

TERRAZZO, TILE, AND MARBLE ASSOCIATION OF CANADA

BUSINESS/ACTION PLANS 2008-2009/2010

Prepared by

Len Tompkins
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TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: TTMAC OVERVIEW

DEFINE ISSUE: While the organization has been in existence for 65 years, the overall objective remains clear and that is to raise the profile of the industry within the marketplace, and the respective standards in order to achieve that goal.

Of concern is who should the association represent? Should it represent every type of business that sells and or installs ceramic, tile, marble and terrazzo? If this is the case then additional categories should be added with varying levels of benefits.

INITIATIVE: **Continue to promote the industry in the marketplace, and ensure that quality standards of manufacture, distribution and installation, meet or exceed the expectations of those consumers, that have made a commitment to the hardsurface products.**

#	ACTIONS	ITEMS	RESPONSIBLE	TIME
1	Association management	Personnel Development	GM	
		Personal resources		Ongoing
		Fiscal Prudence	GM/Board	Ongoing
		Financial Planning 09/10	GM/Estelle	Oct 30 approved by BOD
		Business Planning 09/10	GM	Oct 30 approved by BOD
		Committee mentor	GM	
		Allocation of resources	GM/Board	Ongoing
		Increase stakeholder value	GM	Ongoing
2	Marketing	Association	GM	
		Members	Ad Committee	Ongoing

		Events Industry		Ongoing Ongoing
3.	Education	Products Installations Seminars	GM Training Committees	Ongoing BC 2010 plan Done Scheduled 3 Done
		Inspections Trainers PAC	Tech Committee GM/Committee Ontario	Ongoing 2010 TBD Completed
4	Expansion	Members Associations/Partners Member Mix Participation Retention	GM/Members Membership Social All All/GM	Ongoing Ongoing Ongoing

RESULTS:

Archived to July 31, 2009

Archived to November 30, 2009

Archived to February 10, 2010

February 10, 2010

Nova Scotia Architects Association of Canada has approved of the Tileology and Stoneology seminars.

Ontario Architects Association has approved Stoneology and Tileology for two years

Ontario College of Art & Design has approved Designing with Terrazzo, Tileology, Stoneology and mini seminars for 2010

Interior Design Canada first meeting re national association to focus on ConEd programs with them in 2010

CO-OP Program will lose one member Peter Butler and gain 5 so far.

Scheduled seminars in Toronto, Calgary, Halifax so far with Vancouver for the fall.

Financials for year end completed and will be sent to Resnick February 18, 2010.

Plan to pay down the Debentures by 50% reducing the balance to approximately \$8.000

March 31, 2010

Met with Interior Designers of Canada, Executive Director, Susan Wiggins, re ConEd Program and they are enthusiastic about Stoneology, Tileology and Terrazzo Programs and will do some paper work in April for partnering purposes

CO-Op Program has lost one member but he may reconsider, and picked up five. Also a new application coming in with a Bronze Co-op request from James Hardie Company

Paid down the debentures to Duochem and Twin City by \$8,000

Financials finalized and submitted to Revenue Canada

May 10, 2010

Prepared the paper work for Stoneology and Tileology will submit with seminar on Terrazzo for Interior Designers of Canada for Core Learning approval cost \$300.00 US

Conducted Stoneology (14) and Tileology (23) seminars April 13 and 14.

Conducted a "Meet and Greet" in Halifax for 30-36 members and guests and was sponsored by table top sponsors.

Ontario Architects Association posted Stoneology and Tileology on their web pages to promote the May seminars in Toronto. As of today we have Stoneology (11) and Tileology (20) signed up

Alberta Architects Association e broadcasted in their newsletter about Stoneology in Calgary at the convention. Registrations are at 23 as of today.

Advised Florcan of their membership application being declined.

Conducted Bocce Night in Toronto for 36 people. Marginally profitable.

Articles for Coverings completed, Hardsurface Magazine completed.

Calls for membership dues

2010 Membership Directory to press in by May 11, 2010.

Attended Coverings in Florida for five days.seminars, meetings with members, and delegation from India.

Met with TRH a consulting firm for Health & Safety recommended by York. Proposal very high and will re think.

Tech Expo meeting regarding format, costing and a plan going forward.

Arranged for the Hardsurface Judging Panel for May 12th, with the great help of Joanna Tiffen of Schluter.

Received a generous donation of 900 square feet of tile for the TTMAC offices from Daltile.

Awaiting instructions for the installation from the facilities managers

BOD in Calgary long with a members dinner meeting.

ADMINISTRATION

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **Develop Business Plan, budgets for next year, along with Cash Flows on a monthly basis.**

DEFINE ISSUE: The Business Plan is developed and annual budgets are set and implemented into the accounting system. The Income Statements will show a year over year, but revenue and expenses are not broken out on a monthly basis to show whether results are on plan or behind. A Cash Flow would also allow planning should investments be required and budgets be off plan.

Develop a payables and receivables target along with policies for non paying members.

INITIATIVE: **Build budgets up for each item by month, and put revenues in for the month(s) anticipated.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Template for Cash 2009/2010	Cash Flow		GM	Oct 1 Done 09
2	Budgets 10	Based on History Based on Committees Based on Special Projects Strategic Plans for each		GM/Estelle	Approved Oct/BOD Oct 1/09 Done
3	Develop	Business Plan/ Action Plan		GM/Estelle/ Tony	October 1/09 Done Approved by BOD

RESULTS:

Develop spreadsheet that utilizes expense budgets and revenue streams to forecast cash flow and managing the financials.
Develop a monthly financial report year to date, to budget and last year results. Under development in October for Board meeting.

Archived to May 1, 2009

Archived to November 30, 2009

Archived to February 10, 2010

February 10, 2010

Budgets and plans in place for 2010

March 31, 2010

First quarter financial results (March not bank reconciled yet) have been sent to the BOD

Action Plan report sent to BOD for first quarter.

April month end reports and financials to be reconciled mid May.

Year to date un-reconciled report to be sent to the BOD this week.

MEMBERSHIP

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: TTMAC Member Benefits

DEFINE ISSUE: The majority of members have been loyal for years, and while we have added over the years there has been a loss of members with little or no gain.

INITIATIVE: Revisit present Benefits Plans and validate their importance and re educate members of the benefits derived from being a member/stakeholder.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Marketing it	Website spot Use with Questionnaire Program		GM, Elaine	Ongoing
2.	Present Members	Questionnaire Program		GM/Membership GM	On going On going
3.	New member Drives	Membership Committee Use as tool		Committee	Ongoing

RESULTS:

Archived to July

Archived to November 30, 2010

Archived to February 10, 2010

February 10, 2010

Rejected memberships for Belluiz Group and EAFS

Members not renewing The Top Shop in London, Cp interiors, Creative Surfaces to date.

March 31, 2010

Contacted members re benefits of membership Ongoing project.

May 11, 2010

Continue to discuss with members. Huard still in process

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **Membership**

DEFINE ISSUE: Membership revenue is on plan for this year. However membership is very important to the association. Revenue derived from membership fees, events and advertising help to fund the many programs for the stakeholders.

The retention of members is important, the retention of participating members is crucial to the survival of TTMAC.

Attendance at events is skewed to suppliers and a proportion of contractors. Suppliers complain about the lack of architects, designers, engineers, professionals, and contractors who attend functions and are their chief reason for being there.

Contractors want the architects, designers, spec writers, and developers there for opportunities.

Members that attend and participate in events stay. Those that don't participate realize no return, and leave.

Most volunteers have been doing so for a long time and welcome some relief by having new volunteers join the committees.

Most members do not have a thorough understanding of all of the benefits of being a member, as observed in my recent trip to BC.

INITIATIVE: **Retain members by educating stakeholders on the benefits of membership. Build membership from the contractors, and professionals area, while balancing our member mix. Increase participation of members in events and as volunteers. Improve the standards of installations and raise the positive profile of the industry.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Educate and Refresh the Benefits to	Sessions BC Sessions ON		GM committee GM/committee	2008.2009, 2010 2008, 2009, 2010

		Sessions in Nova Scotia	GM	April 2010 Done
	Members	Benefits Brochure	GM/Tony	Done 2008
		Dialogue with members	GM	Ongoing
		Union shops, admin not		
		Covered by benefits opportunity Dennis		Ongoing
2	The Step	Web posting for program	GM	July 09 Completed
		Mailings	GM	Spring
		Member Drives*		2010
		Committee involved	Dale/Tod	before Convention
		Contact all guests at events like		
		Training, golf, dinner meetings	GM/Com	Ongoing
3.	Web Development	Educate members on site	GM/members	Ongoing
		via mailings, calls, events		
		Update website	GM/Elaine	Ongoing
		Links from members websites		Ongoing
		Events expansion Convention		Ongoing/Done
		Technical Information		
		Career Forum/listings	TBD	
		Member Profiles	TBD	
		Discussion Forums		
		Associations post our site like	GM	Ongoing 08, 09,10
		Architects Association by province		Ongoing 09
		Designers Association by province		March meeting Done
		Members only section for full	GM	Being developed
		members with tech information		
		Mailings of new sections on web		
		Links both ways with other sites		Ongoing 2009, 2010
		Architects Association, designers,		
		spec writers by :		
		Province- ON, BC, Alberta NS , etc		Completed FebMarch 2010

		Assess capability of web now Developer changes* Development period	Ways & Means GM/Ways Developer	Dec 1 Completed June Sept 09 Started Fall 09 Winter 10
4.	Accreditation/ Training	Develop affordable seminars and training programs, courses to boost attendance, create demand Post accreditations on websites* Promote courses and accredited workers, contractors on site, to architects etc Supplier sponsored courses Promote in Hardsurfaces Promote Tile letter Develop training curriculum Courses on selling product Seminars and dinner meetings (tech) Proceed to committee Presented to AGM Set up Committee Trainers recruit: Mapei Paul Assessment of BC programs Seminars/ TCNA Daltille events See and learn on marketing/needs	GM Committee BC to be developed GM/Web Dev GM/BOD GM/Coverings GM/PAC GM GM Duigan/GM Duigan GM Duigan/Len	Nov/Dec 08 Planned for 2010 2010 in process Ongoing Sept 09 Done Ongoing May 8 2009 Done November 08 May 09 June 09 in play started April 09 June 2010 Summer of 2010
5.	Marketing	Benefits of membership Website Hardsurface Mailings to residential inspectors	GM/Elaine GM/Elaine GM/Elaine	Ongoing November Done October Done 2010 not done

		developers, architects, engineers Recognize graduates on website	GM/Elaine	under development
		The Tile Letter mailing Verispec Program Program redesign Universal Floor Tester	GM/Elaine GM/Tech Committee GM	Feb Done 2x Dec 08 started in process Jan started Coverings Done Oct 2009 Ongoing Nov Done 09 in process
		Stoneology Dinner Seminars Tech Expo 2010 develop Membership Committee Committee add members Drives, initiatives for contractors and professionals Identify strategic associations To promote TTMAC with for New member growth by regions CSC Arido Designers/IDC Get links to websites Get mailing list Develop partnership programs With these associations	Committee BC Committee BC Committee BC Committee BC BW/DB BW/GM Committee TTMAC	Feb 09 Ongoing Second half 09 Dec Jan started OAA/AIBC/NS done NSAA/AAA done Fall 2010 March 2010 in process in process Done Ont. BC, AB/NS in process
6.	Retention	Members Educate Benefits Follow up Relationship Building TTMAC office open houses	GM Members GM Committee	Ongoing Ongoing Ongoing
7.	Committee Focus	Ambassador Program Contact new members	Committee	2010

to welcome them		
Contact existing members	Committee	2010
who do not participate		
Invite them to events as		
a mentor		
Attract more committee		
Members		

RESULTS: This initiative will take the longest possibly years, but should be an ongoing strategy. Open house costs likely \$500.00 for each. Would be for welcoming in new members.

Archive to July 1, 2009

Archive to November 30, 2009

Archive to February 10, 2010

February 10, 2010

Step Program has 3 members

Web development on going.

Hardsurface contract with MediaEdge renewed at the end of January for three years. Will delay the distribution of it and the Members Guide by a month.

Stoneology and Tileology approved by the OAA, NSAA and Stoneology by AAA and AIBC. OCAD has signed a contract for us to provide Stoneology, Tileology and Design with Terrazzo and Mini Seminars for first half of 2010 on a trial project.

Have approached IDC the new national governing body for designers to look into synergies, will continue in March.

Lost three members for 2010 so far:

C.P. Interiors Ottawa Professional member

Creative Surfaces closed

The Top Shop a fabricator in Ontario

March 31, 2010

Orientations and Retention

Continue with existing members

Growing Memberships

Perry Hartwick of Upper Canada re rejoining TTMAC and possible presentation of seminars for OCAD
Spoke with James Hardie a supplier of backer board, a designer and a supplier from Newfoundland Terra Nova Granite and Sands Carpet and Tile re membership.

Started the research on member application from Florcan in London and will complete in first full week of April.

Step Program

Agreed at the BOD in March that Dale would contact Tod, Dave Sherley and others re the Step Program and how to kick start it and form a committee

Marketing and Partnership Development

Now have seminars approved for Core Learning for architects associations in Alberta (Stoneology), Ontario (Stoneology & Tileology), British Columbia for Stoneology(will renew for 2010) and add Tileology; Nova Scotia for Stoneology and Tileology.

Also have the blessing of the Executive Director, Sue Wiggins of the new Interior Designers of Canada Association for being a Core Provider and partnering with them.

Programs now listed on AAA, OAA, NSAA sites

Training/Accreditation

Agreed at the BOD meeting in March to assess the BC programs and not to proceed unless they break even with attendance or make money. Assess the program, BC provincial programs through Trowel and Trades in Vancouver and TTMGO in Toronto for Ontario. Also assess success of the TCNA and Daltille traveling road show this summer in Toronto and Vancouver.

Made initial contact with trowel and Trades in Vancouver, awaiting feedback.

May 11, 2010

Orientations and Retention

Continue with existing members

Growing Memberships

Perry Hartwick of Upper Canada re new application to join received.

James Hardie application not received yet

Various inquiries fielded through the period

Step Program

Tod not been directed to form committee to assess Step program incentive but feels the \$50.00 inducement would be appealing.

Marketing and Partnership Development

Seminars approved for Core Learning for architects associations in Alberta (Stoneology), Ontario (Stoneology & Tileology), British Columbia for Stoneology(will renew for 2010) and add Tileology; Nova Scotia for Stoneology and Tileology. Developing programs for the new Interior Designers of Canada Association for being a Core Provider and partnering with them.

Programs now listed on AAA, OAA, NSAA sites

Training/Accreditation

Have completed three seminars to date in BC with profitability achieved

Have approached, Trowel and Trades in Vancouver with no feedback to date. TTMGO in Toronto for Ontario will proceed with before the convention.

Dale Kempster and Duigan Mitchell have worked with Pompano re remote training program. Once completed then will proceed to the financial analysis of it.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **Member Health & Dental Plan with RSP Option**

DEFINE ISSUE: Participation in the Group Health & Dental Plan by members is nil. We have seven clients of which one is the Guild.
Awareness of the program is not evident. Many members are with other associations plans. No other plan has an RSP option.

INITIATIVE: **Increase the awareness of this benefit to our membership, and uses it as a tool to build the Associate Member program and attract small contractors and professionals.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Review our plan	Promote at events		GM	2009, 2010
2	RSP Option	Present Plan Roll out Plan		GM GM	November Nov 09
3	Marketing it	Website posting of costs Hardsurface Mag Coverings Dec issue WPI email TTMAC mailing/study		GM, Elaine GM	October 09 Dec 08 done to October 09 Done Fall 2009

RESULTS:

Archived to July 1, 2009

Archived to November 30, 2010

November 30, 2009

Another mailing to members completed. PWI is developing a case study for use in the Analyst.

One and two man operations very difficult to quote on. Also had to decline quoting for a members since they had already shopped the market within three months so Insurance Companies decline to respond to inquiries.

December 31, 2009

Re quoted our west coast member and found our package had more value and would save him \$700.00 per month. Our member will review. Also secured one new member on our benefit plan for two reasons- value and savings. Starts January 1, 2010.

February 10, 2010

West coast member is signing on with us and will save \$700 per month.
Toronto member joined January 1, 2010 with savings as well.

March 31, 2010

West coast member still in discussions with provider
Continue to promote to existing members.

May 11, 2010

Nothing new to report.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Member Gas Card Program with PetroCanada

DEFINE ISSUE: We presently have one member in this program, and with these low results could lose the program. Program under utilized.

INITIATIVE: Assess whether this is a viable program for our membership and the awareness of the program. Raise the awareness and participation. Utilize it to attract new smaller members.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1.	Member sessions	Questionnaire Educate BC Field ON Field		GM GM	August 20 Done Ongoing
2.	Marketing it	Website		GM, Elaine	Ongoing

RESULTS:

The questionnaire and BC sessions indicated zero lack of knowledge by the members of the program. A minority mentioned other associations that belonged to had similar program but did not know the details. Two members asked for applications for it. PetroCanada will wait until October before making a decision to cancel this benefit

.Archived to July 1, 2009

Archived to November 30, 2009

Archived to February 10, 2010

No activity.

February 10, 2010

Two members have joined the gas program.

March 31, 2010

No further activity

May 11, 2010

Three members active on the program.

COMMITTEES

ADVERTISING & PROMOTION

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Advertising & Promotion

DEFINE ISSUE: Effectively, strategically promote the various committee initiatives once these plans are to be introduced.

INITIATIVE: Coordinate with the respective committees, and their projects to bring them to market on a timely basis. Media forms are listed in the action plans.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Tile Letter	Publish		BOD/GM	Dec 2009 March 10 done
2	Web media	Update info on site New events Verispec Profiles Employment Links with Architects	(10)	GM/Elaine Elaine GM/Comm GM/Elaine GM/Elaine GM	Ongoing Ongoing in committee 2010 TBD TBD Ongoing action
3.	Trade Shows	Idex/Neocon Tech Expo Vancouver CSC No Frills Metro Conv Coverings		GM/Elaine BC Committee TTMAC TTMAC	Sept 24,25/ 09 Done Nov 09 Done March 2010 Done April 2010 Done
4	Magazines	Coverings 12 Articles Hardsurface October Article(2) New contract Coverings Tile Letter Canada		GM, Elaine GM GM GM Dale/GM	Ongoing Ongoing Completed Feb 10 Ongoing Dec 09 done Spring 2010 done Ongoing
5.	Events Marketing	Convention, Social nights, Tech Expo, Bocce, Golf etc		Committee Elaine/Ashley	Ongoing

**RESULTS: Completed revenue and cost projections for executive in mid September for Tile Letter Canada. Costs for shows, Tech Expo 2009 wash out cost,
Archived to August 31, 2009
Archived November 30, 2009
Archived to February 10, 2010**

February 10, 2010 Committee Report for March 5, 2010

CSC No Frills show for March \$800.00 ; IDEX for Sept 2010 Complimentary; Coverings Orlando no contact yet
CSC Directory, Specifier not done yet

Wrote article for Awards Magazine, but will not advertise in it. Jan 2010

RAIC ad placed Business Card size @\$375 spring and fall

Free Listing National Floor Trends 2010 Trade Directory & Buying Guide, Tiel & Stone Blue Book, Directory of Associations, York Region
Business Directory, Floor Covering Weekly, Source Guide, Stone World 2010 Stone Guide

Year to date spent \$751.06 for advertising and \$800 for trade shows

March 31, 2010

Attended CSC No Frills in March

Wrote article for Coverings on Hardsurface Awards program for Calgary Convention in June.

Met with Arido/Idex/IDC re fall trade show in Toronto.

May 11, 2010

Attended Coverings in Florida April 26-30

Articles for Coverings and Hardsurface Magazines done

Tile Letter Canada published March 2010 Spring Edition.

Hardsurface Magazine being printed in May with Spring Revenue of \$31,000.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **The Tile Letter with a Canadian Edition**

DEFINE ISSUE: The Tile Letter presently is distributed predominately to contractors in the United States. They do mail to Canada a very small portion less than 500. They have proposed a Canadian edition going to Canadian contractors, and possibly others for a total of 7,000 per edition.

The issues are we presently have Hardsurface Magazine that has 32 pages and is published, media space sold by them, printed and distributed to 5,000 subscribers. We publish twice a year with the first issue guaranteeing us \$5,000 and second issue \$2,000 in a year.

The Tile Letter is a unique magazine, focused on the contractor, where we feel we have to expand our membership base. A proposal has been made to have a Canadian edition published on a revenue sharing basis to be developed.

INITIATIVE: **Assess whether the Tile Letter can generate enough revenue to meet the profit expectations of the association's board of \$32,500.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Issues 3-4			Committee	ongoing
2.	Sales			Dale/Com	on going

RESULTS:

Archived to November 30, 2009

Archived to February 10, 2010

February 10, 2010

Projected profit for first issue is \$1,500 per Bart Sales and content underway for next edition

March 31, 2010

Awaiting cheque from first edition of Tile Letter Canada and Bart

Wrote articles for magazine and spring edition which is virtually ready to go.

May 11, 2010

Magazine published in April.

Still waiting for cheque from Fall issue. Of approximately \$1,500.00

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Events

DEFINE ISSUE: Many events are conducted each year from educational seminars like Tileology, to Tech Expo to social events like tournaments, social night, Christmas party and Bocce events.

INITIATIVE: Each of these events attempt to break even or generate a modest profit in order to fund other programs.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Events Plan	Event Planning Event Wrap with Financials and P&L completed		Committees	Ongoing
2	Tech Expo Budgets 09 Budgets 2010			BC Committee	October 09 Done
		Planning for 2010		BC Committee	In process
3.	Events	Social Night Christmas Party Dinner Seminars Convention 2010 Golf Tournament Golf Tournament Stoneology 2010 Plans Stoneology Stone/Tile		Toronto Vancouver Vancouver Calgary Toronto Vancouver Vancouver see report Toronto OCAD Halifax Toronto Vancouver	October 09 Done 235 December 09 Done Ongoing in process July 09 Done August 09 Done October 09 Done October 09 Done December 1, 3 for 28 Done March 10 Done April 6, 2010 Done May 2010 December completed
		Christmas Party BC 2009			

RESULTS: Plans should be developed and approved by the Chairperson, the Secretary Treasurer and the General Manager prior to the event taking place.

Archived to October 22, 2009

Archived to February 10, 2010

February 10, 2010 Social Committee Report

Tech Expo 2009 made \$881 in profit with all invoices in and paid.

BC Christmas Party invoices now in. Revenue was \$7,929 expenses \$5,598. Profit \$2331.71

Dinner Meeting in Kitchener for Terrazzo attracted 34 people

Toronto Social Night had revenue of \$32,098 and costs of \$19,260 Profit of \$12,838 less Trip of \$2,000

Golf Tournaments Toronto profit was \$7,585 and BC \$10,358

Bocce BC profit \$4,596; Toronto \$823

Continue plans in 2010 for Members Dinner in Calgary as part of the March BOD and in Halifax as part of NSAA seminars

March 31, 2010

Plans in place for Stoneology and Tileology seminars in Nova Scotia in April, Ontario for May.

Completed back to back Stoneology and Tileology in Toronto at the Ontario College of Art and Design. Limited attendance resulted in a loss of \$400, but this has given us credibility with the new Interior Designers of Canada association.

Completed

Dinner meeting in Calgary for members prior to the BOD meeting was attended by 40 and made a marginal profit.

Planning of Nova Scotia members Meet and Greet under way for April 13th.

May 11, 2010

Stoneology and Tileology completed in Halifax

Meet and Greet completed in Halifax with over 33 members and guests present. April 13, 14

Convention planning in process Stoneology 23 registered, 17 table tops, sponsorships virtually gone except for Sports Bar night, 50 registered for the convention to date.

Golf Tournament in Toronto July 22 next on tap as well as BC Tournament in August.

**COMMITTEES
COLOUR PLATE**

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Colour Plate Brochure

DEFINE ISSUE: Present brochure has been in place for sometime and needs to be updated. Consider electronic versions.

INITIATIVE: Investigate the opportunity to make the Colour Plate available electronically to end users without a loss in quality. Create a new brochure that reflects the marketplace going forward, with products, colours etc.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Brochure Design	Chips Cdn/Italian Choice of aggregates Green Aspects T&M colours New colours Samples Size Epoxy/cement		Committee Dennis Tony/Jeff	August November Done 08
2	Design Association	Arido connect Volunteers for Panel		Tony GM/Committee	November February 09 Done
3	Promotional Brochure	Key words Green Longevity Functionality Economical Samples/Slides Cases from Hospitals, washrooms Subway Stations Hospitals		Committee	December

		Hoover Dam	
4.	Funding	Budgets develop Flat fees Co-op Decision	
5.	Production Process	Final samples Layout Scan samples for Match Printing	Nov/Dec Nov/Dec

RESULTS:

Archived to October 22,, 2009

October 22, 2009

Colour Plate Committee Report

2007 Terrazzo Specification Guide 09 66 00

Awaiting proof reading of the French translation prior to printing
Should consider revising and updating manual

Colour Plate Brochure

Designer/architects panel for sample selection completed February
Committee reviewing samples to bring down costs and provide less exotic samples for brochure.

November 30, 2009

Committee still working on samples and costing for the brochure.

December 31,2009

Nothing to report

February 10, 2010

Colour Plate Committee Report

No activity

March 31, 2010

No activity

May 11, 2010

No activity to report on the colour plate. Chairperson to start the new Guide process

**COMMITTEES
TRAINING & EDUCATION**

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Education & Training

DEFINE ISSUE: Industry has varying degrees of expertise in the installation of historic products, newer systems and more current products. Installation issues arise when there are inconsistencies in the applications and installations of systems. Inspection activity has risen based on the demand of a service that has been under marketed.

INITIATIVE: Improve the knowledge, skills and techniques of existing members, potential new members, smaller contractors order to raise the standards of installations in the marketplace. Develop an expanded member group, train develop smaller contractors, promote their training achievements, promote new standards to the markets. Utilize present technical publications as a basis for training, and then infuse supplier technical resources to build further expertise, while delivering programs at cost.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1.	Training	Select Trainers Course outlines Develop Schedule for course		Committee GM BC committee	Nov/Dec 09 May 09 Done November done
2	Marketing	Promote on Website Architects Association Member visits Sponsorship of courses Post graduates on website		GM, Elaine GM GM Advertising Comm Elaine	Done Feb 2010 In process Ongoing Spring 2009 Spring
3.	. Spec Guides	09 3000 Sale Website, magazines		Dale Elaine	July 09 Done November done Jan 2010 done
4.	Web based Training on	Product & sales		Dale/GM	In process March 2010

RESULTS: Once we determine new member groups, then develop Features and Benefits for each, design price for each and roll out packages for small contractors, dealers etc.

Archived to October 22, 2009

Archived to February 10, 2010

February 10, 2010 Training Committee

Skills seminars in place for BC. Investigate Trowel & Trades in BC are approved to train tile setters by the province.

Ontario has PAC program with a full apprentice program in place.

Not had more discussions with the TTMGO re training since December.

Duigan and Dale reviewing Pompano's web based training for sales people.

All professional and skills training seminars are on our website.

Committee distributed skills seminars brochures to distributors in December

March 31, 2010

Cancel BC seminars if they are going to be in a loss position. Peter butler has offered his services for free providing we cover expenses.

First seminar on Blueprints had 13 attendees.

Second course for April has 8 to date registered

Will review the impact of the TCNA/Daltile seminars in Toronto and Vancouver to determine future of these seminars in BC.

TTMAC to contact Trowel and Trades in BC and TTMGO regarding their training plans and possible synergies between both organizations.

Initial written contact made with Trowel and Trades. Will follow up in April.

May 11, 2010

Three completed seminars by Peter Butler all making a profit

No response back from Trowel & Trades in BC

Pompano working on his web program and when completed will have an idea of costs to customize it. Will then decide on the commercial viability of it.

COMMITTEES
UNIVERSAL FLOOR TESTING

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Universal Floor Tester Program

DEFINE ISSUE: This programs is underutilized, under marketed, undervalued, lacks processes, policies and a technician.

INITIATIVE: Assess the effectiveness of the program to date, determine its profitability, awareness and responsiveness to the market.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Educate members	Member Sessions BC Member Sessions ON Sessions/web Rest of Canada Shows and Seminars		GM GM GM/Committee GM	August Done Sept Ongoing Ongoing
2.	Marketing of Plan	Events, magazine editorials Website, RAIC		GM	ongoing 2009 2010
3.	Friction Test	Purchase equipment Cost \$2,000 On hold for feasibility study		Board/GM	January NO
4.	Privacy Curtain	For sectioning warehouse and Testing area Cost \$2200		Board/GM	April/May 10

RESULTS:

Archived to November 30, 2009

Archived to February 10, 2010

February 10, 2010

Committee Report

Floor Test one in shop, another in tentatively March

Promote on website, RAIC, trade shows, meetings

Pricing for 4x4 concrete \$1890 for member, non member \$2700 and long span \$2090 for member and \$3190 for non member.

March 31, 2010

BOD wants to proceed with privacy curtain for warehouse. Will source in April.
One floor test completed another awaiting paperwork from Schluter Systems.

May 11, 2010

Will look at privacy curtain in May/June
One slab ready for the test to take place May 13, 2010

COMMITTEES VERISPEC

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Verispec Program

DEFINE ISSUE: This programs is underutilized, under marketed, undervalued, lacks processes, policies and strategies.

INITIATIVE: Assess the effectiveness of the program to date, determine its profitability, awareness and responsiveness to the market.

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Review Program	Documents Process Profitability		GM GM GM	December 08done February 2010 in works
2	Brochure	Develop package		GM/Com	Fall 2009 / 2010 Awaiting committee review
3	Educate members	Member Sessions BC Member Sessions ON Sessions/web Rest of Canada		GM GM GM/Committee	Ongoing Ongoing 2010
4	Revise Rates	Finalize actual costs		GM/Com	2010
5.	Ads	Place ads Website		GM/Mkt Com GM	Winter 2010 done Fall 2009
6.	Network	Build network of people Committee form		GM/Com GM/Chair	Dec 09 Begun

Results
Verispec Program
Archive to November 30, 2009
Archived to February 10, 2010

Verispec Committee Report

February 10, 2010

Dennis has reviewed the Verispec documents for concerns with a lawyer, architect and specification writers and other committee members in order to have it fully assessed for potential issues.

Marketing in Hardsurface, Tile Letter, Coverings, RAIC continue.

Marble Trends and Wedi interested in committee involvement along with IM Generation.

March 31, 2010

No activity from the committee

Office has discussed the program with potential clients and have quoted on the projects.

Promoted at Stoneology and Tileology seminars at OCAD.

May 11, 2010

Inquiry for Verispec from the City of Delta is in quote stage with questions referred to chair May 11, 2010

COMMITTEES INSPECTIONS

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **Inspections Program**

DEFINE ISSUE: This program is appreciated by those that know and understand it. This represents less than 50% awareness among members.

INITIATIVE: **Provide timely inspections on a national stage. Increase awareness and utilization of the program.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Review Program	Documents		GM	August Done
		Process		GM /EC/DZ	Sept ongoing in 09
		Profitability		GM	September 09
2	Educate members	Member Sessions BC		GM	Ongoing
		Member Sessions ON		GM	Ongoing
		Sessions/web Rest of Canada		GM/Committee	Ongoing
3.	Inspectors Contract	Rates and Contract		GM/Domenic	January 2010
4.	Marketing	Website		GM/Elaine	September
		Hardsurface		GM/Elaine	October Done
		Brochure Develop		GM/EC/DZ	Dec 09
		Mailings to inspectors		GM/Elaine	December 09
		Developers, architects		GM/Elaine	December 09
5.	Reporting	Policy for turnaround		GM/Dom	Oct/Nov
		Streamline reporting		GM/Dale/Dom	January 09 In process
		Trial template in use		Dom	Late Jan 09

RESULTS:

Process seems to be working, and members happy with results and like the neutrality of the reporting. Awareness of members is at the 50-60% level. We have historical report on the inspections and could use for prospecting for new members. Payment terms for non members should be altered to eliminate payment issues. Process for poor workmanship, that is not corrected, and the fallout on respective member's future with in TTMAC.

Recommendation:

Differentiate between residential and commercial inspections for members and non members. Pricing adjusted in 2009 and at BOD in May

Archive files to October 22, 2009

Archived to February 10, 2010

February 10, 2010

Inspections Committee Report

2009 Revenue \$47,743.59 Cost \$16,359.80 Plus \$3,000 late invoices received Profit \$28,383 Conducted 54 inspections in 2009; 8 in January Issue that has just arisen from one inspector is the matter of Liability Insurance for the inspector and TTMAC. Our insurer does not cover us for Professional Liability in the event that the inspector or TTMAC is sued neither is covered. Our policy does not cover the inspectors for Liability insurance while they are on site. Our insurer says they should have that coverage.

Len is getting a quote for this coverage.

March 31, 2010

Continued activity on inspection services inquiries.

Promoted services at CSC No Frills show in March, and at Professional Seminars at OCAD in March.

TTMAC requires more qualified inspectors to handle inspections in parts of Alberta, Ontario and the Maritimes.

May 11, 2010

Inspectors contract draft virtually finished and will be sent to BOD next week.

Continue to promote this service at professional seminars, trade shows etc

Developed meeting agenda for inspectors at the convention in June, including a finders or referral program, training and development.

COMMITTEES SPECIFICATION GUIDES

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **Specification Guides**

DEFINE ISSUE: The Association produces a number of technical Guides each year. The creative content is generously donated by volunteers, while production costs are purchased from outside sources. Purchases by members are a major revenue generator, while non members represent a smaller portion of sales. The cost burden should be weighted to non members and the gap in pricing widened to provide a more important benefit to being a member. Large volume purchases for members should also be rewarded.

INITIATIVE: **Produce two manuals, upgrade the drawings in one, adjust pricing to non members and for small orders.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1.	09 3000 French Changes			Elaine/Dale	Final changes to Dale Jan 2010

PROPOSAL:

Based on 68 Specification Guides being sold to non members and the remaining 760 being purchased this year by members. We should raise the non members price significantly since those purchases are for single items and the administration cost for one is the same as for five. Of the remaining 760 purchased they were purchased by eighteen members . Schluter accounted for 600 of them.

Recommendation:

Pricing done

Archived to Spring 2009

Archived to November 30, 2009

Archived to February 10, 2010

February 10, 2010

Technical Committee Report

Pricing for quantities over 1,000 per customer, will be \$9.50

CAD development, translation costs are amortized over 3 years for Guides.

French version has been corrected and gone back to committee for final review in February

At the last BOD meeting, the directors asked Len to analyze the costs of providing free updated Guides to members at no cost and blend this initiative into the Annual Membership Fee. This will be discussed at the March BOD meeting in Calgary.

Terrazzo Guide is from 2007 and French translation has been done and paid for. Must revise this Manual this year, and the consensus is minor changes will have to be made. Committee to be reformed with a mandate to process changes, then have translations done and print in mid 2010. Tony Torriano with input from Estelle has developed a six hour terrazzo seminar following the Manual so that we will have a presentation to roll out and ask for continuing education credit.

March 31, 2010

French version is still being edited the first week of April, 2010.

The directors accepted the recommendation to provide free specification guides to all members and roll this cost into the annual membership fee. The impact was \$20.00 per member.

May 11, 2010

French 093000 Tile Guide ready for print. Contacted largest purchasers and received interest in buying small quantities. At order confirmation stage.

**COMMITTEES
CO-OP PROGRAM**

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **CO-OP Program**

DEFINE ISSUE: The Association introduced a CO-OP Marketing Program where members were offered the opportunity to buy a package including membership dues, events and promotional opportunities.

INITIATIVE: **Bring additional value to the program and expand member participation.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Program Plan	Objective Revenue Plan Expenses Plan Personnel Sales Efforts Mailing to members To Co-Op Members New concepts for plan Financials and P&L 09		Committee GM/Com GM/Com GM/Elaine Elaine/BOD Chairperson	October 09 October 09 October 09 September 09
2	Exposure	Buyers Guide Website Social Events Trade Shows Training Schools		Committee	March 09 Ongoing Ongoing Ongoing Ongoing

RESULTS: Signage taken to the Arido/IIDEX show in Toronto September 2008 and participants promoted at show when visitors asked where products and services could be sourced.

Archive to November 30, 2009

Archived to February 10, 2010

CO-OP Program Committee Report

February 2010

Lost one Bronze member- Butler and Butler.

In 2009 had fourteen members.

For 2010 we now have added 6 new members to Bronze- Bullnose, Duron, Ideal, Italbec, Leeza and York. Key moved from Bronze to Silver.

Now have 19 to date.

March 31, 2010

Discussed with Butler and Butler the possibility of staying in the Bronze level, result to be determined.

Discussed program with CGC and also James Hardie (new member application) coming in.

May 11, 2010

Butler and Butler not renewing co-op membership for 2010.

Discussed with several members and prospects to be members about the program but no final decisions have been made.

To date we have 2 Platinum, 3 Gold, 7 Silver and 7 Bronze for a total of 19. A positive change from last year of 14 with a loss of one.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Ways & Means Committee

DEFINE ISSUE: Provide input on select concerns of the association

INITIATIVE: Financial Services costs. Opportunities for the website

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Website	Ecommerce for site Scope defined and contract awarded Development underway		Committee GM/Comm	June 09 Done June Done August 09 on
2.	TTMAC	Assess regulations as decided at BOD In Montreal		Committee	April 2010

Results

Archived to October 22, 2009

Archived to February 10, 2010

February 10, 2010

Ways and Means Committee Report

Provided developer with most of what he had requested in December.

TTMAC regulations under scrutiny by a Vancouver law firm- pro bono

Scope of changes is to be determined.

One item to be considered at BOD meeting in March is the process for new members applications and the issues and merits of the nomination process which is time consuming, and questionable about the effectiveness. Proposal to eliminate and use the Form 3 Process and research off of remarks, and report submission to the BOD for final approval.

March 31, 2010

No activity on the website to date

Changes to TTMAC regulations will have a cost and John will review on his own.

Opportunity to fill director positions will be considered once applications received by John

May 11, 2010

No progress on the web development to date.

Two revisions to be presented at the AGM are on membership rates and Membership Application process.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: Hardsurface Awards Committee

DEFINE ISSUE: Promotion, nomination, organization and implementation of the Awards Program

INITIATIVE: Increase the influx of award entries by category

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Committee 10 Organization	Personnel in place		Chairperson	May 08 Done
2	Marketing	Website, HS Mag Events		Committee/Office	Ongoing
3.	Selling	Concept of submitting Projects all year		Committee	Ongoing
4.	Panel	Judges to do selections Judging Forum		Committee/GM Elaine/GM/Joanna	February 2010 April 2010 in process

Archived to October 22, 2009

Archived to February 10, 2010

February 10, 2010

Hardsurface Awards Committee Report

Mailing to members for HS Awards done late January

Work back schedule developed:

- Hardsurface Awards Submissions closed off April 1, 2010
- Hardsurface Awards assembly the week of April 19-23
- Judging Hardsurface Awards week of April 26-30
- Plaques to manufacturer May 10 allow three weeks
- Ship Plaques and supplies to Calgary Monday June 7, 2010

**Concerns- number of submissions, timeliness of receiving them
Judging panel (to be done in Toronto)**

March 31, 2010

Judging panel has 4-5 already committed to the exercise. Still looking for one or two more.
Submissions received to date **NONE**

May 11, 2010

The judging panel has been formed and the judging will take place May 12, 2010
There are approximately 26 submissions to be judged.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **CALGARY CONVENTION 2010**

DEFINE ISSUE: Plan, organize and rollout effectively the Calgary Convention of 2010

INITIATIVE: **Sales of sponsorships, event development and scheduling**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1	Develop	Assess sites		Committee /GM	May 2009
	Budgets	Pricing			June 09 Done
		Sign Contract			June 09 Done
2	Schedule	Time and Location		Committee	June 09 Done
3.	Convention Content	Options and Proposals Sponsorships		Committee	Nov in process

Results:

Mike Boldt of Flextile, has started the planning process in May 2009

June 30, 2009

Site and location selected and contract signed. Down payment made effect July 1, 2009

July 31, 2009

A complete submission to the Alberta Architects Association for Stoneology has been submitted in mid July. Len followed up in August and the decision will be made late in September.

September 30, 2009

Hotel contract signed.

Submission to Alberta Architect Association made for Core learning. So far approved for Program Provider.

October 22, 2009

Calgary Convention Committee Report

Convention Plan

Outline or agenda has been developed and given to committee members for input

Ideas for venues and themes being developed

Bocce site secured

Approved for Core Learning Provider with Stoneology at Calgary Convention.

Concurrent seminars agenda being considered

Marketing/Promoting committee formed

Awards dinner being enhanced with a dance

Things to do and outings options to be developed

Brochure and flyer developed for use at TTMAC events on website leading up to the convention

Require a determination of where the HS judging to take place, the panel members, who will be the convenor, timing, and costs to make it happen on time.

November 30, 2009

Have received verbal approval from AAA for Stoneology should receive written in December according to Lorraine Lavoie of AAA.

Social Night Toronto, and Members Dinner Meeting in Vancouver displayed and spoke of the convention.

Emailing to all members in November completed.

December 31, 2009

AAA has approved TTMAC as a Core Learning Provider and listed us on their website.

Committee must develop plan for HS judging in Calgary or Toronto

Committee must develop sponsorship opportunities and roll out

February 10, 2010

Calgary Convention Committee Report

Stoneology approved and listed on AAA website and they will do an ebulletin with the announcement to all members in March.

Fred Jackson has been booked for it.

Stoneology flyer has been created

Members Dinner flyer has been developed and sent to all Alberta TTMAC members by February 9th.

Seminar topics 2 in process of development- Peter Butler to do one seminar.

Still developing plans for Presidents Reception on the Thursday and the Friday evening. Plans for Heritage Park were untenable for the Friday afternoon and evening.

Committee will be breaking out solicitation duties to members on a regional basis- BC, Alberta and those in Ontario.

Bocce has been arranged and is being sponsored by Flesher and Daltile.

March 31, 2010

Secured \$12,500 in sponsorships to date. Hope for another \$2,000 to \$4,000

All hotel, activity plans completed and in place.

Website updated for all activities

Solicitation calls made awaiting responses from select few.

Stoneology Seminar is being promoted by the Alberta Architects Association in March and April.

Listing on their website for ConEd Program in place.

May 11, 2010

Registrations sitting at 50; table tops 17 with decisions on another 3-4; Stoneology registrations at 23; sponsorships strong only exception is the Friday evening at the Sports Bar without any sponsorship.

Require more volunteers for Registration Day.

TERRAZZO, TILE, and MARBLE ASSOCIATION OF CANADA

ISSUE: **Fabrication Shops**

DEFINE ISSUE: Fabrication shops are concerned with the benefits to them of being a member of TTMAC. Many of our supplier members have fabrication shops as part of their business. Others inventory slabs and send the fabrication work out to members and non members who do solely fabrication and installation. Over the last two years we have lost some fabrication shops and there is a large number of fabrication shops that are not members of TTMAC.

INITIATIVE: **Assess what resources and benefits that we presently have available and determine respective initiatives that need to be taken to provide value to this market sector. Assessing the market, assessing legislation in place, and required, and then developing programs that can be delivered effectively to our members and non members. Deliver programs at reasonable rates while education and generating additional margin for TTMAC.**

#	ACTIONS	ITEMS	COST	RESPONSIBLE	TIME
1.	Assess # Fabricators TTMAC and others	GTA		GM	April
2.	TTMAC Large Shops	Present programs they have for H&S? CIOT/York/Maple, M&M		GM	April
	Assess benefits For Fabricators	Technical		GM	June
3	Review	Dimension Stone		GM	April done
4.	Government Programs/Regs	Health & Safety JHSC Safe at Work Ontario		GM	May/June in process

		Occupational H&S Workplace Hazards WSIB Marble Institute of America videos etc Exterior Safety Providers IAPA		April in process
5.	Analyze	Government/external providers And opportunities Cost/resources and opportunity Analysis for new members, Retention of present members, Revenue for training, Liability issues TRH via York	GM GM	August April done

RESULTS:

Program development cost \$10,000 to \$20,000
Liability Insurance \$4,000 PER YEAR

Seminars for training
GTA train 75 people at \$125.00
Vancouver 50 people at \$125.00
Other 30 people at \$125.00
Total trained per year 155 at \$125.00 per= \$19,375 cost of course paid for in one year.
Additional revenue by attracting 15 new members at \$920 each= \$13,800 in membership
Additional revenue from each member \$100 per year= \$1,500

March 31, 2010

Approval to proceed with this new initiative given by the BOD meeting
Contacted York re their program, contacted training consultant and am awaiting an outline of existing courses available.

May 11, 2010

Coverings re MIA and Health & Safety talks
TRH did program for York, met with, received proposal, may be other cheaper options

Major initiatives for TTMAC in 2010

1. Orientations and Visits

Members to continue **ONGOING**
New Members **ONGOING**

2. CO-OP Program

Expand and magnify benefits of it with addition and subtraction **Done Nov 09 Plus 5 for 2010**
Exposure to architects, designers, their associations via web, shows, seminars **ongoing**
Opportunity for convention participation **Ongoing**
Opportunity for Hardsurface participation **Ongoing**
Magnify the savings **Results loss of one and gain of 6 to date**
Association funding versus promotional opportunity **Done 2009**

3. Architects Associations

Relationship building
Application for Core Learning Provider Status
Application for Course approval for 2010
Stoneology to AAA, AIBC, NSAA, OAA, OCAD **Jan/Feb 2010 done**
Tileology to OAA, OCAD **Jan 2010 Done**
Terrazzo to OAA, OCAD **Jan 2010 Done OCAD**
Core Seminars for Interior Designers of Canada in process, working on final for Terrazzo.

By Province: 2010

Ontario November 09**	December 2009 Approved Feb 2010
British Columbia November 2009***	December 2009 do in May 10
Alberta for convention	Approved Dec 2009 to July 1, 2010
Nova Scotia November 2009*	Submitted Dec 2009 Approved Feb 2010
New Brunswick November 2009	Late Jan 2010 Limited opportunity March 10

PEI/ Nfld
Saskatchewan November 2009
Manitoba November 2009

Late Jan 2010 Very limited opportunity March 10
Late Jan 2010 Very Limited opportunity March 2010

Professional Seminars for 2010

Stoneology Halifax
Stoneology Toronto
Stoneology Calgary
Stoneology Vancouver

Budgeted* April 2010 **Done**
Budgeted** May 2010 **Done**
Budgeted June 2010
Budgeted September to submit **may cancel**

Tileology Toronto
Tileology Vancouver

May 2010 approved **Done**
Budgeted September to submit **may cancel or modify**

Terrazzo Toronto
Terrazzo Halifax
Terrazzo Vancouver

February OCAD Toronto will reschedule
TBD 2011
TBD 2011

4. Website Links for 2010

AIBC 2010
Alberta
Ontario
Nova Scotia

seminars listed
seminar listed
seminars listed
seminar promoted

5. Designers Associations

Relationship building
Application for Learning Provider Status
Application for Course approval for 2010

IDC February 4 initiated for national program

Stoneology
Tileology

OCAD done December 2009 Approved
OCAD done December 2009 Approved

By Province: 2010
Terrazzo
IDC
Ontario
British Columbia
Alberta
Nova Scotia
New Brunswick
PEI/ Nfld
Saskatchewan
Manitoba

OCAD done January 2010 Approved
Submissions being done in April and May

National program presented to IDC in March 2010- reaction positive. Developing Terrazzo, program and submitting all three

6. Specification Writers Associations

Relationship building
Application for Course approval for 2010 and 2011
Stoneology
Tileology
Terrazzo

By Province: 2010/2011

Ontario
British Columbia
Alberta
Nova Scotia
New Brunswick
PEI/ Nfld
Saskatchewan
Manitoba

7. Professional Seminar

Seminars on

Tileology Plus- 6 hours
Terrazzo – 6 hours
Care & Maintenance- 6 hours
Seminar content development
Instructor selection and approval
Seminar approval

8. Verispec Program

Form a committee:

Dennis Edissi
Frank & Ernie Luchetta
Perry Burton, Bill Sturrock

Develop draft of Program

Review draft with
York
Maple

Develop Verispec field team

Major centres
Minor markets

Develop Brochure

Promote

HS Magazine
Tile Letter Cdn
Buyers Guide
Website
Misc magazines
Trade Shows
Seminars
Events
Coverings article

- | | | |
|------------|--------------------------------|--|
| 9. | Website Program | |
| | E commerce | Under development |
| | Contractor screens | Under development January 2010 |
| | | Installers and C of Q |
| 10. | Convention Calgary 1010 | |
| | Location/Venue | Completed December 2009 |
| | Agendas/Schedules | Completed |
| | Marketing | in full operation |
| | See section | Require more volunteers for registration day. |