 17           | 18           | 19           | 20           | 20           | 20           | 20           |
| <b>Individual Memberships:</b> |              |              |              |              |              |              |              |              |              |              |              |
| Operations                     |              |              |              |              |              |              |              |              |              | 5            | 3            |
| Field Personnel                |              |              |              |              |              |              |              |              |              | 2            | 2            |
| Specifiers                     |              |              |              |              |              |              |              |              |              |              |              |
| <b>Total Members</b>           | <u>209</u>   | <u>462</u>   | <u>523</u>   | <u>555</u>   | <u>467</u>   | <u>477</u>   | <u>501</u>   | <u>498</u>   | <u>469</u>   | <u>438</u>   | <u>393</u>   |
| <b>Dues (\$ 000)</b>           | <u>81</u>    | <u>280</u>   | <u>344</u>   | <u>402</u>   | <u>337</u>   | <u>375</u>   | <u>414</u>   | <u>414</u>   | <u>454</u>   | <u>431</u>   | <u>426</u>   |

|                           |                              |                     |                              |
|---------------------------|------------------------------|---------------------|------------------------------|
| <b>Membership growth:</b> | <b>-10% (2020-2021 YTD)</b>  | <b>Dues growth:</b> | <b>-1% (2020-2021 YTD)</b>   |
|                           | <b>+188% (1993-2021 YTD)</b> |                     | <b>+526% (1993-2021 YTD)</b> |

**2. Prospects/Specifiers Database**

| <b>Category</b>       | <b>Database Leads</b>             |
|-----------------------|-----------------------------------|
| Prospects             | 9,342 (1,988 in Jan. 1995)        |
| Specifiers            | 6,530 (764 in Jan. 1995)          |
| General Mail List     | 4,105                             |
| <b>Total Database</b> | <b>19,977 (+1% 2020-2021 YTD)</b> |

**3. Welcome 6 new CSDA Members since the September 2, 2021 Board Meeting:**

- 3D Transport, LLC** – Wilmington, MA- Dennis Rooney - 978-423-0378
- City Scan Corp.** – Bronx, NY- Louis Neos - 718-482-7509
- Concrete Cutting Solutions** – Temple, AZ - Megan Huff - 480-720-8004
- Lobar Site Development** – Dillsburg, PA - Nicole Goss - 717-425-8349
- Safespill** – Houston, TX – Cody Burleson - 713-645-4370
- Straight Line Sawing & Coring** – Gower, MO - Misty Parmely - 816-248-878

#### 4. Member Update

- Membership status since January 1, 2021 includes 23 new members and 89 resignations.
- CSDA's library of Toolbox Safety Tips (TST) is current at 110.
- 75 member memos sent out (+15% 2020-2021 YTD).
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA website continues. A total of 492 requests have been received since this feature was introduced in late 2005. Recent requests include a request for trench cutting and removal in Portland, OR.

#### 5. Next Generation

- The Next Gen committee voted on the 12 finalists for the 2022 CSDA Calendar. The Grand Prize winner was chosen via Instagram, with followers able to vote for their favorites. The winning photo came from Austin Enterprise, who will receive one free convention registration. All photo winners will receive extra copies of the calendar and a featured job story in *Concrete Openings* and on CSDA's Instagram account.
- The committee has also planned a networking outing during the Nashville meetings. On Wednesday evening, December 8, CSDA meeting attendees will gather at YeeHaw Brewing Company for networking, socialization and drinks.
- The committee will also host the CSDA Networking Reception at the World of Concrete. The event will again take place at the Davidoff of Geneva Cigar Bar on Wednesday, January 19 from 5-7pm.

### Training

#### Attendance by Course and Date

| Course                         | 1993-08      | 2009-12      | 2013-6       | 2017-9       | 2020       | 2021       | Totals       |
|--------------------------------|--------------|--------------|--------------|--------------|------------|------------|--------------|
| Cutting Edge                   | 784          | 6            | 13           | 5            |            |            | 808          |
| Slab Sawing & Drilling 201     | 218          | 45           | 51           | 30           |            | 10         | 354          |
| Wall & Hand Sawing 201         |              | 12           | 40           | 30           |            | 10         | 92           |
| Wire Sawing 201                |              | 9            | 27           | 29           |            | 10         | 75           |
| OSHA                           | 166          |              |              |              |            |            | 166          |
| Estimating                     | 140          | 36           | 99           | 49           | 19         | 6          | 349          |
| Slab Sawing 101                | 40           | 13           |              | 6            |            |            | 59           |
| ST-115 Certification           |              |              | 129          | 8            |            |            | 137          |
| Slab Sawing & Drilling 101     | 98           | 25           | 82           | 57           |            | 28         | 290          |
| Wall & Hand Sawing 101         | 19           | 24           | 79           | 40           |            | 19         | 181          |
| Wire Sawing 101                | 5            |              | 46           | 39           |            | 16         | 106          |
| Mechanics                      |              | 10           |              |              |            |            | 10           |
| Polishing                      |              |              | 112          | 50           | 20         | 8          | 190          |
| Robotic Demolition             |              |              | 15           |              |            |            | 15           |
| GPR Imaging Certification      |              |              |              | 51           |            | 14         | 65           |
| GPR Methods & Theory           |              |              |              | 25           | 8          |            | 33           |
| OSHA Silica Training           |              |              |              | 6            |            |            | 6            |
| Online Training - CSDA         |              |              |              |              |            | 88         | 88           |
| Online Training-RedVector      | 53           | 30           | 31           | 70           | 20         |            | 207          |
| Online Training-WeKnowTraining | 1,175        | 821          | 934          | 3,440        | 135        | 8          | 6,513        |
| <b>Totals per Year/Period</b>  | <b>2,698</b> | <b>1,031</b> | <b>1,658</b> | <b>3,937</b> | <b>207</b> | <b>217</b> | <b>9,748</b> |



## Training Update

- The 101 Sawing & Drilling classes took place at the new Husqvarna Training Center in Olathe, KS, October 18-22. There were 28 students in Slab Sawing & Core Drilling 101, 19 students in Wall & Hand Sawing 101 and 16 students in Wire Sawing 101. The 201 Operator Certification classes took place at St. Petersburg College in Clearwater, FL November 1-5. There were 10 students in all three modules.
- Two GPR Certification courses were held following Sawing & Drilling 101 Training in Olathe on Friday, October 22 and Operator Certification in Clearwater, on Saturday, November 6, with 14 total students participating.
- The CSDA online training website launched on the new platform in July. The previous platform no longer supported the old Cutting Edge class, and promotion stopped in the spring. Final statistics for the old site include 1,333 users with 283 companies who took 8,563 exams. CSDA received \$78,168 for its portion of the registration fees since January 2007.
- The new online training platform has seen 88 courses purchased since launch in July 2021. 57 students have registered for classes, including Cutting Edge and Intro to Sawing & Drilling. CSDA has earned \$16,628.90 in training income since July.
- Work progresses for two new online courses – one for Silica Safety and another for GPR Methods & Theory. Video has been shot for both classes, and the Silica Safety class will be completed by January 2022.
- CSDA will host four classes at the World of Concrete 2022. Estimating (or Concrete Job Estimation & Bid Preparation), Concrete Polishing 101, GPR Methods & Theory and GPR Certification will be offered. Registration and marketing are being handled by CSDA, as WOC declined to support promotion of Industry Training classes for 2022.

## Safety

### 1. Safety & Training Video / DVD Sales

| <u>Video/DVD</u>           | <u>No. Sold</u>                           |
|----------------------------|---|
| Core Drilling              | 363 (+1 since September 2021, +4 in 2021) |
| Electrical Safety          | 39 (+1, +3)                               |
| Hand Sawing                | 270 (+1, +4)                              |
| Slab Sawing & Blade Safety | 495 (+1, +3)                              |
| Wall Sawing                | 391 (+1, +3)                              |
| Wire Sawing                | <u>260</u> (+1, +3)                       |
| <b>Total</b>               | <b>1,818</b> (+1% 2020-21 YTD)            |

### 2. Safety Handbook / Safety Manual

- A total of 6,888 CSDA Safety Handbooks (original + English/Spanish) have been sold since introduction in January 2000, with 0 sold since the September 2021 meeting. Two Safety Handbooks were also sent to each CSDA member in the U.S. with their 2021 dues renewals.
- Sales of the CSDA Safety Manual continue, with 272 copies of the print and electronic versions sold since its introduction. No Safety Manuals have been sold since the September meeting.

### 3. Standards & Specifications

- The revisions to CSDA-BP-013 *Care of Quick Disconnect Flanges* were completed and approved, and the new Best Practice has been released via the CSDA website.
- The committee will next look to create a new Best Practice or Toolbox Safety Talk on the installation of blades and flanges.

## Concrete Openings

### 1. Advertisement Summary

| Issue         | Total Pages | Paid Ad Pages | Ad/Total Pages (%) |
|---------------|-------------|---------------|--------------------|
| June '19      | 60          | 13.6          | 23                 |
| September '19 | 60          | 14.6          | 24                 |
| December '19  | 64          | 19.8          | 31                 |
| March '20     | 64          | 15.3          | 24                 |
| June '20      | 56          | 12.5          | 22                 |
| September '20 | 56          | 15.3          | 27                 |
| December '20  | 52          | 14.3          | 28                 |
| March '21     | 52          | 12.2          | 23                 |
| June '21      | 64          | 12.8          | 20                 |
| September '21 | 48          | 13.6          | 25                 |
| December '21  | 64          | 13.0          | 20                 |

- The number of paid ad pages for the December 2021 issue is down 1.3 pages from the December 2020 issue. This decrease is attributed to a continued restriction on advertising budgets following the COVID-19 pandemic, uncertainty about 2022 and a shift to digital advertising.
- The percentage of ad pages to total pages is targeted at a maximum of 35 percent. The ad-to-page percentage for the December issue was at 20 percent, leaving room for additional advertisers and larger ads.

### 2. Concrete Openings Highlights

- The December issue of *Concrete Openings* contains four CSDA contractor job stories:
  - Cutting and removal of a decommissioned gas platform in Texas.
  - Robotic demolition to preserve a historic mural in Virginia.
  - GPR scanning and concrete cutting to help redevelop a historic building in downtown Toronto.
  - Wire sawing and core drilling to remove a medical vault in California.
- Additional sections include business, safety and health-related articles and industry news.
- Free *Concrete Openings* subscription forms continue to be received through the *Concrete Openings* website. A total of two new print subscriptions have been received through the current website since September 2, 2021 (up 1%), bringing the total to 3,307 since the website went live in March 2015.

### 3. Concrete Openings Website

- The *Concrete Openings* website features current and archived issues up to the September 2021 issue.
- At the time of this report, Google was reporting errors in tracking website information, therefore we are not able to provide accurate data. The following information is from the September Executive Director's Report – "The website had 2,111 new users since the June Board meeting, spending an average of 1:43 on the site (+16%, +0:04). The new website launched at the beginning of September 2020, and we have seen significantly increased traffic ever since."
- Paid ad banners returned to the new *Concrete Openings* website in late 2020, and there are currently two paid ad banners running for Q4 2021.

## **Exhibitions**

- Following closely on the heels of the delayed World of Concrete 2021, CSDA is preparing to exhibit again at the World of Concrete 2022, January 17-20 in Las Vegas. CSDA will exhibit in the new West Hall at booth #W1105. To date, there are 920 confirmed exhibitors occupying more than 631,000 square feet of exhibit space in the West, North and Central Halls, and the Diamond and Sliver Lots. The show expects to have about 650,000 square feet of exhibit space. The show will run Tuesday through Thursday from 9:30am – 5:00pm. Paper badges will return!
- The World of Concrete 2023 dates are confirmed as January 17-19, 2023, with seminars beginning on January 16. Outdoor exhibitors should note there will be one less set-up day due to CES.
- CSDA is endorsing the following future exhibitions and conferences:
  - World of Concrete*, Jan 18-20, 2022 in Las Vegas, NV
  - Canadian Concrete Expo*, Feb 17-18, 2022 in Toronto, ON Canada
  - New York Build 2022 Expo*, March 2-3, 2022 in New York, NY
  - Chicago Build 2022 Expo*, March 31 – April 1, 2022 in Chicago, IL
  - bauma*, October 24-30, 2022 in Munich, Germany
  - CONEXPO-CON/AGG*, March 14-18, 2023 in Las Vegas, NV

## **Related Associations**

- The International Association of Concrete Drillers and Sawers (IACDS) held its final virtual meeting for comments and content edits for its Slurry Management document. The final document will be released to all IACDS members soon. Thank you to all CSDA members who participated in the creation of this document. CSDA Executive Director Erin O'Brien served as technical coordinator for this project.

## **Annual Conventions**

- The 50th Annual Convention & Tech Fair planned for Bermuda March 29 – April 2, 2022 is in the process of being relocated. The Bermuda government has imposed a mandatory 10-day quarantine for unvaccinated travelers, and the CSDA Convention committee decided this would negatively affect attendance, so the decision was made to relocate the convention. The committee will present an alternative location to the Board during the December 9, 2021 Board meeting. Registration will open as soon as possible.
- CSDA was able to reschedule the Bermuda Convention for the same dates 2023, March 28 – April 1.

## **CSDA Promotion**

### **1. Public Relations Activities**

- In absence of the Convention and in-person Board & committee meetings, CSDA scheduled a monthly series of webinars, roundtables and social events. Webinar topics included: OSHA under the Biden Administration (February), a Networking Happy Hour and Wine Tasting (March), new hires and onboarding (April), Slurry Management (May), worker's comp and insurance issues (September) and a second Networking Happy Hour and Whiskey Tasting (November).

| <u>Dates</u>          | <u>Promotion</u>   |
|-----------------------|--|
| July -September 2021  | CSDA and President Mike Orzechowski was featured in an article in PDA Magazine titled "Mike's Wide World" (Volume 8, Issue 3). |
| July – September 2021 | A news release titled "CSDA Launches New Online Training Platform" ran in an issue of PDA Magazine (Volume 8, Issue 3).        |
| December 1-3, 2021    | CSDA is promoting Construct Canada and the World of Concrete Pavilion in Toronto.  |
| January 18-20, 2022   | CSDA is a co-sponsor association of the 2022 World of Concrete.  |

## 2. Promotional Materials

- \$2,303.50 worth of promotional materials have been sold in 2021 (+863% YTD 2020-21).

## 3. Website

- The new website was launched on November 1, 2019, and CSDA now can track website traffic. Fourth quarter 2021 statistics are as follows:
  - New Users: 5,855 (+378%)
  - Sessions: 7,716 (+18%)
  - Page Views per Session: 2.46 (-2%)
  - Average Session Duration: 1:45 (+13%)

## 4. Social Networks

- CSDA's Facebook page currently has 2,781 followers (+1% from the September report).
- The association's closed Facebook group, CSDA Discussion Forum, currently has 1,112 members (0% increase since September 2021). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page, @csdaconcrete, now has 2,000 followers (+1% from the September report). Members should use @csdaconcrete and #csdaconcrete in their posts.
- The CSDA Instagram page @csdanextgen now has 102 followers (+0% from the September report). Members should use #csdanextgen in their posts.
- The CSDA Twitter account, @csdaconcrete, currently has 149 followers (+1% from the September report) to date. Members are encouraged to "follow" this account and "like" or "re-tweet" posts with the hashtags #csdaconcrete and #CSDANextGen.
- The CSDA LinkedIn page has 1,305 members (+1% from the September report) to date.

## 5. Digital Marketing

- There are two digital marketing campaigns in progress. One is for CSDA's WOC Source Code A26, and the other is for WOC Training courses. These marketing campaigns are being conducted via Google, Facebook and Instagram.

## 6. Meetings

### CSDA at World of Concrete

#### **Monday, January 17, 2022**

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

#### **Tuesday, January 18, 2022**

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

9:30 AM – 5:00 PM CSDA Exhibiting (Booth #W1105)

**Wednesday, January 19, 2022**

8:00 AM – 9:00 AM CSDA Board Meeting  
9:30 AM – 5:00 PM CSDA Exhibiting (Booth #W1105)  
5:00 PM – 7:00 PM CSDA Networking Reception hosted by the Next Gen Committee  
(Davidoff of Geneva Cigar Bar & Lounge)

**Thursday, January 20, 2022**

9:30 AM – 5:00 PM CSDA Exhibiting (Booth #W1105)

**Location**

Las Vegas Convention Center  
Las Vegas, NV

**CSDA Spring Board & Committee Meetings and 50th Annual Convention & Tech Fair Schedule**

**Monday, March 28, 2022**

8:00 AM – 5:00 PM Committee Meetings

**Tuesday, March 29, 2022**

8:00 AM – 10:00 AM Committee Meetings  
10:00 AM – 12:00 PM Board Meeting  
12:30 PM – 5:00 PM CSDA Golf Tournament

**Wednesday, March 30, 2022**

7:00 AM – 8:00 AM Breakfast  
8:00 AM – 8:30 AM Welcome & Opening Session  
8:30 AM – 10:00 AM Keynote Speaker  
10:00 AM – 12:00 PM Presentations  
5:30 PM – 7:30 PM President's Reception

**Thursday, March 31, 2022**

7:00 AM – 8:00 AM Breakfast  
8:00 AM – 10:00 AM Roundtables  
10:00 AM – 1:00 PM Tech Fair  
6:00 PM – 9:00 PM Manufacturers' Night

**Friday, April 1, 2022**

7:00 AM – 8:00 AM Breakfast  
8:00 AM – 10:00 AM Presentations  
10:00 AM – 11:00 AM Annual Meeting  
6:00 PM – 9:00 PM Gala Reception and Awards Dinner

**Saturday, April 2, 2022**

Departures

**Location**

TBD

## **Summer Board & Committee Meeting Schedule**

### **Wednesday, June 8, 2022**

8:00 AM – 5:00 PM Committee Meetings

12:00 PM – 1:00 PM Lunch

6:00 PM Group Dinner

### **Thursday, June 9, 2022**

8:00 AM – 10:00 AM Committee Meetings

10:00 AM – 12:00 PM Board Meeting

### **Location**

Hilton Charlotte University Place

8629 J M Keynes Dr, Charlotte, NC 28262

Phone: 704-547-7444

### **Reservations**

Online: [www.csda.org](http://www.csda.org) (link available soon)

Tel: 704-547-7444 or 1-800-HILTONS

Rate: \$139/night

Cutoff Date: Monday, May 9, 2022