



**Minutes of the CSDA Board of Directors**  
**Friday, December 2, 2022**

The Chateaux Deer Valley  
Park City, Utah

**CALL TO ORDER** - The meeting was called to order by President Mike Orzechowski at 10:08 AM on Friday, December 2, 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.), Bruno Silla (GSSI), Kristin Waters (Greene's Inc.) and Ronnie Wilhite (Texas Cutting & Coring). Guests in attendance were Scott Brown (Oregon Tool), John Burch (Husqvarna), Craig Caliva (Husqvarna), Brian Cox (Hard Rock Concrete Cutting), Bill Fisher (National Research Company), Bill Flynn (U.S. Saws), Sid Kilgore (Diamond Products), Jami Harmon, Haley Long (Interstate Sawing & Demolition), Sam Long (Interstate Sawing & Demolition), Justin Hendricks (Vacuworx), Dani Planto (Diamond Vantage), Joe Shebesta (In-Place Machining Company) and Josh Sherman (Mavo Concrete Sawing). Present virtually was Jon Zack (CSDA). Not present was Matthew Finnigan (National Concrete Cutting, Inc.).

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

**APPROVAL OF MINUTES** - Motion was made and seconded to accept the minutes of the September 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 October 31, 2022. Motion was made and seconded to accept the report as presented. Motion was passed by unanimous vote.

DeSchepper presented the 2023 budget proposal as recommended by the Finance Committee. Motion was made and seconded to accept the 2023 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, 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.

### **ACCREDITATION COMMITTEE**

Erin O'Brien presented the committee report for Chair Doug Walker and Vice-chair Dan Foley.

Neither the Chair or the Vice-chair was present for the meeting, and therefore there was no agenda. Erin O'Brien asked the committee to help update the verbiage, language and messaging for O'Brien International (OBI) so a marketing plan can be created to market to specifiers and prospective members in the future. This updated document was passed along to Jon Zack to finalize this marketing plan.

### **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 nomination form and criteria for the new Outstanding Achievement Award was completed. Entries are due to the President by January 31, 2023.

Board member Kevin Warnecke is no longer employed by ICS/Oregon Tool and therefore resigned his Board position. There was discussion on if Scott Brown could be appointed in his place, but Brown has not taken a full term off from the Board yet, as per the Bylaws, so he could not be appointed to fill the remainder of Warnecke's term. The committee will continue discussions with CSDA's attorney Chris Cervellera to see what other options there may be.

### **GPR IMAGING COMMITTEE**

Mark DeSchepper presented the committee report for Bruno Silla.

The committee has held several Zoom calls over the past month to plan a GPR Certification class in Toronto in conjunction with the Canadian Concrete Expo, February 16-17, 2023. Prior to this class, Bryan Grieve with Canadian Cutting & Coring (Toronto) has expressed interest in going through Instructor training. The GPR Committee has approved Grieve to go through this training. Further discussion on the logistics of the course will take place over the next several weeks.

## **MANUFACTURER COMMITTEE**

Scott Brown presented the committee report. The equipment lists for 101 and 201 training need to be updated and differentiated between the two classes. As more contractors request on-site training, CSDA needs to have a current list of required equipment for 101 and 201 training classes. There was also discussion of limiting the 101 classes to 25 students to ensure a positive hands-on experience for all students.

Wolverine Equipment offered to donate one of their hand saws for the training classes in Clearwater. The committee decided that Wolverine would need to participate in the training and the equipment lottery in order to do this and would need to provide the appropriate power source. The committee will let them know of this decision.

Events at the World of Concrete and Annual Convention were reviewed. The committee requested OBI to investigate venues for a group dinner in Bermuda on Monday, March 27.

## **MARKETING COMMITTEE**

Ronnie Wilhite presented the committee report. The online training marketing campaign via LinkedIn, Instagram, Facebook and Google AdWords was discussed, and just over \$1,000 was spent on this campaign. It did not produce the results hoped for and will be paused until 2023.

The budget for 2023 was approved.

The LinkedIn direct messaging campaign will increase to 10 direct messages per week.

A subcommittee was formed to discuss a redesign of the CSDA website. Members of the committee are Dani Planto, Ronnie Wilhite, Haley Long, Mark DeSchepper, David Perkins and Erin O'Brien. The subcommittee will meet at the World of Concrete. They will also evaluate the current design of the WOC booth.

## **MEMBERSHIP COMMITTEE**

Brandon Bailey presented the committee report for David Perkins.

A CSDA Membership Points promotion for 2023 was approved and points will start accumulating on December 1, 2022. OBI will keep track of these points. Points will be awarded for Board & Committee meeting attendance, Convention attendance, submitting a job story to *Concrete Openings*, hosting or sending operators to 101 or 201 training classes, becoming an Accredited Company and signing up a new member. Once a contractor member collects 100 points, they receive a BOGO training registration. Once a manufacturer, affiliate or distributor member collects 150 points, they receive a BOGO training registration or a complimentary level up in their Convention sponsorship package for the following year.

The series of webinars scheduled for fall 2022 have been moved to 2023. These webinars will focus 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.

David Perkins was not able to attend the meeting in Park City, so no local contractor visits were organized.

Two subcommittees were created. One will create a new member resource, an Employee Performance Evaluation Form, and the other will create and refine the “elevator pitch.” The performance evaluation form subcommittee includes David Perkins, Patrick Harris, Dani Planto, Dan Foley, Mark DeSchepper and Ty Conner. The elevator pitch subcommittee will be led by Scott Brown.

David Perkins, Kellie Kimball and Brian Cox will moderate a roundtable at the Convention about Onboarding New Employees.

In conjunction with the Next Generation committee, the Networking Reception at World of Concrete, which is hosted by the Next Generation committee and *Concrete Openings*, will allow sponsorships to help offset the cost of the event and include a raffle during the event. Participants will drop their business card (or fill out a short form) so CSDA retains their contact information. Each person can only win once and must be present to collect their prize. Prizes will include Apple AirPods, Apple Watch, portable speakers and more.

The committee requests an annual budget of \$15,000 in 2023 to help marketing the Board & Committee meetings to local prospects, host membership networking events and more.

## **NEXT GENERATION COMMITTEE**

Bill Fisher presented the committee report. The virtual wine tasting event scheduled for Thursday, October 13, 2022, was cancelled due to lack of registrations. Most committee members stated they were too busy, out of town or didn't know about the event. The committee would like to try to reschedule this event for fall 2023 and work with OBI on a more intentional, trackable marketing plan.

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

The winner of the Next Gen photo contest was Hard Rock Technologies. HRT wins the cover of the 2023 Calendar and a complimentary registration for the 2023 Convention & Tech Fair in Bermuda.

## **SAFETY COMMITTEE**

Brandon Bailey presented the committee report. The Silica Data Collection program is in the testing phase. All members are invited to participate, and data can be submitted anonymously. The committee will create its own questionnaire that is relevant to concrete cutting. Results are available to all participants, or for a \$100 fee if your company did not submit data. A-Core is conducting a trial submission and if successful, others will be asked to test as well. Goal is to launch in Q2 2023.

A Heat Illness TST was approved and will be posted to the CSDA website. Dan Foley and Erin O'Brien are reviewing the Safety Handbook for updates and additions. The Safety Video project will be submitted for quotes to vendors for video production.

## **STANDARDS & SPECIFICATIONS COMMITTEE**

Greg Lipscomb presented the committee report. The CSDA Best Practice CSDA-BP-012 *Mechanical Anchors* was reviewed and revised. The approved document will be submitted to O'Brien International for final edits and posting.

The committee will review the SMI Diamond Blade Rx document at the next committee meeting.

## **TRAINING COMMITTEE**

Donna Harris presented the committee report for Patrick Harris and Kellie Kimball. An expense report from Patrick Harris for his expenses to attend the October 101 Training classes in Elyria, OH was reviewed and approved.

The two instructor candidates who taught at the October 101 classes were discussed. Doug St. Marie did not get enough time to be evaluated and needs further evaluation. Nolan O'Neil was approved as an instructor. A subcommittee was formed to create an onboarding process for new instructors. This subcommittee will contact Doug and Nolan to give them further information. The subcommittee members are Patrick Harris, Mark DeSchepper, Rick Norland, Rick Glidewell and Ronnie Wilhite.

Discussions continued for the requirements and cost for contractors to host on-site training. A-Core and Greene's have expressed interest in hosting, and Capmen in Tampa would like to host a 101 class for Slab Sawing & Drilling at the SPC Clearwater Campus in February. The committee will finalize the requirements for hosting on-site training and a budget by the March 2023 committee meeting.

## **UNFINISHED BUSINESS**

There was no unfinished business.

## **NEW BUSINESS**

A motion was made and seconded to add a \$15,000 Membership expense to the 2023 Budget. Motion was passed by unanimous vote. A motion was made and seconded to add a \$5,000 Next Generation expense to the 2023 Budget. Motion was passed by unanimous vote.

Mark DeSchepper requested that all O'Brien International disclose any business relationships between the partners of OBI and secondary businesses that are used to perform services or source products on behalf of CSDA. OBI will send these to DeSchepper including the business relationship, nature of the relationship, services or products involved and the total amount of those transactions.

**NEXT MEETING** - The next meeting of the CSDA Board of Directors will be held on Wednesday, January 18 at the World of Concrete in Las Vegas, Nevada.

**ADJOURNMENT** - There being no further business, the meeting was adjourned at 11:10 AM.

Submitted by,

A handwritten signature in black ink, appearing to read "Erin O'Brien". The signature is fluid and cursive, with the first name "Erin" and the last name "O'Brien" clearly distinguishable.

Erin O'Brien  
CSDA Executive Director



**CSDA Executive Director's Report  
December 2, 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>11/22</u>
<b>Contractors:</b>											
-North America	139	310	385	305	308	333	338	324	301	262	264
-Imaging					6	11	12	7	7	8	8
-Polishing					13	6	3	4	6	5	5
-Overseas	16	41	47	51	38	33	29	23	19	20	20
<b>Manufacturers</b>	31	55	51	44	46	47	48	46	40	39	40
<b>Distributors</b>			16	8	9	16	15	14	12	10	12
<b>Affiliates</b>	23	42	40	42	39	36	33	31	26	24	22
<b>Associations</b>		14	16	17	18	19	20	20	20	20	20
<b>Individual Memberships:</b>											
Operations									5	3	3
Field Personnel									2	2	2
Specifiers											1
<b>Total Members</b>	<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>397</u>
<b>Dues (\$ 000)</b>	<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>419</u>

<b>Membership growth: +1% (2021-2022 YTD)</b>	<b>Dues growth: -2% (2021-2022 YTD)</b>
<b>+90% (1993-2022 YTD)</b>	<b>+517% (1993-2022 YTD)</b>

**2. Prospects/Specifiers Database**

<u>Category</u>	<u>Database Leads</u>
Prospects	9,347 (1,988 in Jan. 1995)
Specifiers	6,500 (764 in Jan. 1995)
General Mail List	4,294
<b>Total Database</b>	<b>20,141 (+1% 2021-2022 YTD)</b>

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

- Southern Pipe Unlimited, LLC** – Manassas, VA – Deborah Johnson - 540-219-1937
- U.S. Saws** – Tampa, FL – Bill Glynn – 813-621-8015
- Baseline Demolition** – Siloam Springs, AR – David Ellingson – 479-549-9056
- Capmen LLC** – Tampa, FL – Quinn Ausburn – 813-712-9606

#### 4. Member Update

- Membership status since January 1, 2022 includes 21 new members and 29 resignations.
- CSDA's library of Toolbox Safety Tips (TST) is currently at 111.
- 41 member memos sent out (-45% 2021-2022 YTD).
- Interest in the "Submit Your Request" feature in the Architect & Engineer Resources section of the CSDA website continues. A total of 497 requests have been received since this feature was introduced in late 2005.

#### 5. Next Generation

- The Virtual Fall Wine Tasting planned for October was canceled due to low registration.
- The committee has requested a \$5,000 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
<b>Cutting Edge</b>	784	6	13	5			808
<b>Cutting Edge Online</b>					89	49	138
<b>Slab Sawing &amp; Drilling 201</b>	218	45	51	30	10		354
<b>Wall &amp; Hand Sawing 201</b>		12	40	30	10		92
<b>Wire Sawing 201</b>		9	27	29	10		75
<b>OSHA</b>	166						166
<b>Estimating</b>	140	36	99	68	6	11	360
<b>Slab Sawing 101</b>	40	13		6			59
<b>ST-115 Certification</b>			129	8			137
<b>Slab Sawing &amp; Drilling 101</b>	98	25	82	57	28	21	311
<b>Wall &amp; Hand Sawing 101</b>	19	24	79	40	19	20	201
<b>Wire Sawing 101</b>	5		46	39	16	20	126
<b>Mechanics</b>		10					10
<b>Polishing</b>			112	70	8		190
<b>Robotic Demolition</b>			15				15
<b>GPR Imaging Certification</b>				51	14	24	99
<b>GPR Methods &amp; Theory</b>				33			33
<b>OSHA Silica Training</b>				6			6
<b>Online Training - CSDA</b>					21	78	87
<b>Online Training-RedVector</b>	53	30	31	90			204
<b>Online Training-WeKnowTraining</b>	1,175	821	934	3,575	8		6,513
<b>Totals per Year/Period</b>	2,698	1,031	1,658	4,137	239	<b>223</b>	<b>9,986</b>



## Training Update

- The new online training platform has seen 215 courses purchased since the launch in July 2021, with 15 purchased since the September 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 115 students since its launch, with 49 completing the course in 2022. Thirty-five students have registered for the new Silica Competent Person course, since January 2022, bringing in \$3,040 in revenue. GPR Methods & Theory went live in June and 15 students have taken the course bringing in \$1,449 in revenue.
- CSDA's Online Training platform has produced \$32,546 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	49	115	\$10,750	\$26,100
Intro to S&D	28	50	\$1,078	\$1,957
Silica Comp. Person	35	35	\$3,040	\$3,040
GPR M&T	15	15	\$1,449	\$1,449
<b>Total</b>	<b>127</b>	<b>215</b>	<b>\$16,317</b>	<b>\$32,546</b>

## Safety

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

<u>Video/DVD</u>	<u>No. Sold</u>
Core Drilling	364 (+1 since September 2022, +1 in 2022)
Electrical Safety	40 (+1, +1)
Hand Sawing	271 (+1, +1)
Slab Sawing & Blade Safety	496 (+1, +1)
Wall Sawing	392 (+1, +1)
Wire Sawing	<u>261</u> (+1, +1)
<b>Total</b>	<b>1,824</b> (+1% 2021-22 YTD)

### 2. Safety Handbook / Safety Manual / TSTs

- A total of 6,960 CSDA Safety Handbooks (original + English/Spanish) have been sold since introduction in January 2000, with 10 sold since the September 2022 meeting.
- Sales of the CSDA Safety Manual continue, with 273 copies of the print and electronic versions sold since its introduction. One Safety Manual has been sold since the September 2022 meeting. TSTs were added to the online training site to be sold in July 2022, and 12 TSTs have been sold since then generating \$239 in revenue.

### 3. Standards & Specifications

- The committee released a revised Best Practice, *CSDA-BP-027 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
December '22	60	14.7	25

- The number of paid ad pages for the December 2022 issue increased 1.7 pages compared to the December 2021 issue. This increase is largely attributed to the December issue being distributed at the World of Concrete and increased circulation.
- 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 25 percent, leaving room for additional advertisers and larger ads.

### 2. Concrete Openings Highlights

- The December issue of *Concrete Openings* contains three CSDA contractor job stories and one contractor marketing/recruitment activity:
  - GPR scanning at a famous Chicago landmark in Illinois.
  - Hydrodemolition of a cement plant silo in Spain.
  - Slab sawing, wall sawing and robotic demolition at a hospital in Illinois.
- Additional sections include business, safety and health-related articles, *GPR Insight* and industry news.
- Free *Concrete Openings* subscription forms continue to be received through the *Concrete Openings* website. A total of 8 new print subscriptions have been received through the current website since the September report (up 2%), bringing the total to 3,363 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 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 Q4 2022.
- YTD data using the latest version of Google Analytics (GA 4) are as follows:
  - New Users: 2,597
    - Direct - 1,039
    - Organic Search - 1,119
    - Organic Social - 285
    - Referrals - 154

## **Exhibitions**

- CSDA is endorsing the following future exhibitions and conferences:
  - The Buildings Show - World of Concrete Pavilion, November 30 - December 2, 2022 in Toronto, ON, Canada
  - World of Concrete, January 17-19, 2023 in Las Vegas, NV
  - Canadian Concrete Expo, February 16-17, 2023 in Toronto, ON, Canada
  - New York Build, March 8-9, 2023 in New York
  - CONEXPO-CON/AGG, March 14-18, 2023 in Las Vegas, NV
  - IACDS Annual Convention, May 25-26, 2023 in Venice, Italy
  - Chicago Build, October 11-12, 2023 in Chicago

## **Related Associations**

- The International Association of Concrete Drillers and Sawers (IACDS) held their Annual Meeting during bauma on October 27, 2022 in Munich. The IACDS Annual Convention in 2023 will be held May 25-26 in Venice, Italy.

## **Annual Conventions**

- CSDA will celebrate its 50<sup>th</sup> Anniversary in 2023, during the Annual Convention & Tech Fair, held March 27 – 31, at the Hamilton Princess Hotel and Beach Club. Registration is now open and attendees are encouraged to invite founding and retired members to join us. The hotel room block is also open, and the reservation deadline is February 27, 2023 while the registration deadline is March 13, 2023. Early-bird registration discounts are available now, as are registration for sponsorships, optional activities and the Golf Tournament.
- Bermuda has lifted all its COVID-related travel restrictions and requirements for travelers to the island. The only current requirement is to fill out a simple, free online form prior to arrival.
- 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 was conducted last week, and the committee will review all five options and determine which hotels are the best fit for CSDA based on location, general feel, dates, room rates and F&B pricing.

## **CSDA Promotion**

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

- CSDA events are listed on the IACDS website.
- CSDA was promoted during the McCrary-West Construction FORGE career event in Columbus, Mississippi in October 2022.

### **2. Promotional Materials**

- \$2,867.25 worth of promotional materials have been sold in 2022 (+24% YTD 2021-22).

### **3. Website**

- YTD data using the latest version of Google Analytics (GA 4) are as follows:
  - New Users: 21,476
    - Paid Search (ads) - 7,340
    - Organic Search - 5,429
    - Direct - 5,141
    - Display (ads) - 2,582
    - Organic Social - 495

- The updated CSDA website is in production with new sections going live throughout the year.
  - UPGRADED Product & Services Directory
  - NEW Job Board and Used Equipment Listing - since October marketing campaign launch 13 new entries
  - New website design will be discussed at the Marketing Committee meeting.
  - New member portal features launched October/November 2022
    - Staff member access manager
    - Member resources & TSTs
    - Event ticketing & payment system
    - Online payment system integration
    - Change tracking system
    - Upgraded user profile
    - Multi Company user management

#### 4. Social Networks

- CSDA's Facebook page currently has 3,159 followers (+6% from the September report).
- The association's closed Facebook group, CSDA Discussion Forum, currently has 1,131 members (no change since the September report). Page discussions can only be seen by group members and are not visible elsewhere.
- The CSDA Instagram page, @csdaconcrete, now has 2,178 followers (+3% from the September report). Members should use @csdaconcrete and #csdaconcrete in their posts.
- The CSDA Instagram page @csdanextgen now has 107 followers (+0% from the September report). Members should use #csdanextgen in their posts.
- The CSDA Twitter account, @csdaconcrete, currently has 149 followers (+0% 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 1,582 members (+4% from the September report) to date.

#### 5. Digital Marketing

- There are multiple digital marketing campaigns in Q3/Q4 2022.
  - Online Training Marketing
    - Launched October 2022 via Google ads - spent \$1,030
    - Search Ads: 10.56% Click Through rate, 851 clicks, 8,061 impressions, spent \$996
  - Job Listings and Used equipment
    - Awareness campaign launched September 2022
    - Included in 7 email digests
    - Used equipment was top 3 reader favorite with 140 clicks
    - Job posts has 16 clicks in the same period
  - Annual Convention launched November 2022
    - Sent 1 stand-alone email and was included in weekly email digest
  - WOC - A26 Code -Google ads launched November 2022
    - Search Ads: 24.9% Click Through rate, 9,499 clicks, 39,275 impressions, spent \$4843
    - Display Ads: 0.42% Click Through rate, 4,883 clicks, 1,161,997 impressions, spent \$1404
- Weekly Email Digest
  - October: 27.46% avg open rate, avg click through rate 6.07%
  - November: 28.42% avg open rate, avg click through rate 6.79%

## 6. Meetings

### 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](https://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

### 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:	<a href="http://www.csda.org/annual-convention">www.csda.org/annual-convention</a>
Tel:	441-295-3000 or 800-441-1414
Rate:	\$269+/night
Cutoff Date:	Monday, February 27, 2023

**CSDA Summer Board & Committee Meetings**

Location TBD

Dates (tentative): Wednesday, June 7 – Thursday, June 8, 2023

**CSDA Fall Board & Committee Meetings**

Location TBD

Dates (tentative): Wednesday, September 7 – Thursday, September 8, 2023

**CSDA Winter Board & Committee Meetings**

Location TBD

Dates (tentative): Wednesday, December 7 – Thursday, December 8, 2023