

I've been your NTCA president for 12 months now. After a year where I have much to be thankful for, I'd like to reflect on why I am an NTCA member, and why I am thankful to be involved with the NTCA. Have you ever sat through an advertising presentation for your local Yellow Pages, or an online directory wondering how this will bring me business? Me too, and far too many times. So, I finally started asking the sales rep, "What do you do, *specifically*, for my business, or other tile contractors?" The response is either a blank face, or hip-shot talking point about metrics, viewership, or whatever. That's when I realized how valuable my NTCA membership really is.

I joined the association over 12 years ago because my company (and I) needed craft training and education. Although we have brought training "in-house," the manuals offered by NTCA are still used for our apprentice training today. The continuing education we receive from the association is worth the price of admission for any and all tile contractors. However, for Welch Tile, I can confidently say, the NTCA is the #1 marketing and advertising tool we use -- but only valuable if we stay involved. So, you could spend your *profits* advertising with companies who want to sell you ads, or you can spend your *time* involved with the NTCA which gives you credibility in front of:

- Architects / Designers
- Home Builders Associations
- Manufacturers / Distributors
- Prime Contractors and Building Owners
- Other tile contractors

Getting in front of these groups can definitely lead you to revenue opportunities. Don't believe me? Here are 2,000,000 reasons why Welch Tile values our NTCA membership:

#### **NTCA Member Partnering: Food Processing Project**

An opportunity for a food processing plant in the South West Region of the United States presented itself in August of 2013, during a time when we were unable to provide staff. I contacted a Five-Star NTCA member in the region, and it turned out that their business had a hole in their schedule large enough to accommodate this project. I was able to provide our client the service they needed and two NTCA members were able to make a nice profit. \$323,000.00 in gross sales

#### **NTCA Member Partnering: Large Hospital project,**

Three Five Star Contractors were able to team on a large hospital project on the east coast to sell a total flooring bid with tile, terrazzo, stone and carpet. This project came about during the worst of the economic downturn, and we were *out* of local work. The joint venture was able to provide work for our staff and partner along with other NTCA tile contractors who also needed the project to weather the economic storm. \$830,000.00 in gross sales

#### **NTCA Knowledge: Large Local Hotel Shower Renovation**

Currently, we are starting a large hotel renovation with 270 rooms. This project bid in mid-2011, then again in early-2013. Initially, we were severely under-bid by a competitor using entry-level products with subcontracted labor. We battled the price vs. value war, and provided substantial information with regard to peace-of-mind, product performance, and TCNA guidelines. Our ability to specify product and knowledge acquired through many years of listening and contributing to the NTCA Technical Committee gave us just what we needed to close this job. \$879,000.00 in gross sales

These case studies, totaling \$2,032,000, are just a fraction of the reasons why Welch Tile is an active member of the NTCA. We joined the NTCA to learn, we stay a member for the return.

The NTCA is a unique group that I hold in strong regard. Our membership in the NTCA yields the largest return on investment each year, leaving all other advertising (combined) a very distant second place. In fact, all ad salesmen now get sent to voicemail. I'd rather spend that time involved with the NTCA. I challenge you all to invest, get involved, and tell others.

Thank you

Dan Welch