



## Minutes of a Natural Stone Council

Board of Directors Meeting

March 12, 2013

Present: Moe Bohrer, Rob Teel, Alex Bachrach, Will Bybee, Jeff Buczkiewicz, William Swift, Josh Levinson, Eddie Greene, Rick Dilts, Brenda Edwards, Mark Sawyer, Bill Hood, Jim Hieb sitting in for Jonathan Zanger, Jim Owens, guests Jane Bennett, Bernard Buster, Pete Roehrig, Joe Dellacroce, Dave Melum, and Jack Geibig, and Executive Director Duke Pointer.

Working with a 13-item agenda, Chairman Moe Bohrer called the meeting to order at 3:03 and read the anti-trust invocation. Bohrer then did a roll call of the Board. Owens noted that the minutes of the January 28, 2013 Board meeting sent out by Pointer prior to this meeting reflected a change from Rob Teel to Rob Broekhuizen reporting on the activities of the Website Committee in the second full paragraph on page 2. The revised minutes of that meeting, held were approved as presented (Motion: Edwards, Second: Swift with unanimous approval).

Buczkiewicz briefly discussed the financial report noting that as of the end of February, revenues were \$ 13.04 (interest income) and expenses were \$ 29,865.11 (primarily due to StonExpo), thus showing a net loss for the period of \$ 29,852.07. The report was approved as presented (Motion: Owens, Second: Edwards with unanimous approval).

Attention then turned to the Committee Reports. Roehrig reported on the Regulatory Compliance Committee, noting that MSHA's Pattern of Violations rule was out. Violations are now noted by the part of the code they violate, and also show if there were previous violations. The fear is they are starting to gather the information so they can bring up previous violations down the road. Pete and Moe met with Manny Vasquez from Wisconsin Senator Ron Johnson's office and went over the frivolous citations. Johnson has put together a website to gather citation information and patterns. If the law is allowed to go through with no input, companies can be put in a bad situation. Pete will try to chase down the short form questionnaire and get it to the associations. Biggest task is to gather information on what violations are being cited, as some horror stories are coming in. The fear is if MSHA can establish a pattern of violations (however frivolous) fines can increase and businesses can literally be shut down. Pete will call Adele Abrams to see if it's okay to use some of the information she's gathered and if she'd speak to the group. He will also research the Patton and Boggs article and try to bring both things together and include them in an article. Duke can then put on the website....and it was noted that it would also be beneficial if it was put on the sites of the individual associations. Pete will do a draft and submit it for comments.

Melum discussed the Environmental Compliance Committee, noting the group met on February 11<sup>th</sup>. There was no pressing information though the group discussed storm water and radon and will put out a memo. They are working to develop a mission statement and determine how their group overlaps with the Sustainability effort. They've adopted a wait and see attitude on Gina McCarthy, recently named to head the EPA.

Bennett commented on the website, noting the group would like to get the upgrade to the Sustainability Standard to share with the industry. Duke has communicated with Rob and has done some updating. He discussed the fact that the credit card situation has been worked out. He also noted how the credit card payments work in conjunction with PayPal, noting that when you do a credit card it asks for the PayPal information for verification purposes. We will soon have the ability to scan cards or enter the information through PayPal, also. The PayPal procedures are very secure and Mark Sawyer confirmed that his company uses it on a regular basis.

Buczkiewicz and Dellacroce reported on Fund Raising activities, with Dellacroce noting there has been a flurry of pledges. The group has not met, but plans to do so within a week or so. Joe has been making calls and is more optimistic than he was in 2012, noting he expects others to contribute. Duke cited recent \$ 1,000.00 contributions from Connecticut Stone Supplies, Delaware Quarries and the BSI. The ASI was thanked for their

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\$ 5,000.00 pledge as well as the others (TexaStone, Anderson Bros. & Johnson/Michels and Continental Cut stone) previously noted via e-mail.

Geibig discussed the status of the Sustainability Standard, noting that the review of the comments was taking longer than expected, though they've now been completely addressed. Jack is putting the final touches to the Standard, which must be re-balloted. Schedule for NSC 373 going forward is; March, 14 - Revisions complete; March, 21 – response to comments to reviewers; April, 5 – 14 day adjudication period ends; April, 8 – Revision 2 released for 45 day review; April, 22 – two week balloting of Revision 2 open until May, 6; May, 24 – Review/Comment period closes. The need for a Chain of Custody Standard became apparent during the Standard development. This process expected to take 4 to 6 months with an April 2013, Kick-off Meeting scheduled. A verification document, "Conformance Protocol – NSC 373" will also be developed because differences in interpretations of criteria often arise no matter how careful the standard is written. The protocol would be a repository for all interpretations of criteria to insure consistent application.

Duke noted that the material for his Executive Director's report had been covered.

Under Old Business, Buczkiewicz discussed the BIM (Building Information Modeling) project, noting that the natural stone industry needed to be represented. Currently the concrete, precast and steel industries have software programs out to architects but stone is not a part of the general category. The Mason Contractors Association has engaged Georgia Tech to do a road map, which has been completed. Phase 2 (of 4) is going to require a major commitment by the industry with a cost estimate of \$ 800,000.00 and a time frame of 18 months. As a part of this effort, suppliers will be asked to come up with common names and product classifications for their stone types. Once completed, users will be able to compare stone to precast, etc. Moe asked the ASI, BSI, and MIA to poll their members to help name the stones and make sure of the names and classifications involved, and to coordinate this through Jeff. Cold Springs will also likely be involved. First step is to verify the interest, then have those overseeing the endeavor to pick a group to put it all together.

Under New Business, Duke discussed the need for updating the NSC video, referring to Bill Levy's proposal which had been included in the Board packets for this meeting. It was noted by Duke and others that the current one, which is several years old, was useful in its time. Levy did the original and reference was made to the recently completed one he did for the MIA, "The History of Man and Stone". Among the uses for it would be to play at trade shows, with Pointer noting that it's been his experience that it tends to make people stop at the booth to watch. Asked about upcoming shows, he noted that they include the AIA show in Denver from June 20 to the 22<sup>nd</sup>, as well as GreenBuild in Philadelphia November 20 to 22<sup>nd</sup> and next year's StonExpo. We could also link it to the website and make it so that people who downloaded it could also check standards....it would be a helpful tool for users. We could also have copies to send to people who might be interested in donating to the NSC or joining some of the participating organizations. It could also be segmented on the websites so that people who were interested could get what they wanted without having to watch the entire video. In a nutshell, the update would allow the NSC to better tell their story so that people would know what we are doing. The total estimate for the video is \$ 8,750.00 (plus travel expenses, if any) which would include re-scripting the current version to bring it up to date, using some of the current sound bites. It was suggested to shorten it for use on our website and YouTube. Also, to beef up the new version the program needs some new sound bites from some of our key people. The new sound bites could focus on what the NSC is doing and why it is important to provide funding via a short benefits video aimed specifically at fund raising. After some discussion, the funding for the video was approved (Motion: Owens, Second: Swift with unanimous approval).

The meeting adjourned at 4:15 p.m. (Motion: Greene, Second, Bachrach).

Respectfully Submitted:

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Secretary: Jim Owens