

Ceramic Tile Education Foundation

2018 Annual Report

Bringing the CTEF Mission to Life

The Mission of the Ceramic Tile Education Foundation (CTEF) is as follows:

CTEF will expand the knowledge of professional ceramic tile installation through training, education, and certification. CTEF will promote the applicable industry standards to new and experienced tile installers, architects, designers, builders, and tile industry related people. CTEF will actively encourage individuals to enter a career as a ceramic tile installer.

The overall goal of CTEF's activities is to raise the quality of ceramic tile installation.

CTEF brings the mission to life through training courses, certification programs and by raising awareness of those programs, thanks to the support of its sponsors which represent all segments of the ceramic tile industry.

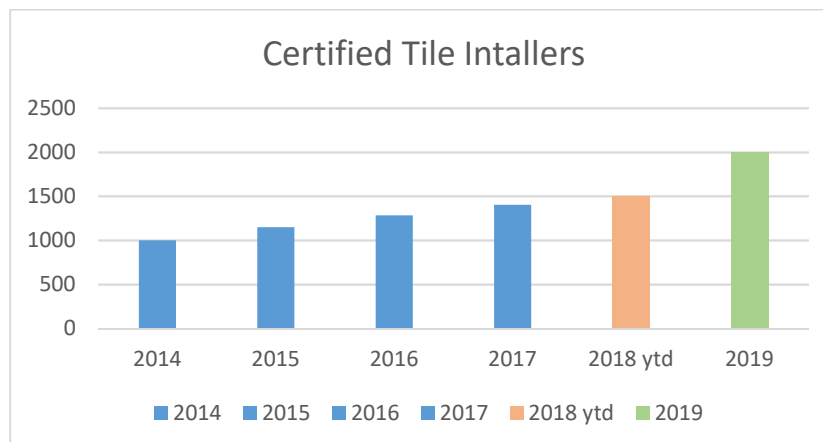
In 2018, CTEF achieved new milestones in certifications, in expanding training and in raising awareness of and interest in Qualified Labor.

CTEF Certification Programs: CTI & ACT

Tile installation certification programs have been integral to the success as well as the mission of CTEF starting with the Certified Tile Installer (CTI) program.

The Certified Tile Installer (CTI) Program

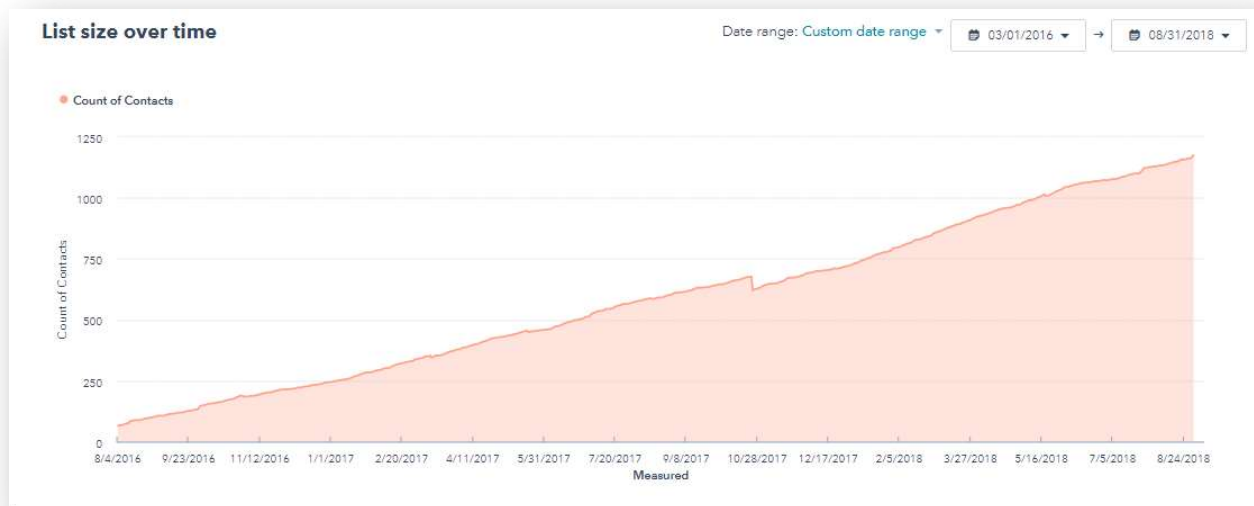
Established in 2008 to create a pool of recognized high-quality tile installers and combat poor installation, and with strong support from leaders of the National Tile Contractors Association (NTCA) and Tile Council of North America (TCNA) to promote this to their members, the CTI program has grown from 1000 certified installers in 2014 to over 1500 in 2018, with a realistic goal of **2,000 by the end of 2019**.



The CTI exam includes both an online knowledge test and a physical skills assessment conducted in regional warehouses across the United States.

Certified Tile Installers are Qualified Labor who install tile correctly, delivering beautiful installations. In the process, they become lifelong learners as they realize how much tile products and standards continue to evolve and how critical up-to-date technique is to a quality installation. Finally, they form a strong commitment to the industry volunteering to help the next generation of installers become Qualified Labor.

Thanks to efforts promoting best practices in tile installation through the CTEF website and social media networks, the organization has developed a list of **over 1100 prospective CTIs**.



The Advanced Certifications for Tile Installers (ACT) Program

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 seven 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.

ACT language is now included in Master Spec. This development, along with the passing of standards for gauged porcelain tile and porcelain tile panels, creates a need for ramping up the ACT Certification tests in 2019.

CTEF Training Courses

Training goes hand-in-hand with certification given how much learning takes place in the process. In 2018, with the increased interest in becoming Qualified Labor, CTEF has developed a video-based online training that outlines expectations around tile installation best practices. Two versions exist on the CTEF

website: one specifically for registered future CTIs, the other for the public to encourage additional talented installers to enter the program (see <https://www.ceramictilefoundation.org/become-certified-tile-installer-training-videos>).

Another training tool, an orientation video, not only provides a consistent overview of the Certified Tile Installer hands-on testing process for candidates, it has also been valuable for the growing network of Regional Evaluators (RE).

Established in 2017, the RE program brings hands-on testing opportunities to site locations around the country. To qualify, Regional Evaluators must first be a Certified Tile Installer who applies to be considered for inclusion in the program. They must be trained and tested before they are ready to officially perform their role. Their training materials have also been made available on the CTEF website.

The RE program integrates with an expanded network of test host locations around the country, including programs with Crossville, Daltile, The Tile Shop and numerous independent distributors.

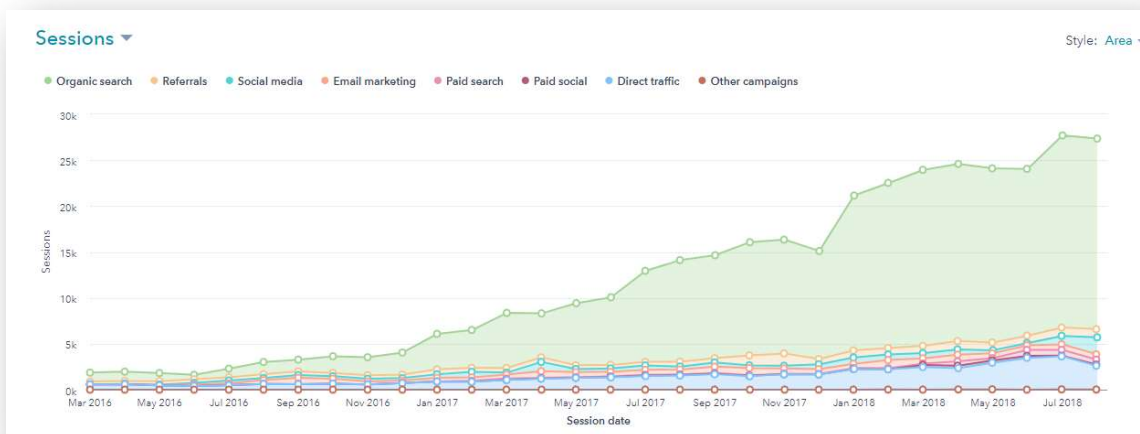
In addition to CTI-related training, CTEF also regularly offers four training programs. In 2018, these programs include:

- Understanding and Installing Ceramic Tile – 60 attendees
- Mortar Shower Base and Waterproofing – 27 attendees
- Ceramic Tile Inspection – 20 attendees
- Manufacturer training programs – 605 attendees

Raising Awareness of CTEF and Qualified Labor

CTEF kicked off a new era of awareness-raising in 2016 with the launch of the new CTEF website which enabled the implementation of a strong, educational content-based marketing strategy. The result has been a dramatic yet consistent increase in the number of visits to the CTEF website to learn more about Qualified Labor and to sign up for additional updates.

When the site launched, CTEF averaged under 2000 sessions per month. This doubled to 4000 by the end of 2016, increased to 15,000 by the end of 2017, and has reached 27,354 at the end of August 2018.



Website audiences include contractors, distributors, dealers, industry insiders, homeowners, and specifiers.

2018 saw the implementation of a first-ever online advertising program specifically geared toward reaching a new audience of specifiers and homeowners. Educating specifiers to educate about Qualified Labor and Homeowners About the CTI zip-code locator on the CTEF website has been accomplished via:

- Banner ads in the ASID and Hanley Wood Residential Architect newsletters
- Google Adwords
- Facebook Lead Ads

In support of these programs, CTEF has developed in-depth web-based educational resources.

To raise awareness with new dealer/distributor and specifier audiences, CTEF started in 2018 to regularly submit content in exchange for advertising to the following trade publications:

- Premier Flooring Retailer magazine
- Floor Focus Magazine, the Tile Files column
- Fabulous Floors Magazine

This is in addition to submissions to Floor Covering Weekly, Floor Covering Installer Magazine, Tile Magazine, and Tile Letter Magazine.

Finally, to encourage word-of-mouth and amplification via social media, CTEF enabled programs that CTIs imagined – such as the CTI Challenge during Coverings 2018 – and which generate awareness of the importance of Qualified Labor – such as the Installation Experience during Coverings 2018.

Cementing CTEF’s Mission in the Tile Industry

To further call attention to the CTEF mission, CTEF redesigned its logo to specifically include reference to Qualified Labor, Certification and being tile industry recognized. This logo and the CTI logo have been submitted for trademark approval.



CTEF completed another successful fundraising outreach of \$353,500 for 2018 with record participation and donations.

Taking the CTEF Mission to the Next Level

Given the vital nature of CTEF’s mission, planning for the future is critical, not only from the perspective of how the organization runs internally to expand training and certification, but also how it responds to the realities of the marketplace. The tile industry is in desperate need of Qualified Labor, making outreach to younger prospects critical, whether through new collaborations, new apprenticeship type programs and new outreach.

However, the solutions are coming from those who participate in the CTI program. CTI #1, Dan Welch, has developed a model apprenticeship program for his company Welch Tile and Marble. Sam Bruce, president of Visalia Ceramic Tile holds the record for employing the most CTIs (he has reached 30). Dan Hecox CTI #1215 (and CTEF Regional Evaluator) conducted a class at University of Nebraska – Lincoln to Architecture and Design Students about how to avoid tile failures.

CTEF has made a significant impact in the tile industry, thanks in large part to a small but dedicated staff and its supporters of its vision and mission. To meet the needs of the industry, CTEF leaders will have to mobilize a strong group of staff, supporters and volunteers to escalate its training and certification efforts. For this reason, the CTEF Board of Directors will soon begin a search for an Executive Director of the Foundation, establishing a goal of having this position filled by the beginning of 2019.

CTEF will continue to explore new ways to promote the importance of qualified labor and certification. For example, CTEF, along with National Tile Contractors Association state ambassadors, will test a program with the Seattle chapter of the Construction Specification Institute (CSI), to offer knowledge and hands-on training to a strong group of specification professionals. By doing so, CTEF and NTCA will make specifiers understand that Certified Tile Installers guarantee a higher level of tile installation performance.

If this program is successful, CTEF and NTCA will offer it in more locations at CSI chapters around the country.

Coverings & Sponsors are Vital Supporters of CTEF

As a reminder, CTEF is a non-profit 501c 3 Foundation that utilizes all of its resources to promote the education and certification of 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 - including the new Elite Level in recognition of Coverings Support - that offer value and benefits in return for that support, further support the CTEF Mission.

Listed on the next page of this report are the generous and valued sponsors who make the work of CTEF possible.

CTEF thanks each sponsor for their unwavering support and dedication to the betterment of the tile industry.

Elite Sponsors

 <p>Ceramics of Italy www.italytile.com</p>	 <p>Coverings '18 www.coverings.com</p>	 <p>CTDA www.ctdahome.org</p>
 <p>IFPE www.ifpe-ssn.com</p>	 <p>ITCNA www.itcna.com</p>	 <p>TILE OF SPAIN www.spantiles.info</p>

Signature Sponsors

 <p>AMERICAN CLEAN www.americanclean.com</p>	 <p>Bostik www.bostik-us.com</p>	 <p>CROSSVILLE www.crossvilleinc.com</p>
 <p>CUSTOM www.custombuildingproducts.com</p>	 <p>daltile www.daltile.com</p>	 <p>floridatiles www.floridatiles.com</p>
 <p>FLORIM USA www.florimusa.com</p>	 <p>LATICRETE www.laticrete.com</p>	 <p>MAPEI www.mapei.com</p>
 <p>MARAZZI www.marazzitile.com</p>	 <p>MERKRETE www.merkrete.com</p>	 <p>Schluter Systems www.schluter.com</p>
		 <p>TEC www.tecspecialty.com</p>

Platinum Sponsors

 <p>AMERICAN WONDER PORCELAIN www.americanwonderporcelain.com</p>	 <p>tile & stone www.ardex.com</p>	 <p>Interceramic www.interceramic.com</p>	 <p>JamesHardie www.jameshardie.com</p>
--	---	--	---

Gold Sponsors

 <p>CREST www.crest.com/usa</p>	 <p>Noble Company www.noblecompany.com</p>	 <p>PermaBASE www.permabase.com</p>	 <p>PORCELANITE www.lanosa.com</p>
--	---	--	--

Silver Sponsors

 <p>21ST CENTURY www.21stcenturytile.com</p>	 <p>cesantoni www.cesantoni.net</p>	 <p>JLC www.josephjurgensconsulting.com</p>
 <p>METRO CERAMICS www.metroceramics.com</p>	 <p>The Tile Shop www.thetileshop.com</p>	 <p>NBS www.nbs.com</p>
		 <p>USG www.usg.com</p>

Bronze Sponsors

 <p>Bexel www.bexel.com</p>	 <p>Bostik www.bostik-us.com</p>	 <p>RABOT www.rabotusa.com</p>	 <p>RT PRODUCTS www.rtproducts.com</p>
 <p>texrite www.texrite.com</p>	 <p>CIS www.cis-tile.org</p>	 <p>VITROMEX www.vitromex.com</p>	 <p>wedi www.wedigroup.com</p>