

## **Report of the Executive Director NCSG – November 2007**

For a midyear board meeting, we have a fair bit of activity that we will be discussing on November 1<sup>st</sup>. Specifically, there are four policies that are being presented to the board in this packet for consideration.

Following up from our meeting in July, the Convention Site Selection Committee has proposed a change to the current convention rotation that will give the committee more flexibility to make decisions based on objective business criteria. The intent of the new policy will still be to appreciate the needs of the various regional events without locking the committee into decisions based largely on geographic necessity. Currently, the committee has wrapped up its negotiations for the 2009 Convention, and is beginning to look at our options for a Midwestern event in 2010. While not confirmed, initial cities being considered include Indianapolis and Kansas City, as well as a possible return to Louisville.

A topic of increasing attention has been our current policy toward trademark violators. As a trade association, we walk the fine line of enforcing our trademark use policies, while not restraining trade by making opportunities for compliance unreasonable. I believe the policy regarding trademark violator compliance being proposed to the board adequately addresses that fine balance while demonstrating to our members that we not only appreciate their adherence to the policy, but we will no longer simply allow violators the opportunity to simply “buy” their way into compliance. Trademark enforcement is primarily a staff function, and this new policy will provide the staff with clearer direction in terms of addressing this still far-to-common problem.

An additional challenge relative to trademark use is the issue of members being able to use the trademark in their promotional materials regardless of the number of locations they may operate. Currently, whether a member company operates one location or several in different cities or states, they pay the same rate for the use of the trademark and multiple listings on the Guild’s search engine. I have been talking to our legal counsel about the need to more formally address the use of our trademark license, and the proposal included in this packet not only does that but also considers the additional administrative processes required to establish multiple company locations on the search engine.

For the past year, we have also been discussing the merits of creating a supplier equivalent to our member Code of Ethics. Approximately 25% of our supplier membership was selected to review and offer input on the proposed Standards of Practice. Included in those who participated in this process were our top 10 exhibitors for our annual trade show. The feedback was very supportive, and while many expressed their general disappointment that such an agreement was necessary given that they view much of it as “common sense,” they appreciated that in today’s society it is beneficial to establish a level playing field of common expectations. Adopting this Standard of

Practice will also provide the Guild with an objective means by which to assess potential supplier applications for membership.

Jim Brewer, Royal Edwards and I have been working with legal counsel to offer a proposed interpretation to OSHA for their current fall protection requirements. Our formal letter was submitted to OSHA in July with a general understanding that they would have a response to us within approximately 4 months. We are approaching the 4 month mark now, and legal counsel has expressed that they anticipate OSHA's response soon. We remain optimistic that we will have something substantial to report to the membership prior to (or at) the Reno convention.

We are a little more than 5 months out from the '08 convention, and the staff is on track. The lion's share of the seminar schedule to complete, and the staff planning team will be conducting a site review and initial program walk thru at the Grand Sierra in late November.

The following is a program status report from Ashley Eldridge:

*Convention seminars are just about completed. So far I have the following;*

*Masonry seminar with Glen Luse and Chris Prior. The details are still being worked out, but I would like access to those stations throughout the convention if we can work it out. I have contacted John Andrews, a sweep in Sparks, to assist with the logistics of material delivery and he indicated he was willing to help. There are currently two breakout sessions dedicated to this concept.*

*Rick Vlahos has agreed to conduct a seminar titled "Understanding the customer". He is determining what the fees will be.*

*Elmar Schrader from Wohler has agreed to teach how to determine sufficient combustion air based on pressure readings in the space. This should be a well received technically advanced session.*

*Ellen Rohr is scheduled to teach three sessions on business; 2 breakouts and the general session on Saturday. She was well received last year and should be a good draw.*

*Our own Melissa Heeke has agreed to conduct a seminar outlining best practices for marketing the CCS credential.*

*We will have our annual Codes and Standards update with John Pilger, Jim Brewer and Royal Edwards. I have asked Royal to include information about the IRC as a means of preparing sweeps for the changes to come.*

*Jay Walker and Steen Hagensen from Exhausto will have a seminar that describes the installation of new dryer exhaust ducts (rerouting) for residential applications and what*

*one is likely to encounter when addressing a commercial job. Between these two I expect good things.*

*Bart Ogden has agreed to conduct a seminar describing how to prepare your office for a disaster. Whether natural or manmade, advance preparation can make a huge difference in getting the business up and running quickly after such an event.*

*Russ Dimmitt has agreed to conduct a seminar about chimney lining. He would like to be able to incorporate his seminar into the masonry station as part of the progressive concept.*

*Jerry Isenhour has agreed to conduct a seminar about chimney chases. Like what are some of the special requirements such as increased clearances where the chimney passes through the top of the chase, properly locating the termination for an outside air supply, enclosing both factory-built and masonry structures from the ground and above the roof, how to make a "listed" shroud, ventilating the chase and other requirements that generally go unnoticed.*

*While not finalized, we are still attempting to put together a program to highlight innovations in appliance efficiencies (eg. RSF, BIS, etc).*

*We are considering the possibility of having Market Hardware conduct a seminar about marketing in general, including best practices in website marketing.*

*Stratus Insurance is putting together a needed seminar describing the necessary components of good general liability and business policies.*

*There are a few more that I would like to consider, but with those already mentioned we have run out of available slots.*

I look forward to speaking to you all soon.

Respectfully submitted,

Mark McSweeney  
Executive Director