

Ceramic Tile Education Foundation

2016 Annual Report

CTEF Classes and Certification Programs

The Ceramic Tile Education Foundation (CTEF) is supported by all segments of the ceramic tile industry, and for many years has emphasized education and certification of installers as its two primary objectives vital to the growth of the market. In 2016, these programs include:

- Understanding and Installing Ceramic Tile – 26 attendees
- Mortar Shower Base and Waterproofing – 16 attendees
- Ceramic Tile Inspection – 28 attendees
- Manufacturer training programs – 375 attendees

Thanks to a strong effort from leaders of the National Tile Contractors Association (NTCA) and Tile Council of North America (TCNA) to promote this to its members, the Certified Tile Installer (CTI) testing program was established to combat **poor installation**. The CTI exam includes both an online knowledge test and a physical skills assessment conducted in regional warehouses across the United States.

- In 2014, the CTEF announced it had reached 1,000 certified installers who had passed the exam.
- CTEF reached 1,150 CTIs by the end of 2015.
- CTEF is on schedule to reach 1,290 CTIs by the end of 2016.
- And CTEF has a realistic goal of 1,550 to be reached by the end of 2017.

NTCA, TCNA, and CTEF with the leaders of the International Union of Bricklayers and Allied Craftworkers (IUBAC), International Masonry Institute (IMI), and signatory contractors of the Tile Contractors Association of America (TCAA) have created the **Advanced Certifications for Tile Installers program**, known as ACT. To date, there are six specific advanced certification tests offered in the ACT Program. To qualify for ACT, installers must have either completed and passed the CTI test administered by the CTEF, or successfully completed the three-year Apprenticeship Program administered by the IUBAC.

The ACT program is now underway, and modules have been constructed in numerous regional locations around the country. Initial testing was conducted at Coverings; the program will escalate in 2017.

Coverings & Sponsors are Vital Supporters of CTEF

CTEF is a non-profit 501c 3 Foundation that utilizes all of its resources to promote the education and certification tile installers. The Board of Directors of COVERINGS, the international tile and stone show held annually in North America, provides much needed support to the Foundation, contributing over \$1,000,000 over the past eight years toward the operation and expansion of the CTEF programs. The owners of the COVERINGS show that have generously provided this support include:

- Ceramics of Italy
- Ceramic Tile Distributors Association (CTDA)
- National Tile Contractors Association (NTCA)

- Tile Council of North America (TCNA)
- Tile of Spain

Fundraising mutually supported and promoted by the TCNA and the NTCA, with levels of sponsorship that offer value and benefits in return for that support, further support the CTEF Mission. On the last page of this report, we have included the list of our generous and valued sponsors. **We thank each sponsor for their unwavering support and dedication to the betterment of the tile industry.**

Success in 2017 and Beyond

To escalate certification, significant logistical support from distributors and manufacturers is necessary as is using contract labor to administer and conduct an expanded CTI testing program. This enlarged group of evaluators will be in place by the end of 2016 with its kickoff being January of 2017.

Finally, we have started to educate the architectural and design community and enlighten consumers as to the value of certification to take the program to a new level with the launch of an updated website.

In May 2016, the new CTEF website was launched to provide a better user experience and focus on the promotion of Certified Tile Installers and quality tile installation to homeowners, dealers and distributors, specifiers and to future CTIs. It includes the following:

- **A new URL: www.ceramictilefoundation.org with SSL (Secure Sockets Layer) enabled.**
- **Responsive design** so visitors can navigate the content regardless of the device they use - desktop, mobile device or tablet.
- **A Search Engine Optimized content management system** to increase the likelihood of CTEF content being discovered in Google searches.
- **Marketing automation** to make better use of CTEF staff time.
- **Site search** so visitors can easily locate content within the website.
- **Google maps based zip code locator for finding Certified Tile Installers** around the country.
- **A blog** where CTEF publishes weekly content promoting quality tile installation best practices and success stories.
- **Integration with social media networks** such as Facebook, Twitter and Google+.
- **Easy to modify website pages and events calendar.**
- **A robust contacts database** to monitor website interactions and track future CTIs.
- **Analytics** to monitor traffic and lead generation, including traffic to the CTI locator page
- **Rotating sponsor banners** in header and footer of each web page. These can easily be updated.

New Initiatives in 2016

CTEF participated in DWELL on Design with educational sessions to connect with homeowners, designers, and specifiers. CTEF will participate with NTCA in the Remodeling Show taking place in Baltimore, MD on October 6 and 7, 2016. CTEF will take over Fund Raising responsibility from TCNA in the fall of 2016. New lead generation offers (e.g., Future CTI information kit, Tile Installation Tip Sheets, Sponsor kit) capture email addresses directly from the website. Other updates resources include new tri-fold brochures for specifier/homeowner and tile contractors, posters promoting the CTEF message and updated advertisements promoting CTEF in FCI and TILE publications, and a short video explaining the benefits of the CTI program. As of July 2016, CTEF issues monthly email newsletters.



Ceramic Tile Education Foundation

Signature Sponsors



AMERICAN OLEAN®
PROVEN IN TILE™
www.americanolean.com



Bostik
smart adhesives
www.bostik-us.com



“Ceramics of Italy”
www.italytile.com

Coverings'16
THE GLOBAL TILE & STONE EXPERIENCE
www.coverings.com



CROSSVILLE®
ELEVATE YOUR SPACE
www.crossvilleinc.com



CTDA
www.ctdahome.org



CUSTOM®
www.custombuildingproducts.com



daltile®
IMAGINE WHAT'S POSSIBLE
www.daltile.com

floridatile
www.floridatile.com



FLORIM
USA
www.florimusa.com



JamesHardie
www.jameshardie.com



LATICRETE®
www.laticrete.com



MAPEI®
www.mapei.com



MARAZZI®
DARE TO BE BOLD
www.marazzitile.com



NATIONAL TILE CONTRACTORS ASSOCIATION
www.tile-assn.com



Schluter®
Systems
www.schluter.com



TCNA
TILE COUNCIL OF NORTH AMERICA, INC.
www.tcnatile.com



TEC™
IMAGINE. ACHIEVE.
www.tecspecialty.com



TILE OF SPAIN
www.spaintiles.info

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors

