



Minutes of a Natural Stone Council

Board of Directors Meeting
January 28, 2013
Explorers Boardroom
Mandalay Bay Convention Center
Las Vegas, Nevada

Present: Moe Bohrer, Bill Halquist, Rob Teel, Alex Bachrach, Will Bybee, Jeff Buczkiewicz, William Swift, Josh Levinson, Jonathan Zanger, Mike Schlough, Eddie Greene, Rick Dilts, Joe Dellacroce via proxy for Brenda Edwards, Butch Coleman via proxy for Mark Sawyer, Jim Owens, guests Rob Broekhuizen, Jim Hieb, Bernard and Brenda Buster, Todd Schnatzmeyer, Jane Bennett, Brenda Edwards and Pete Roehrig, and Executive Director Duke Pointer.

Working with a 10-item agenda, Chairman Moe Bohrer called the meeting to order at 12:30 and read the anti-trust invocation. Bohrer then did a roll call of the Board. The minutes of the previous meeting, held December 11, 2012, were approved as presented (Motion: Zanger, Second: Swift with unanimous approval).

Buczkiewicz briefly discussed the financial report noting that at year end 2012, revenues were \$ 111,034.00 and expenses were \$ 104,593.00, thus showing a net gain for the period of \$ 6,441.00. The NSC showed a beginning balance as of January 1, 2012 of \$ 165,270.00 and a year-end balance of 171,711.00. Pointer noted that revenues fell \$ 14,000.00 short of budget, but at the same time expenses were substantially lower as well. Examples included the website expenses, which came in some \$ 2300.00 less largely due to the efforts of Bennett, and the Green Building Initiative expenses which were \$ 74,000.00 less than budgeted. The budget for 2013 anticipates revenues of \$ 77,100.00, including \$ 27,000.00 from StonExpo 2013 via the NSA. Expenses on the Green Building Initiative are likely to be substantially more while trade show and other expenses should be pretty much in line with those same expenses in 2012. In a nutshell, we should be able to complete the Green Building Initiative, but without additional revenues we will likely be wiped out by year end. The report was approved as presented (Motion: Owens, Second: Bachrach with unanimous approval).

Next on the agenda was the election of officers. After a brief discussion, Bohrer, Edwards, Owens and Buczkiewicz were re-elected President, Vice-President, Secretary and Treasurer respectively (Motion: Swift, Second: Bachrach with unanimous approval).

There was no new business.

Attention then turned to the Committee Reports. Buczkiewicz and Dellacroce reported on Fund Raising activities, noting that 2012 was a difficult year for all organizations. Dellacroce noted that he had made several phone calls and gotten some promises, but by the end of the year it became difficult to ask for money. Among fund raising methods were e-mails to previous donors but we need to expand our efforts beyond continuing to ask the same people for money. Among the ideas discussed were to ask industry companies for \$ 50.00 to \$ 100.00 donations and for Board members to call people they know. The StonExpo check-off brought in \$ 185.00 last year and is in place this year as well. The group discussed the need to better promote the NSC...tell people who we are and what we have done and are doing...note that we are essentially an umbrella group for all member organizations....an association of associations. In the end, it was decided that more members were needed for a Fund Raising Committee to meet and bring ideas to the Board. Joining Dellacroce and Buczkiewicz on the Committee are Edwards, Dilts, Levinson, Teel and Bachrach.

Roehrig reported on the activities of the Regulatory Compliance Committee, noting that the group is trying to get the word out but is having trouble getting people to call and report. MSHA is becoming more regulatory and finding more violations, with new regulations coming out. We need to educate our elected officials, and when they are fund-raising we need to use every opportunity to inform them of what's going on. Among the major issues is the potential liability of individual supervisors, which will make it difficult to hire them if they know they could be subject to large fines and jail time. Other issues discussed included remote fines, where the inspections would leave, then assess fines later. One person noted that if their company can get off with 3-4 citations and \$ 1,600.00 or so in fines, they feel they did well. Among the incidents mentioned was a

Minutes of a Natural Stone Council Board of Director's Meeting

January 28, 2013

Page Two

piece of ragweed which was written up as a fire hazard. Again, the Committee needs to get the word out to individual companies to report such incidents, so that our elected officials can be informed.

While Dave Melum, the Environmental Compliance Sub-Committee Chairman wasn't at the meeting, his written report was included in the meeting documents. Roehrig noted that changes were probably on the horizon, as a new person is coming in to run the EPA. If there are people in individual companies that deal with environmental issues, Dave would appreciate the help. Bohrer pointed out the importance of these Committees, noting that the people involved with them are experts, thus they can probably help and tell you what's been done in the past when issues have arisen. It was also noted that Bill Hood and Monica Gawet have also done an excellent job as co-chairs of the MSHA/OSHA Sub-Committee. Finally it was noted that activities of these Committees should be stressed during any fund-raising efforts.

Broekhuizen and Bennett reported on the activities of the Website Committee noting that the updates had been completed by Interactive Media Consultants, with the site going live on October 3rd. The cost was \$ 5,195.00, which was \$ 195.00 over the original estimate but a \$ 500.00 savings in web hosting made the initiative favorable to budget. Google Analytics was installed on November 8th, and so far there have been 3,918 visits, with 50% being from the U.S. and 26% from Turkey. China, India, and Canada are the 3 leading other countries, and visitors from 91 other countries have been to the site. Visits in January are up 14% from the November/December average of 67 per day. A content management meeting was held on November 15, 2012, and the site is now easier to update and maintain. Duke is now able to manage most required updates and changes to the site's content and Imedia is available to help when needed. The Committee thanked Duke, Stephanie Vierra, Jane, Todd Gaber from K2 Stone and Gaby and Beth from Imedia for all their input and hard work on the site.

Bernard Buster discussed Sustainability, noting that they were talking to 3rd party verifiers. Among those contacted was Price-Waterhouse-Cooper, who does similar work for the forestry industry. PWC was sent various information as well as chain of custody information, and the hope is that they'll come back with comparisons for what we have. Bernard discussed auditing costs and said a ballpark estimate was \$ 5100.00 for quarrying and/or processing. One issue for the NSF was the high cost of continuing the audit and a lot will depend on how often the standard requires re-certification. The thought is to get bids though it was noted that the NSC needs to keep control so that it's implemented properly. It is believed that multiple auditors would create more competition leading to cheaper prices, though it was also pointed out that consistency of the auditing process is important. One suggestion was that an auditor could call on several companies in a given area, thus also saving travel expenses. Dennis Gillan of NSF gave a presentation later in the day, in hopes of becoming the exclusive auditor for the standard.

Companies run by Edwards and Buster are participating in the pilot program, and both reported on their progress to date with the paperwork. It was noted that Edwards' facility was different, given that it has multiple locations vs. a single location for Buster's operation. Once these two companies are certified we should have a good idea of what costs and procedures are involved for different sized operations

Stephanie Vierra then gave an update on LEED V4 discussing the full building lifestyle assessment and touching on green building trends. She discussed what trends can be expected in the next few years, including opportunities for the industry. She is also giving a presentation for the BSI in conjunction with StonExpo which should prove helpful to the industry.

Jack Geibig gave an update on the status of the standard, noting that the draft standard had passed 14-2, and comments are being reviewed. There were 150+ comments received, and the Joint Committee and Jack are working to resolve the more challenging issues. The comments have led to substantial changes which will require additional balloting. Areas requiring revision include the Scope of the Standard, Baselines for Improvement, Rewarding Past Performance, and Achievement Levels. Activities currently on-going include the pilot testing of the standard (as noted above), comment resolution/standard revision process (also noted

Minutes of a Natural Stone Council Board of Director's Meeting
January 28, 2013
Page Three

above) and the development of the certification process. In addition, processes for developing a Chain of Custody document to accompany the Standard (NSC 373) as well as a conformance protocol to provide guidance to manufacturers considering applying to the standard have begun. The time frame for these efforts, assuming all comments are resolved by January 31st, is as follows:

Adjudication Ballot, where the Joint Committee members will be asked to consider the reasoning behind "No" votes and any unresolved public comments for initial balloting will last for two weeks and begin the 18th of February. As soon as the revision 2 draft is completed, public comment will be open for 45 days. Revision 2 ballot will be open after March 4th when adjudication closes. The ballot will be open for 21 days.

If the Standard passes, the NSF will work with NSC to publish it within 6 months of the approval date (and probably much sooner). In March, 2013 there will be a Chain of Custody kick-off meeting where stakeholders will begin to develop criteria for a Chain of Custody Standard as a companion to NSC 373. Also in March, 2013 there will be a Draft Conformance Protocol Review wherein stakeholders will be invited to review and comment on the protocols developed by Ecoform, in conjunction with both the NSF and NSC. The goal of this document will be to provide guidance to prospective applicants to the standard about what information would be considered acceptable to meet the criteria of the standard. Final document is projected to be available by the end of April, 2013.

It was also noted that Jack will be hosting a question and answer session at StonExpo on Wednesday morning for those interested in attending. This will be a follow-up session to his StonExpo presentation "Embracing Sustainability through Certification in the Natural Stone Life-Cycle—Brought to you by the Natural Stone Council", scheduled from 11:00 to 1:00 on Tuesday.

Following the aforementioned presentation by Dennis Gillan, as noted above, the meeting adjourned at 6:25 p.m. (Motion: Teel, Second, Swift).

Respectfully Submitted:

Secretary: Jim Owens