



20

NATIONAL TILE CONTRACTORS ASSOCIATION

24

ANNUAL REPORT

Table Of Contents

Welcome to our Annual Report, a showcase of our achievements, progress, and commitment to excellence throughout the year.



Executive Director Letter

Highlights

Financials

Key Initiatives

Marketing

Save the Date

Leading with Vision, Inspiring Success

Dear NTCA Members, Partners, and Industry Colleagues,

As we reflect on 2024, I am proud to share the National Tile Contractors Association's Annual Report, highlighting a year of growth, innovation, and unwavering commitment to our members and the tile industry at large. This year has been one of collaboration and progress, as we continued to elevate the standards of craftsmanship, provide valuable resources, and strengthen the sense of community that defines our association.

The accomplishments outlined in this report demonstrate our shared dedication to advancing the tile installation industry. From launching new training programs, hiring new team members, and enhancing Five-Star offerings to increasing our outreach through digital marketing and social media engagement, NTCA has remained focused on creating opportunities for our members and delivering tangible value.

As we move forward, NTCA will continue to invest in the future of the tile installation industry by advocating for professional development, fostering connections, and ensuring that every member has access to the tools and resources needed to succeed. Your support and engagement are at the heart of these efforts, and we are deeply grateful for your trust in us as your industry partner.

I encourage you to take a moment to explore this year's report and celebrate the many achievements made possible through your involvement.

Thank you for being an essential part of our community.

Sincerely,



Bart Bettiga
Executive Director

Envisioning Tomorrow, Seizing Today

KEY HIGHLIGHTS



Transition Planning For Future



Membership Growth



Investments in Software and
Back End



Marketing Programs



Training and Education

Building a Legacy, Embracing the Future

Strategic Highlights

- Hired two seasoned industry leaders: Elena Grant, Assistant Executive Director, who will oversee Marketing & became the publisher of the *TileLetter* and Jeremy Sax, Deputy Director. By investing in these professionals, the NTCA is building a strong foundation to ensure seamless leadership transitions and continued growth for the organization.
- Expanded training to over 300 workshops and regional trainings to widen our reach throughout the country, expand our partner network, and provide necessary education for the industry.
- Launched a new community to generate more value for members and provide a secure environment for information exchange.
- Revamped the Five-Star program to create a structure to ensure solid results for the future of the program.

Financial Highlights

- Proudly announcing we will break even in 2024. Outstanding achievement with new hires and offsetting unexpected costs with our training vans.

Operational Highlights

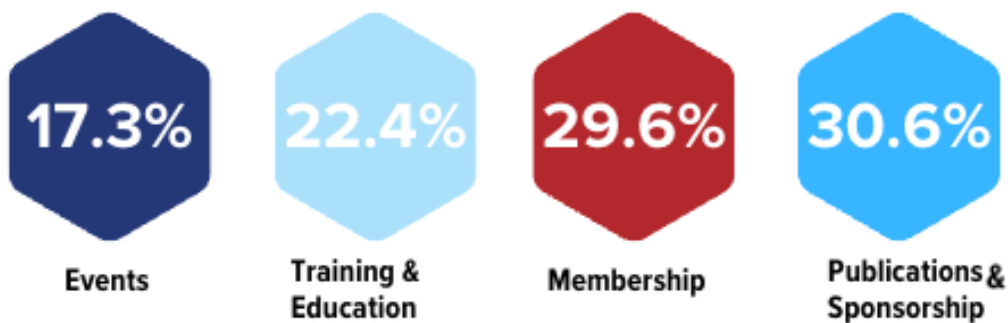
- 2 new hires in Elena Grant and Jeremy Sax as noted above in Strategic Highlights. In addition, we hired Angie Weber, Advertising & Membership Specialist.
- Prepared for Mark Heinlein's departure by transitioning Amber Fox and Matt Welner.
- Phased out redundant applications to save on costs and efficiency including Smartsheet, Dropbox, and Readz.
- Onboarded new operating applications to improve efficiency for our team including Expensify, Bill.com, and Magazine Manager.

Solid Growth, Sustainable Prosperity

Delve into our financial performance, including revenue growth, profitability, and key financial metrics that demonstrate our fiscal health.

Financial Summary, with Benchmarks

The NTCA has 4 revenue sources: Membership, Advertising, Training & Education Programs and Trade Show participation.



Benchmarking

For 2024, here is how the NTCA compares to other associations in terms of profitability, productivity, efficiency, membership, educational programs, and assets.

	2024	2023	Avg. for all Associations	Top 75 Associations
Productivity (revenue per employee):	\$254,772	\$348,427	\$282,481	\$315,100
Profitability (net profitability as a % of total revenue)	0%	7.50%	3.10%	9.90%
Memberships (membership revenue as % of total revenue)	24.70%	25.80%	37.50%	61.73%
Assets (cash % of total assets)	79%	NA	NA	34.90%
Efficiency (expenses per employee)	\$169,801	\$196,933	\$266,501	\$300,408
Educational Programs (% of revenue from educational programs)	20.40%	19.10%	35.60%	50.40%

Financial Statements

Year-Over-Year

The NTCA continues to expand our training and education program, support CTEF, and expand our footprint in the industry through new and exciting marketing initiatives. Special thanks to the support of our Associate Members, the Executive Committee, and the Board of Directors. Last and certainly not least, thank you to our resolute staff who work tirelessly and with passion for our great industry and for our members.

Consolidated Statement of Financial Position

Assets	2023 YE	2024 YE	2024 YE Variance
Cash	\$5,208,785	\$4,850,000	(\$358,785)
Receivables	\$254,500	\$450,000	\$195,500
Property & Equipment	\$349,695	\$317,155	(\$32,540)
Total Assets	\$6,271,678	\$6,114,517	(\$157,161)

Liabilities and Net Assets	2023 YE	2024 YE	2024 YE Variance
Liabilities	\$1,848,399	\$1,722,000	(\$126,399)
Net Assets	\$6,271,678	\$6,114,517	(\$157,161)
Total Liabilities and Net Assets	\$8,120,077	\$7,836,517	(\$283,560)

Year Consolidated Statement of Financial Position

	2023 YE	2024 YE	2024 YE Variance
Total Revenue and other Support	\$3,675,780	\$4,079,039	\$403,259
Expenses	\$3,544,811	\$4,075,240	\$530,429
Net Assets, beginning of the year	\$3,969,806	\$4,129,012	\$159,206
Net Assets, end of the year	\$4,129,012	\$4,122,811	(\$6,201)

Celebrating Breakthroughs, Inspiring Progress

In 2024, NTCA's marketing efforts focused on enhancing member engagement, strengthening brand consistency, increasing awareness, and driving growth across digital platforms.



Automation and Metrics

Launched an automated onboarding and renewal campaign. Measuring efforts across the board to pivot as needed.



Social Media Growth

Achieved an increase in social media reach, with average reach up by 83% driving greater visibility and engagement with NTCA content.



Brand Consistency

Increased consistency across the brand strengthening our professional image and reinforcing brand recognition.



Program Support & Press

Provided support for various programs including Ambassadors, Five-Star, Training, Women in Tile, and Events. Distributed 26 press releases in 2024 showcasing to drive awareness.



NTP Tile Pro Network

Launched a new online community to add value for members, fostering connection and engagement among industry professionals.

These accomplishments reflect a focused effort to strengthen NTCA's brand, engage members more effectively, and provide added value through strategic marketing initiatives.

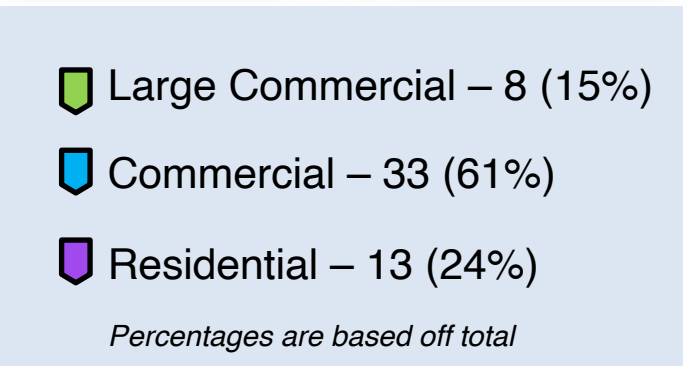
Solidifying Opportunities, Charting the Future

Explore the reach and impact of some of our key initiatives through interactive maps, launched in 2024, that showcase these programs' nationwide presence and contributions to the tile industry.

78 Ambassadors
New onboarding and resources

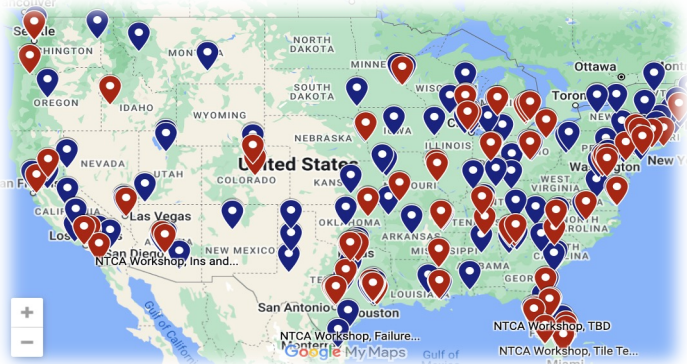


**Five-Star Accredited
54 Members**



Training in the U.S.

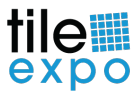
- 198 Workshops
- 69 Regionals 1-Day
- 13 Regional 2-Day



Save the Date

Events

THE
INTERNATIONAL
SURFACE
EVENT™



January 28-30, 2025

Las Vegas, Nevada

The International Surface Event unites professionals from flooring, stone, tile, and beyond. Discover cutting-edge products, trends, and design solutions, and connect with experts across a showcase of materials, tools, installation products, and exhibitors.

April 29 – May 2, 2025

Orlando, Florida

Coverings is the largest and most significant ceramic tile and natural stone conference and exhibition in North America. Over 1,100 global exhibitors from 40 countries will set the stage for introducing some of the world's most innovative tile and stone products.



October 26-28, 2025

Phoenix, Arizona

Total Solutions Plus brings the ceramic tile industry together to network and learn from each other. It's where distributors, manufacturers, and contractors connect to listen to relevant speakers, participate in education sessions, network with decision makers and more.

Gratitude, Collaboration, and Continued Success

As we reflect on another remarkable year, we want to take a moment to express our deepest gratitude to everyone who makes the National Tile Contractors Association the thriving organization it is today. To our members, thank you for your unwavering support, your dedication to the craft, and your active involvement in our mission. It is because of your passion for excellence and growth that we are able to make such a significant impact in the tile industry.

We extend our sincerest thanks to our NTCA Ambassadors, who selflessly dedicate their time and expertise to representing our association and strengthening connections within the tile community. Your work is invaluable and continues to inspire. To our Board of Directors and Executive Committee, your leadership, vision, and commitment guide us forward with clarity and purpose.

We also want to acknowledge the incredible efforts of our committee leaders and members. Your collaborative work drives our programs and initiatives, ensuring their success and relevance for our industry. From the Technical Committee to the Membership Committee, your contributions fuel progress and innovation.


Lastly, to our partners and sponsors, thank you for your steadfast support and belief in our mission. You play a pivotal role in helping us provide valuable resources, host impactful training, and strengthen the tile industry as a whole.

At NTCA, everything we do is for our members, partners, and the greater tile community. Yet, none of it would be possible without you. Thank you for your trust in NTCA. We are honored to serve and grow alongside you.



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