



Minutes of the CSDA Board of Directors
Friday, September 9, 2022

Loews Kansas City
Kansas City, MO

CALL TO ORDER - The meeting was called to order by President Mike Orzechowski at 10:08 AM on Friday, September 9, 2022. 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 Concrete Specialists), Bob Crowther (Husqvarna Construction Products), Ty Conner (Austin Enterprise), Mark DeSchepper (Echo GPR Services), Donna Harris (Concrete Renovation), Jeff Keeling (Brokk, Inc.), Kellie Kimball (Holes Incorporated), Greg Lipscomb (Diamond Products), Duke Long (Interstate Sawing & Demo), Mike Orzechowski (DITEQ Corp.), David Perkins (Hilti, Inc.), Kevin Wamecke (ICS), Kristin Waters (Greene's Inc.) and Ronnie Wilhite (Texas Cutting & Coring). Guests in attendance were Scott Brown (Oregon Tool), Dan Foley (Cobra Concrete Cutting), Patrick Harris (Concrete Renovation), Carl Jones (Coring & Cutting Group), Ryan Hammer (Hard Rock Technologies), Josh Sherman (Mavo Concrete Sawing), Darrell Stanyard (Screening Eagle/Proceq) and Jon Zack (CSDA). Not present were Matthew Finnigan (National Concrete Cutting, Inc.) and Bruno Silla (GSSI).

OPENING REMARKS – Mike Orzechowski welcomed everyone to the meeting.

APPROVAL OF MINUTES - Motion was made and seconded to accept the minutes of the June 9, 2022 Board meeting as written. Motion was passed by unanimous vote.

TREASURER'S REPORT – Mark DeSchepper presented the Treasurer's Report for the period ending August 31, 2022. 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

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

MEMBERSHIP COMMITTEE

David Perkins presented the committee report.

The committee approved a dues increase of 5% for 2023. The membership renewal campaign will begin on October 1. The committee is also working on a membership points system program, where members and member companies can earn points that will count towards various reward categories.

A series of webinars will begin this fall focusing on contractor and manufacturer benefits. Donna Harris and Kellie Kimball will moderate the contractor webinar and Mike Orzechowski and David Perkins will moderate the manufacturer webinar. Erin O'Brien will assist on both.

The committee will take the lead on restarting group dinners during the Board and committee meetings. The first dinner will be planned for Thursday, December 1 in Park City. David Perkins will assist Erin O'Brien in selecting a location. Perkins will also organize a small group to make contractor member and prospect visits in Salt Lake City ahead of the meetings.

In order to better plan contractor visits, group dinners, local prospect outreach and more, the committee is requesting a committee budget of \$7,500 to be added to the 2023 CSDA Budget.

ACCREDITATION COMMITTEE

Jon Zack presented the committee report for Chair Doug Walker and Vice-chair Dan Foley.

The Program name has officially been changed to Company Accreditation and all marketing materials updated. Bill Fisher presented more information about the segment recycling program.

CONVENTION COMMITTEE

Erin O'Brien presented the committee report for Kevin Baron as part of the Executive Director's Report.

ELECTION COMMITTEE

Donna Harris presented the committee report. The committee reviewed and approved the slate for 2024 Board members. Jack Sondergard was selected as the 2023 Lifetime Achievement Award recipient. Kellie Kimball will reach out to notify Sondergard, and Erin O'Brien will send the official recognition letter.

A new Outstanding Committee Award and Outstanding Committee Member Award were created. The winners of these awards will be chosen by the current President and respective committee chair.

GPR IMAGING COMMITTEE

Ryan Hammer presented the committee report for Bruno Silla.

The committee has decided to pause official committee meetings temporarily, as the majority of their content is handled during the Training committee meeting. They will continue to meet via

email and virtual calls as needed, and in-person meetings will be scheduled during the quarterly meetings as needed.

Equipment manufacturer support was confirmed for the upcoming GPR Certification classes in October and November.

Mark DeSchepper will reach out to John van Dyk and Bryan Grieve to discuss a new Train the Trainer course in order to bring additional GPR Certification training to Canada.

MANUFACTURER COMMITTEE

Scott Brown presented the committee report.

The 101 training at Diamond Products was reviewed, with timelines and equipment confirmed. The Tech Talk schedule was updated. The hosted dinner by manufacturers will be determined meeting by meeting, as discussed in the Membership committee meeting. The committee decided to continue Manufacturers' Night at the Convention, as well as the Tech Fair, just in a tabletop format. Manufacturers' Night will shift to more of a heavy reception rather than a sit-down or buffet dinner.

MARKETING COMMITTEE

Ronnie Wilhite presented the committee report. The online training marketing campaign via LinkedIn was discussed, and just over \$1,000 was spent on this campaign. The committee determined it was difficult to track if class registrations originated from the ad campaign. A subcommittee meeting is scheduled to discuss the ad format and design, and the campaign will be adjusted moving forward. Social media outlets like Facebook and Instagram will be added to this campaign next.

The *Concrete Openings Awards* will resume at the World of Concrete show in 2023. *Concrete Openings* ad rates were approved at 2-3% increase. The committee discussed resuming mailing to international prospects, and it was decided that mailing to international non-members will continue to be paused unless specifically requested.

The committee will continue to investigate partnerships and sponsorship options for AGC, ABC and ASCE.

NEXT GENERATION COMMITTEE

Ryan Hammer presented the committee report for Bill Fisher.

The virtual wine tasting event will take place Thursday, October 13 at 7pm EST. The Sommelier will recommend wines that participants can purchase locally. A marketing campaign will begin as soon as possible.

The committee will host a Next Gen reception on Wednesday, Nov 30 at 6pm in Park City at the meeting hotel, The Chateaux Deer Valley ahead of the Winter Board and committee meetings. Committee members and manufacturer reps are encouraged to invite local members and prospects to this event. A social media marketing campaign will be launched as well to raise awareness in the area about the meeting.

The committee is requesting \$5,000 for a committee budget to help plan and promote events and activities in the 2023 CSDA Budget.

The Next Gen photo contest deadline was extended to October 1, and committee members and all members were reminded to submit photos. The grand prize is to be placed on the cover of the Calendar as well as receive a complimentary convention registration.

SAFETY COMMITTEE

Brandon Bailey presented the committee report.

The committee is waiting on a proposal from Terracon for the Silica Data Collection Program. The committee will also look into additional vendors. A new Best Practice on heat illness is being reviewed. Work continues to develop the Safe Company Award program. Safety video scripts are completed and will be submitted for a quote for production.

The committee requested that the Safety Handbook be added to the CSDA Store in digital format and that Dan Foley and Erin O'Brien review the document to determine if updates are required.

STANDARDS & SPECIFICATIONS COMMITTEE

Greg Lipscomb presented the committee report. Final edits for the Flat Saw Blade Installation Best Practice were made. The approved document will be sent to CDSA to post.

The committee will start the review process for the SMI Diamond Blade Rx document in partnership with SMI.

TRAINING COMMITTEE

Kellie Kimball presented the committee report for Patrick Harris.

Erin O'Brien is working with LiUNA Local 506 in Toronto, Canada to determine which classes they want to host and when. An update will be provided by the next meeting.

The committee is in the process of updating the Core Drilling 101 PowerPoint presentation.

OBI was requested to get a quote to translate the Silica Safety online training class to Spanish/Mexican. The committee is reviewing the requirements for a contractor to host a 101 or 201 training class.

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 on Friday, December 2, 2022, at The Chateaux Deer Valley in Park City, Utah.

ADJOURNMENT - There being no further business, the meeting was adjourned at 11:01 AM.

Submitted by,

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

Erin O'Brien
CSDA Executive Director



**CSDA Executive Director's Report
September 9, 2022**

Membership Status

1. Current Membership Status

	<u>12/93</u>	<u>12/00</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>12/21</u>	<u>8/22</u>
Contractors:											
-North America	139	310	385	305	308	333	338	324	301	262	257
-Imaging					6	11	12	7	7	8	7
-Polishing					13	6	3	4	6	5	4
-Overseas	16	41	47	51	38	33	29	23	19	20	18
Manufacturers	31	55	51	44	46	47	48	46	40	39	32
Distributors			16	8	9	16	15	14	12	10	12
Affiliates	23	42	40	42	39	36	33	31	26	24	22
Associations		14	16	17	18	19	20	20	20	20	20
Individual Memberships:											
Operations									5	3	3
Field Personnel									2	2	2
Specifiers											
Total Members	<u>209</u>	<u>462</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>	<u>377</u>
Dues (\$ 000)	<u>81</u>	<u>280</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>	<u>415</u>

Membership growth:	-2% (2021-2022 YTD)	Dues growth:	-2% (2021-2022 YTD)
	+155% (1993-2022 YTD)		+509% (1993-2022 YTD)

2. Prospects/Specifiers Database

<u>Category</u>	<u>Database Leads</u>
Prospects	9,356 (1,988 in Jan. 1995)
Specifiers	6,506 (764 in Jan. 1995)
General Mail List	4,014
Total Database	19,876 (+1% 2021-2022 YTD)

3. Welcome 4 new CSDA Members since the June 9, 2022 Board Meeting:

- Canadian Cutting & Coring (Toronto) Ltd.** - Brampton, ON, Canada - Bryan Grieve - 905-624-1414
- Dee Tec LLC** - Lewes, DE - Gaurang Doongursee - 302-918-5477
- HIPOWER SYSTEMS Inc.** - Olathe, KS - Rino Sbriglia - 866-710-2988
- R.C.L. Concrete Cutting & Coring, LLC** - Tampa, FL - Robert Litgen - 813-973-3800

4. Member Update

- Membership status since January 1, 2022 includes 17 new members and 29 resignations.
- CSDA's library of Toolbox Safety Tips (TST) is current at 111. A new TST, *TST #211 Flat (Slab) Saw Blade Installation*, was released in June.
- 30 member memos sent out (+42% 2021-2022 YTD).
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA website continues. A total of 496 requests have been received since this feature was introduced in late 2005.

5. Next Generation

- The committee is in the final planning stages for the fall virtual wine tasting and networking event, and a date will be announced soon.
- The committee will request a small budget in 2023 to allow them to market and promote Next Gen events during the Board & Committee meetings, as well as the World of Concrete reception. Sponsors for the WOC reception will also be discussed.

Training

Attendance by Course and Date

Course	1993-08	2009-12	2013-6	2017-20	2021	2022	Totals
Cutting Edge	784	6	13	5			808
Cutting Edge Online					89	38	115
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	68	6	11	360
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	70	8		190
Robotic Demolition			15				15
GPR Imaging Certification				51	14	8	73
GPR Methods & Theory				33			33
OSHA Silica Training				6			6
Online Training - CSDA					21	63	87
Online Training-RedVector	53	30	31	90			204
Online Training-WeKnowTraining	1,175	821	934	3,575	8		6,513
Totals per Year/Period	2,698	1,031	1,658	4,137	239	120	9,842

Training Update

- The new online training platform has seen 200 courses purchased since the launch in July 2021, with 28 purchased since the June 2022 meetings. These classes include *Cutting Edge*, Intro to Sawing & Drilling and the new Silica Competent Person and GPR Theory courses. The *Cutting Edge* course has graduated 104 students since its launch, with 38 completing the course in 2022. Twenty-nine students have registered for the new Silica Competent Person course, since January 2022, bringing in \$2,470 in revenue. GPR Methods & Theory went live in June and 13 students have taken the course bringing in \$1,251 in revenue.
- CSDA's Online Training platform has produced \$29,043 in revenue from 162 users since July 2021.

Online Training Revenue

<u>Course</u>	<u>Courses YTD</u>	<u>Courses Total</u>	<u>Revenue YTD</u>	<u>Revenue Total</u>
Cutting Edge	38	104	\$8,075	\$23,425
Intro to S&D	21	43	\$799	\$1,677
Silica Comp. Person	29	29	\$2,470	\$2,470
GPR M&T	13	13	\$1,251	\$1,251
TSTs	11	11	\$219	\$219
Total	112	200	\$12,814	\$29,043

Safety

1. Safety & Training Video / DVD Sales

<u>Video/DVD</u>	<u>No. Sold</u>
Core Drilling	363 (+0 since June 2022, +0 in 2022)
Electrical Safety	39 (+0, +0)
Hand Sawing	270 (+0, +0)
Slab Sawing & Blade Safety	495 (+0, +0)
Wall Sawing	391 (+0, +0)
Wire Sawing	<u>260</u> (+0, +0)
Total	1,818 (+0% 2021-22 YTD)

2. Safety Handbook / Safety Manual

- A total of 6,950 CSDA Safety Handbooks (original + English/Spanish) have been sold since introduction in January 2000, with 32 sold since the June 2022 meeting.
- 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 June 2022 meeting.

3. Standards & Specifications

- The committee released a new Toolbox Safety Talk, *TST-211 Flat (Slab) Saw Blade Installation*.

Concrete Openings

1. Advertisement Summary

Issue	Total Pages	Paid Ad Pages	Ad/Total Pages (%)
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
March '21	64	14.3	22
June '22	56	12.8	23
September '22	64	15.7	25

- The number of paid ad pages for the September 2022 issue increased 2.1 pages compared to the September 2021 issue. This increase is largely attributed to the specific promotion of specialized, one-time “Women in Concrete” ads. *Concrete Openings* continues to promote the specialized audience to its advertisers and offer new digital marketing opportunities to its current and potential advertisers.
- The percentage of ad pages to total pages is targeted at a maximum of 35 percent. The ad-to-page percentage for the September issue was at 25 percent, leaving room for additional advertisers and larger ads.

2. Concrete Openings Highlights

- The September issue of *Concrete Openings* contains three CSDA contractor job stories:
 - Wall sawing, wire sawing and core drilling to renovate a dam in Oklahoma.
 - Wire sawing a cargo ship rudder in Texas.
 - Robotic demolition of helical piers in St. Louis.
- The issue features *Women in Concrete* and includes a feature article highlighting many of the women in CSDA and the concrete industry, as well as special advertisements from members showcasing women in their companies.
- 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 4 new print subscriptions have been received through the current website since the June report (up 1%), bringing the total to 3,355 since the website went live in March 2015.

3. Concrete Openings Website

- The *Concrete Openings* website features current and archived issues up to the June 2022 issue.
- Paid ad banners returned to the new *Concrete Openings* website in late 2020, and there are currently two paid ad banners running for Q3 2022.
- YTD data using the latest version of Google Analytics (GA 4) are as follows:
 - New Users: 1,518
 - Direct - 701
 - Organic Search - 609

- Organic Social - 118
- Referrals - 90

Exhibitions

- CSDA is endorsing the following future exhibitions and conferences:
 - Chicago Build 2022 Expo*, October 13-14, 2022 in Chicago, IL
 - bauma*, October 24-30, 2022 in Munich, Germany
 - World of Concrete Asia (WOCA), November 9-11, 2022 in Shanghai, China
 - World of Concrete, January 17-19, 2023 in Las Vegas, NV
 - Canadian Concrete Expo, February 16-17, 2023 in Toronto, ON
 - CONEXPO-CON/AGG, March 14-18, 2023 in Las Vegas, NV

Related Associations

- The International Association of Concrete Drillers and Sawers (IACDS) will hold their Annual Meeting during *bauma* on October 27, 2022 in Munich. This event will feature the presentation of the IACDS Diamond Awards.

Annual Conventions

- CSDA will celebrate its 50th Anniversary in 2023, during the Annual Convention & Tech Fair, held March 27 – 31, at the Hamilton Princess Hotel and Beach Club. CSDA is working to open registration soon, and attendees are encouraged to invite founding and retired members to join us. The hotel room block will be open in September and registration will launch by October.
- Bermuda lifted its COVID-19 vaccine requirements for international travelers in August, so there is no more quarantine requirement for unvaccinated travelers. All travelers to Bermuda will have to complete a form ahead of their arrival as well as produce a negative COVID test. Unvaccinated travelers will then have to take another test on day four, but no quarantine will be required. It is possible these requirements could be further relaxed before March, and CSDA will keep attendees up to date as developments happen.
- The Convention Committee chose Hawaii as the location for the 2024 Convention and has received favorable proposals from five properties – three on the Big Island, one on Oahu and one on Kauai. A site visit will be conducted later this fall, and a contract will be signed soon after.

CSDA Promotion

1. Public Relations Activities

- CSDA events are listed on the IACDS website.

2. Promotional Materials

- \$875.75 worth of promotional materials have been sold in 2022 (-123% YTD 2021-22).

3. Website

- YTD data using the latest version of Google Analytics (GA 4) are as follows:
 - New Users: 5,839
 - Organic Search - 2,823
 - Direct - 2,564
 - Organic Social - 242
- The new CSDA website is in production with new sections going live throughout the year.
 - UPGRADED Product & Services Directory - Launched June 2022
 - NEW Job Board and Used Equipment Listing - Launched June 2022
 - NEW navigation - Launched June 2022

- Scenes from the Site
 - Launching October 2022
- Concrete Careers
 - Launching October 2022
- New website architecture and design is being discussed at the September Marketing Committee meeting.

4. Social Networks

- CSDA’s Facebook page currently has 2,991 followers (+4% from the June report).
- The association’s closed Facebook group, CSDA Discussion Forum, currently has 1,131 members (1% increase since June report). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page, @csdaconcrete, now has 2,114 followers (+1% from the June report). Members should use @csdaconcrete and #csdaconcrete in their posts.
- The CSDA Instagram page @csdanextgen now has 107 followers (+3% from the June report). Members should use #csdanextgen in their posts.
- The CSDA Twitter account, @csdaconcrete, currently has 149 followers (+0% from the June 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 1,526 members (+6% from the June report) to date.

5. Digital Marketing

- There are multiple digital marketing campaigns in Q3/Q4 2022.
 - Market Development to Specifiers
 - Accredited Company local awareness advertising
 - Launches September 2022
 - Contractors with Certified Operators awareness advertising
 - Launches September 2022
 - Marketing Videos – production effort starts October 2022 on 1st video
 - Contractor Prospects
 - Specifiers
 - Best Practices explainer
 - Certification & Accreditation explainer
 - Online Training marketing
 - Launched June 2022 via LinkedIn
 - In-Person training - Launched in August
 - Next-Gen Photo Calendar Photo contest - Launched in August
 - Job Listings and Used equipment
 - Awareness campaign launches September 2022
 - Annual Convention launches September 2022
 - History gathering
 - Registration & events
 - Former Certified Operators renewal program launches October 2022
 - WOC - A26 Code - launches November 2022
- Weekly Email Digest
 - June: 19.2% avg open rate
 - July: 18.2% avg open rate
 - August: 18.6% avg open rate

6. Meetings

Fall Board & Committee Meeting Schedule

Wednesday, September 7, 2022

2:30 PM – 6:00 PM HIPOWER Plant Tour & Happy Hour

Thursday, September 8, 2022

8:00 AM - 5:00 PM Committee Meetings

12:00 PM - 1:00 PM Lunch

6:00 PM Group Dinner

Friday, September 9, 2022

8:00 AM - 10:00 AM Committee Meetings

10:00 AM - 12:00 PM Board Meeting

Location

Loews Kansas City Hotel

1515 Wyandotte Street, Kansas City, MO 64108

Reservations

Online: csda.org/board-and-committee-meetings

Tel: 877-748-1451

Rate: \$199/night (plus taxes and fees)

Cutoff Date: Monday, August 8, 2022

Winter Board & Committee Meeting Schedule

Wednesday, November 30, 2022

5:00 – 6:00 PM Evening Welcome Reception

Thursday, December 1, 2022

8:00 AM - 5:00 PM Committee Meetings

12:00 PM - 1:00 PM Lunch

6:00 PM Group Dinner

Friday, December 2, 2022

8:00 AM - 10:00 AM Committee Meetings

10:00 AM - 12:00 PM Board Meeting

Location

The Chateaux Deer Valley

7815 Royal Street East, Park City, UT 84060

Reservations

Online: csda.org/board-and-committee-meetings (coming soon)

Tel: 800-453-1302

Rate: \$189/night (plus taxes and fees)

Cutoff Date: Sunday, October 30, 2022

The Chateaux Deer Valley sits mid-mountain at Deer Valley Resort and is a ski in/out property. The group rate will be made available three days prior to and after our meeting dates for those wishing to extend their stay. More information on lift passes and rentals will be provided this fall for those wishing to ski/board Deer Valley Resort or nearby Park City Resort. The opening day for Deer Valley is Saturday, December 3, while Park City Resort (10-15 min drive) will likely open around Thanksgiving.

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

Monday, March 27, 2023

8:00 AM – 5:00 PM Committee Meetings

Tuesday, March 28, 2023

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

Wednesday, March 29, 2023

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 30, 2023

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, March 31, 2023

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 1, 2023

Departures

Location

Hamilton Princess Hotel & Beach Club
76 Pitts Bay Road, HM08
BERMUDA
Tel: 441-295-3000

Reservations

Online: www.csda.org/annual-convention
Tel: 441-295-3000 or 800-441-1414
Rate: \$269+/night
Cutoff Date: Monday, February 27, 2023